



Bachelor's Degree

Graphic Design



**LCI
Barcelona**

**The World is
Your Classroom**

BACHELOR'S DEGREE IN Graphic Design

We are surrounded by graphic design. The websites and apps that we use every day, the credits at the end of a television series, any brand logo, a concert poster, the fonts and illustrations of magazines... all these contents have something in common: a graphic designer played a fundamental role in their creation, as a specialist who is able to appreciate market needs, find creative and innovative solutions to problems and generate satisfaction.

Our Bachelor's Degree in Graphic Design offers all the tools and knowledge required to become a creative, critical designer, with the ability to investigate, organise and plan, who is open to change, but sure of your decisions.

The program takes a very practical approach based on learning by doing and design thinking. The goal is to endow graphic design professionals with the necessary skills and aptitudes to develop their talent in a broad, cross-curricular manner, taking into account all the disciplines and work areas that the designer might face. Special attention is paid to the digital and interactive field and motion graphics, two sectors that are growing fast in reaction to current industry demands.

Technical information

Degree: Bachelor's Degree in Design,
Graphic Design specialization

Credits: 240 ECTS

Duration: 4 academic years

Start Date: September

Language: English or Spanish

Modality: On-campus



ANNA PALLEROLS
Graphic Design Area Director

Master's Degree in Advanced Social Communication Studies from Pompeu Fabra University, graduate in Advertising and Public Relations from Ramon Llull University and graduate in Digital Design and Electronic Art. She is currently head of the Graphic Design Department at LCI Barcelona. She also runs a graphic design and digital development studio that works on the generation of innovative design solutions, with a special focus on user experience.

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

Graphic design and visual communication

Art direction

Brand identity design

Editorial design

Web design

Application design

Audiovisual design

Packaging design

Signage design

Information design

Graphic design applied to space

Typography design

Graphic production

Project management and coordination

Occupations related to design, art and advertising

Research and teaching

BACHELOR'S DEGREE IN Graphic Design

1st YEAR

FIRST SEMESTER

6 ECTS B Fundamentals of Design
4 ECTS B Expression and Representation I
6 ECTS B Digital Language and Techniques
4 ECTS B Applied Science and Technology
6 ECTS B Culture and Society
4 ECTS CO Projects I

SECOND SEMESTER

4 ECTS B Colour Theory
6 ECTS B Expression and Representation II
4 ECTS B Representation Techniques I
6 ECTS B History of Arts and Design
6 ECTS CO Typography
4 ECTS CO Projects II

2nd YEAR

6 ECTS B Communication and Audiovisual Media
4 ECTS B Management of Creative Industries
6 ECTS CO Projects III
4 ECTS CO Visual Composition
6 ECTS CO Graphic Production
4 ECTS CO History of Image and Design

4 ECTS B Representation Techniques II
4 ECTS CO Management of Graphic Design and Visual Arts
6 ECTS CO Projects IV
4 ECTS CO Communication and Visualisation
6 ECTS CO Audiovisual Languages
6 ECTS CO Digital Technology

3rd YEAR

4 ECTS COS Contemporary Art and Design
4 ECTS COS Graphic Design Projects I
6 ECTS COS Graphic Design Projects II
4 ECTS COS Programming Languages
6 ECTS COS Motion Graphics I
4 ECTS COS Advanced Typography
3 ECTS COS In-Company Internships

6 ECTS COS Design and Thinking
6 ECTS COS Graphic Design Projects III
6 ECTS COS Interdisciplinary Projects
6 ECTS COS Representation Techniques III
4 ECTS COS Management and Professional Identity
3 ECTS COS In-Company Internships

4th YEAR

6 ECTS COS Design Research
6 ECTS COS Graphic Design Projects IV
6 ECTS COS Graphic Design Projects V
4 ECTS COS Motion Graphics II
4 ECTS COS Design and Technology
12 ECTS COS Final Degree Project

6 ECTS COS Graphic Design Projects VI
4 ECTS COS Digital Marketing
12 ECTS COS Final Degree Project

B Basic
CO Compulsory
COS Compulsory for the specialisation



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