



Bachelor's Degree

Fashion Communication



**LCI
Barcelona**

**The World is
Your Classroom**



BACHELOR'S DEGREE IN Fashion Communication

The maturity of social networks and digitisation are transforming the fashion industry. Designers no longer just sell a product, they also generate experiences and build universes. Studying Fashion Communication will teach you to create unique, remarkable stories for brands, publications and agencies.

The sector is facing huge challenges: more innovation, more sustainability, more circularity, more diversity, more inclusion, etc. And communication, styling, creative direction and the organisation of events can lead to change. Are you passionate about creativity and do you believe in the potential of stories and images to express new ideas and values? Choose our degree and study at a school with more than 90 years of experience!

We'll give you all the knowledge, techniques and tools you need to develop your creative and entrepreneurial potential, teaching you all about research, technology and sustainability processes. This degree will make you a highly qualified professional, capable of carrying out all kinds of projects and working in different environments and teams.

Technical information

Degree: Bachelor's Degree in Design,
Fashion Communication route

Credits: 240 ECTS

Duration: 4 academic years

Start Date: September

Language: English or Spanish

Modality: On-campus



ESTEL VILASECA
Fashion Design Area Director

With a degree in Audiovisual Communication from Pompeu Fabra University (2000), in 1999 she founded itfashion.com, one of the first online fashion magazines. Since then, she has specialised in the creation of online and offline content and editorial plans for both publications (such as VEIN, El País, Telva and SModa) and for brands (Absolut, Bershka, Stradivarius, TOUS Baby and Naf Naf), as well as in the construction of intangible assets for fashion brands. She currently combines her work as a consultant and editor with the management of the Fashion Design Area at LCI Barcelona.

Structure

CORE COURSES

Introductory subjects. Study basic material that provides a foundation for the subsequent courses in the degree program.

COMPULSORY COURSES

More specific material introduced throughout the first two years of the program. Study concepts, techniques, and working methodologies in greater depth.

COMPULSORY SUBJECTS FOR SPECIALISATION

Specialised subjects and material introduced throughout the last two years of the program. Demonstrate personal initiative for experimentation and ability to innovate in their area of specialisation.

IN-COMPANY INTERNSHIPS

Internship work within the industry. Develop and demonstrate cross-curricular competence, connect with advanced technologies, and gain understanding of the business world through vocational training. Internships are facilitated through LCI Barcelona partnerships with multinational companies, medium-sized national and international companies, and studios dedicated to design, communication, photography, corporate image, websites, publication, and commercial premises.

ERASMUS+

LCI Barcelona is privileged to offer unique opportunities for international mobility, in partnership with other European universities through the Erasmus+ exchange program. Erasmus+ exchanges take place during the third year of the degree program.

INTERDISCIPLINARY PROJECTS

Projects that encourage communication and innovation across LCI Barcelona's variety of programs and specialisations. Gain comprehensive, panoramic understanding of the creative field, as well as develop a solid network of contacts.

FINAL DEGREE PROJECT

Mandatory autonomous project carried out under mentor supervision. Final projects consist of a complete, complex study that demonstrate ability to integrate program content and competences. Final projects are presented before an examining board.

Career Opportunities

Marketing

Digital marketing

Journalism

PR and event planning

Branding

Styling

Creative direction

Art direction

Fashion research and review

Retail and visual merchandising

Editorial design

Strategic communication

Research of futures

Digital content management

**Design, research and development
of new concepts, applications and products**

Research and teaching

BACHELOR'S DEGREE IN Fashion Communication

1st YEAR

FIRST SEMESTER

6 ECTS B Fundamentals of Design
4 ECTS B Expression and Representation I
4 ECTS B Representation Techniques I
6 ECTS B Digital Language and Techniques I
4 ECTS B Applied Science and Technology
6 ECTS CO Introduction to Fashion Projects

SECOND SEMESTER

4 ECTS B Colour Theory
6 ECTS B Expression and Representation II
6 ECTS B History of Arts and Design
6 ECTS B Culture and Society
8 ECTS CO Pattern Making and Tailoring

2nd YEAR

4 ECTS B Representation Techniques II
6 ECTS B Communication and Audiovisual Media
4 ECTS CO History of Clothing
6 ECTS CO Fashion Design Projects I
6 ECTS CO Fashion Design Projects II
4 ECTS CO Introduction to Fashion Communication

4 ECTS B Management of Creative Industries
4 ECTS CO Digital Technology I
6 ECTS CO Textile Processes and Products
4 ECTS CO Fashion Design Projects III
6 ECTS CO Fashion Design Projects IV
6 ECTS CO Introduction to Styling

3rd YEAR

4 ECTS COS Trends in Visual Culture and Fashion
4 ECTS COS Branding
4 ECTS COS Fashion Marketing
6 ECTS COS Styling and Art Direction for Fashion Projects
6 ECTS COS Fashion Design Communication Projects I
3 ECTS COS In-Company Internships

4 ECTS COS Introduction to Fashion Research and Criticism
4 ECTS COS Retail and Visual Merchandising
4 ECTS COS Strategic Fashion Communication
4 ECTS COS PR and Event Organisation
4 ECTS COS Fashion Film Projects
4 ECTS COS Fashion Photography Projects
6 ECTS COS Fashion Design Communication Projects II
3 ECTS COS In-Company Internships

4th YEAR

4 ECTS COS Future Research
4 ECTS COS Digital Marketing for Fashion
4 ECTS COS Fashion Journalism
4 ECTS COS Editorial Design
4 ECTS COS Fashion Design Communication Projects III
12 ECTS COS Final Degree Project

6 ECTS COS Creative Direction for Fashion Brands
4 ECTS COS Digital Content Management for Fashion
6 ECTS COS Fashion Design Communication Projects IV
12 ECTS COS Final Degree Project



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