

## DIRECTOR OF THE MASTER'S PROGRAM

### Dr. Natàlia Herèdia López

Dr. Natàlia Herèdia has a PhD in Research in Design from the University of Barcelona and a Bachelor's degree in Audiovisual Communication from the University Pompeu Fabra. She is a front-end and visual designer and works as a consultant in user experience, designing, researching and defining online product, service and communication strategies. She has coordinated multidisciplinary agency teams for the financial and cultural sectors, public administration, and the media.

## SCIENTIFIC DIRECTOR

### Dr. Ramón Sangüesa

Dr. Ramón Sangüesa has a PhD in Computer Science (Artificial intelligence) and a Postgraduate degree in the Communication of Science from the University Pompeu Fabra. He is a Senior Fellow at the Strategic Innovation Lab in the Ontario College of Art and Design (OCAD) at the University of Toronto and he is affiliated to the Center for Organizational Innovation at the University of Columbia. He has been involved in digital research projects in communication for more than twenty years.

## COORDINATOR FOR ART DIRECTION

### Zoe Barceló

Has a Bachelor's degree in Advertising and Public Relations from the University Pompeu Fabra and a Master's degree in Design and Art Direction from Elisava. He has received the Bronze Sol Award from the FIAP and the Gold Award for a Social Responsibility Campaign from the EPI awards. He is a co-founder of the creative platform Brief&Chips and is currently Art Director at the Kitchen advertising agency.

## ADMISSION PROCESS

- Bachelor's degree or equivalent, issued by an institution of the European Higher Education Area authorized in the country issuing the degree for access to Master's degrees

- Bachelor's degree in Design or official

- Bachelor's degree in Telecommunication Engineering and/or Computer Science

- Bachelor's degree in Communication Science, Social Communication and Audiovisual Communication

- Professionals and academics with accredited experience in design and digital communication

- Bachelor's degree in Arts

- Those holding degrees from educational systems outside the European Higher Education Area are not required to complete accreditation for an official Spanish university degree, but must be approved by those responsible for the course

- English level B2

There will be no access test. The application process must be accompanied by a certified copy of the student's official degree and the student's Curriculum Vitae, letter of motivation and portfolio. The future student must also have a personal interview (conducted in person or online) with the Master's degree team.

## TEACHERS

**Dr. Carmelo Zappulla**, Doctor in Architectural Design from the Polytechnic University of Catalonia. He is a co-founder of External Reference Architects, a studio dedicated to architectural projects and experiential interior design. His works include the Alkimia restaurant in Barcelona, which won the SBID International Design Awards 2017 and the INARCH prize for the best author's restaurant in 2017, awarded by the National Institute of Architecture of Italy.

**Marcel·lí Zuazua**, has a degree in Economic and Business Science from the Autonomous University of Barcelona and a Management Development qualification from IESE. He is the managing director of Herraiz Soto & Co and Vice-President of Vitamin Rain and Notegrphy. He has been chairman and member of the IAB Spain board, account executive in Delvico Bates and account director in SCPF.

**Oriol Ibars**, has a Master's degree in Multimedia from the UOC and an MBA in eBusiness from the Polytechnic University of Catalonia and the Carnegie Mellon University. He is a consultant in internet, UX and eCommerce strategy.

**Chris Grant**, is a graduate of the George Washington University and a Senior Director at King. He has led design teams in the USA and Europe for more than a decade and specializes in managing key strategic design projects in innovative companies, such as Tuenti.

**Álvaro Pastor**, has a Master's degree in Cognitive Systems and Interactive Media from the University Pompeu Fabra. He is an architect, electronic artist, and undertakes research into interactive systems, virtual reality, perception systems and artificial intelligence. He has carried out R+D in real time audiovisual and interactive systems at the La Casa Ida (Lima) medialab and R+D visualization and 3D simulation at ArtificalOrg.

**Esteve Travesset**, Creative Director at Herraiz Soto & Co. Professor at Pompeu Fabra University and other design schools.

**Pere Esteve**, is the Digital Production Director at Herraiz Soto & Co, a web developer at Hodiern and Art Director and front-end developer at OvalSound.

**Jordi Galobart**, has a degree in Technical Engineering from the University of Vic and a qualification in usability and accessibility from the University of Alcalá. He is a consultant in UX, findability, SEO, SEM, information architecture, conversion and accessibility.

**Montecarlo**, has a PhD in Communication and an MBA in Cinema and Television from the Ramon Llull University and a Bachelor's degree in Fine Arts from the University of Barcelona. With more than 25 years in the world of communication, he is currently Creative Chief Officer of Efirero Films Ltd.

**Albert Rof**, has a degree in Economic and Business Science from the UAB, a diploma in Marketing from Barcelona Activa, an MBA from the University of Gerona and a Small Business Management Program qualification from the University of California. He has worked for leading companies, such as Bimbo, Nutrexa, Kellogg's and Chupa Chups, and is an expert in new technologies and the internet.

**María Paula Mariani**, has a degree in Economic and Business Science from the UAB, a diploma in Marketing from Barcelona Activa, an MBA from the University of Gerona and a Small Business Management Program qualification from the University of California. He has worked for leading companies, such as Bimbo, Nutrexa, Kellogg's and Chupa Chups, and is an expert in new technologies and the internet.

Amongst many others

## ABOUT LCI BARCELONA

LCI Barcelona School of Higher Education in Design trains design professionals renowned for their excellence and global vision.

We offer:

- Bachelor's degrees in Design (Product, Interior, Graphic and Fashion Design)
- Official Master's degrees
- Master's degrees and Postgraduate/Specialization programs with joint certification from the UB and also LCI's own programs
- Professionalization courses through Continuing Education programs
- Summer courses
- In-company training tailored to the needs of a specific company or sector

LCI Barcelona offers all its students the possibility of completing their education through:

- Professional internships
- Access to Job Vacancies
- Support and networking available from the international LCI Education network

## BARCELONA, A CULTURAL AND PROFESSIONAL DESTINATION

Barcelona is a cosmopolitan destination par excellence: art, design and fashion fill the air. In addition to setting trends in the creative sector, it is also a benchmark for other sectors such as new technologies and innovation. This makes it an ideal place for anyone interested in enjoying cultural life during their education.

Over 33% of our students currently come from abroad, which demonstrates the international prestige and presence that LCI Barcelona has achieved since its inception, assisted by all the benefits of such an avant-garde city as Barcelona.

The Department of International Relations provides support to students on educational matters (orientation at the start of studies) and routine procedures (accommodation, study visa application, foreign ID (NIE) procedures, medical insurance, etc.).

MAKE IT HAPPEN!

- DIGITAL PROJECTS FOR ADVERTISING AND STRATEGIC COMMUNICATION
- DESIGN PROJECTS FOR INTERACTION IN SPACE

LCI BARCELONA IS A MEMBER OF THE LCI EDUCATION NETWORK, PRESENT ON 5 CONTINENTS, WITH 23 HIGHER EDUCATION CAMPUSES.



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# OFFICIAL MASTER'S DEGREE IN THE CREATION AND DEVELOPMENT OF DIGITAL PROJECTS

OFFICIAL SCHOOL OF HIGHER EDUCATION IN DESIGN





# OFFICIAL MASTER'S DEGREE IN CREATION AND DEVELOPMENT OF DIGITAL PROJECTS

This is a Master's degree which enables students to explore and develop advanced digital projects based on the new interactive paradigms

With the whole world changing, it is not possible for us to continue to train new designers without emphasizing design's close links with technology. With this objective in mind, the **Official Master's degree in Creation and Development of Digital Projects** offers students specialized training in research and professional experience in the field of digital design. The student will learn to contribute innovative solutions and value added proposals to a market which is crying out for new professionals. It will also train students to be researchers capable of understanding research fundamentals and methodology in design related to the latest trends in communication, digital culture and ITC.

The digital designer is currently at the epicenter of a range of professional sectors in which interaction is the common denominator. Digital products must be adapted to the cognitive abilities of the people who use them, while taking into account the emotional influence they generate. Disciplines such as interface design (UI) and experience design (UX) are essential for the success of any interactive product, whether a mobile app, a website, a videogame or an augmented reality app. This also applies to objects and spaces connected to the web, such as digital menus on a restaurant table or city activities on a hotel bedroom wall display.

The Master's degree places design at the center of the person-technology-business triangle in order to enable students to carry out interactive designs with the new digital ecosystems in mind. Students will tackle the broad theoretical paradigms in communication and sociology which concern digital society and will acquire the methodologies and tools to investigate, conceptualize, and develop digital solutions. Students will be trained in web and app HTML, CSS and Javascript languages and free software, such as Arduino, which offers a wide range of opportunities for digital design. They will also learn how to manage projects by applying an approach which prioritizes strategy, innovation and competitiveness.

## TECHNICAL SPECIFICATIONS

**Qualification:** Official Master's Degree in the

Creation and Development of Digital Projects

**Credits:** 60 ECTS

**Hours:** 400 hours on campus

**Duration:** 1 year divided into 2 semesters: October to July

**Dates:** October to July

**Times:** Three days a week from 18:00 to 22:00

**Language:** a) Spanish option  
b) English option

**Mode:** On campus

**Specializations:**

→ Digital projects for advertising and strategic communication.

→ Design projects for interaction in space.espacio

## WHO MAY BE INTERESTED

This program is designed for graduates with a Bachelor's degree in Design, and graduates and professionals from the world of design, communication, marketing, engineering and/or computing who wish to acquire professional knowledge and practice in interaction and the design of digital solutions.

In particular, graphic designers will acquire a global, strategic and complex vision to enable them to resolve digital problems, as a natural and coherent progression in their professional training.

This Master's will open doors to students, teachers, professionals and academic who wish to experiment in interactive design, whether they wish to contribute new innovations, create start-ups or start a research doctorate.

## OBJECTIVES

The main objective is to train professionals and researchers who wish to specialize in the advanced creation of digital projects with the opportunity to select one of the following two options:

**Digital projects for advertising and strategic communication:** students will be trained in the conceptualization and development of digital communication strategies and in the research, design, prototype creation, and programming of products and services for brands and organizations.

**Design projects for interaction in space:** students will be immersed in the conceptualization and development of design for interaction applied to spaces in the hospitality and restaurant sector (Hospitality Design).

Other objectives:

- Provide students with tools, knowledge and aptitudes to enable them to become professionals in the world of digital design and interaction possessing an interdisciplinary approach, a high degree of competitiveness and a methodology based on professional practice.

- Learn to incorporate a design methodology which makes it possible to generate new concepts and innovate in technology and digital culture.

- Learn and assimilate the necessary technology and programming tools which makes it possible to create advanced interaction prototypes.

- Design viable and successful interactive digital projects.

- Encourage experimentation and research which would allow students to continue to a doctorate.

## PROFESSIONAL PROSPECTS

- UI Designer
- Art Director in Digital Projects
- UX Designer
- UX Researcher
- Interaction Designer
- Information Architect
- Design and development of websites
- Design and development of mobile apps
- Design and development of online corporate identity and advertising
- Design and development of interactions applied to space
- Conceptualization of new online products and services
- Design and development of experimental interactive elements
- Management of digital projects

## PARTNERS



## SKILLS

- Adapt to cultural, social and artistic changes and to the advances happening in the professional field and select the most suitable way to continue learning, in order to maintain competitive.

- Devise research and innovation strategies to meet user expectations and needs.

- Be able to create projects which are usable, flexible, scalable, and which ensure a comprehensively satisfying experience for users.

- Master the advanced resources for expressing and representing advanced digital and interactive environments in a graphic form.

- Become familiar with the technologies involved in the development of interactive digital products and services.

- Learn how to apply the discipline of design management as a strategic tool for product and company innovation and competitiveness.

- Apply self-criticism in one's own professional and interpersonal ventures. Work with an entrepreneurial and responsible attitude.

- Develop a system of professional ethics in one's working practices based on an appreciation and sensitivity towards aesthetics, the environment, and diversity, all in a critical, reasoned manner.

## STRUCTURE

The educational planning of the Official Master's degree in the Creation and Development of Digital Projects is based on the criteria set by the **European Higher Education Area (EHEA)**. It is structured in one block of common compulsory modules, a further block of optional modules, the final Master's project, and an internship, for a total 60 ECTS. This program allows students to specialize in two different aspects of design:

→ **Digital projects for advertising and strategic communication**

→ **Design projects for interaction in space**

The first option provides a response to the current need for students to learn to create innovative and differentiated communication strategies via websites and apps, whilst the second option offers the opportunity to specialize in a more experimental approach, the digital design of solutions and digital meta projects in spaces. This option is conducted in restaurant and hospitality spaces, a leading ecosystem in Barcelona, where experimentation is undertaken which students can learn from and apply in other spaces.

Students will complete a final Master's project in which they must devise, develop and make a prototype of a project according to their chosen specialization.

## PROGRAM OF STUDY

### → CORE MODULES

**MODULE I (6 ECTS)**  
**Research for design**

SUBJECTS

> Trends in communication, digital culture and ITC  
> Methodologies for design research

**MODULE II (9 ECTS)**  
**Methodology and advanced processes in interactive design for webs and apps**

SUBJECTS

> Innovation and digital creativity  
> Design methodology for interactive projects  
> Tools for advanced digital expression

**MODULE III (9 ECTS)**  
**Programming, development and prototype creation for digital interfaces**

SUBJECTS

> Advanced programming for the semantic web  
> Advanced styles programming  
> Advanced interaction and free software programming

**MODULE IV (3 ECTS)**  
**Design and innovation management**

SUBJECT

> Innovation and entrepreneurship management

### → OPTIONAL MODULES

**MODULE V (11 ECTS)**  
**Option 1. Projects for advertising and strategic communication**

SUBJECTS

> Persuasive communication and design of experiences around a brand  
> Design of products and services for websites and apps

**Option 2. Design projects for interaction in space: hospitality and restaurants (Hospitality Design)**  
*(Hospitality Design)*

SUBJECTS

> Conceptualization and development of interaction in space with free software (Arduino and Processing)  
> Methodological practice: hospitality and restaurants *(Hospitality Design)*

### → INTERNSHIPS

**MODULE VI (9 ECTS)**

Students will undertake internships in companies in this sector. They will join digital project design and development teams, and if they wish, work in managing projects. This program includes internships that can be combined with the Master's degree course timetable.

### → FINAL MASTER'S PROJECT

**MODULE VII (13 ECTS)**

STRUCTURE

> Analysis of brief and definition of project  
> Research and generation of concept  
> Design and development  
> Prototype and test  
> Presentation and defense in front of board of examiners

Each of these stages will be supervised by the specialist teacher and a tutor assigned to each student, depending on the type of project. The student will not be permitted to move on to the next stage without the approval of the tutor.

