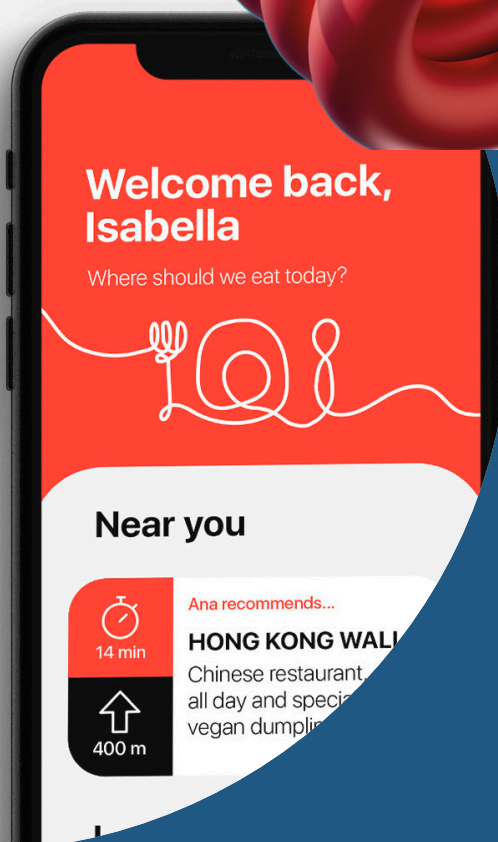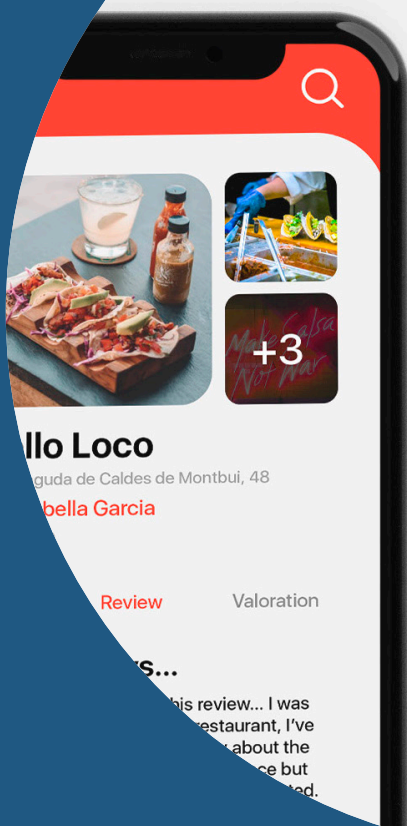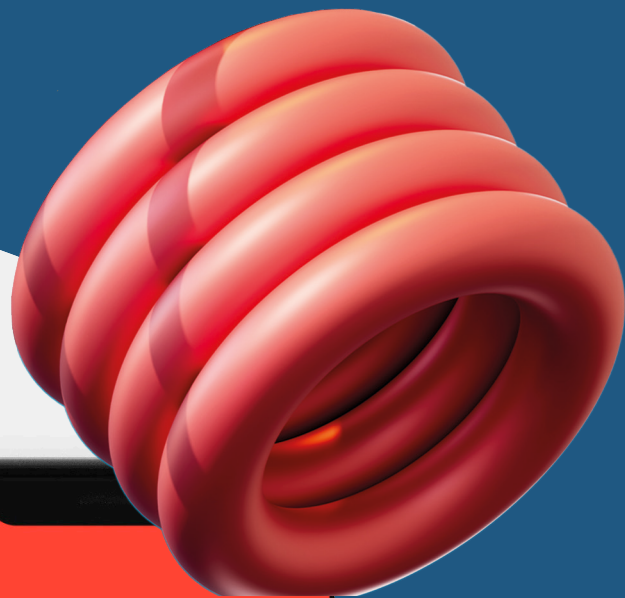# BACHELOR'S DEGREE IN
GRAPHIC
DESIGN

SCHOOL OF DESIGN & VISUAL ARTS

TECHNICAL INFORMATION

DEGREE: Higher Arts Education in Design, Graphic Design Specialty

CREDITS: 240 ECTS

DURATION: 4 academic years

START DATE: September

LANGUAGE: → English option
→ Spanish option

MODALITY: On campus

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.

→ **ANNA PALLEROLS**
DIRECTOR OF GRAPHIC DESIGN AREA

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.

STUDY PROGRAM

1ST YEAR

2ND YEAR

3RD YEAR

4TH YEAR

1ST 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

1ST SEMESTER

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

1ST SEMESTER

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

1ST SEMESTER

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

2ND SEMESTER

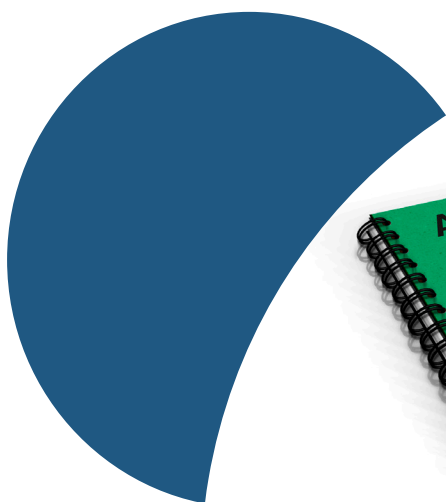| 4 ECTS | B | Colour Theory |
6 ECTS	B	Expression and Representation II
4 ECTS	B	Representation Techniques I
6 ECTS	B	History of Arts and Design
6 ECTS	CO	Typography
4 ECTS	CO	Projects II

2ND SEMESTER

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

2ND SEMESTER

4 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

2ND SEMESTER

6 ECTS	COS	Graphic Design Projects VI
4 ECTS	COS	Digital Marketing
12 ECTS	COS	FINAL DEGREE PROJECT

Aloud ← (adv) 1. with the speaking voice in a way that can be clearly heard. 2020

Allowed ← (adj) 1. to give permission for someone to do something, or to not prevent something from happening. 2020

Vol. 1 – Am

Vol. 1 – A

B Basic   **CO** Compulsory   **COS** Compulsory for specialisation

COSMO
BEAUTY
BARCELONA

6 · 7 · 8 DE ABRIL

BELLEZA · MAQUILLAJE · PELUQUERIA Y UÑAS · BARBERÍA
MEDICINA ESTÉTICA · HEALTY LIFE · WELLNESS

Fira Barcelona

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

LCI
Barcelona

 LCIBarcelona
 LCI_Barcelona | LCI_Animacion
 LCI_Barcelona | LCIBarcelona_Animacion
 LCIBarcelona
 LCI-Barcelona
 LCIBarcelona

A
QU
POSITIVE
Accreditation

AQU Catalunya està inscrita a EQAR

Authorized Center (Code 08058398)

Generalitat de Catalunya
**Departament
d'Educació**

LCI EDUCATION
NETWORK
MEMBER