



Official Master's in **Design Research and Innovation for Digital Experiences**




**LCI
Barcelona**

**The World is
Your Classroom**


OFFICIAL MASTER'S IN DESIGN RESEARCH AND INNOVATION FOR DIGITAL EXPERIENCES


Degree: Master of Arts (MA) Diploma in Creation and Development of Digital Projects

 **Credits**
60 ECTS

 **Duration**
1 academic year

 **Start Date**
October

 **Language**
English

 **Delivery Mode**
On-campus

This master's degree responds to the need to establish an advanced educational framework that integrates academic research, professional practice, and the exploration of emerging digital scenarios. Design, understood as a discipline that generates knowledge and provides responses to contemporary social and technological challenges, requires professionals equipped with the ability to research, conceptualize, and develop evidence-based digital experiences oriented toward innovation and social and cultural impact.

The program offers training aimed at shaping hybrid professionals: researchers with a strong design sensibility and designers capable of conducting rigorous research. Through a working methodology that connects research for design as a foundation for theoretical grounding, and research through design as a driver for the generation of new knowledge, you will acquire the skills needed to operate across different fields of creation and innovation in digital experiences.

As an official degree, this master's program provides direct access to doctoral studies, supporting your academic and scientific progression within the field of design and digital technology.

Objectives

- **Generate knowledge through design research:** Train researchers and professionals capable of bringing methodological rigor and critical thinking to digital creation, fostering innovation in both academic and business contexts.
- **Lead the design of digital products and experiences:** Equip experts to direct highly complex digital projects, from data-driven strategic definition to the implementation and management of scalable design systems.
- **Drive innovation through technological experimentation:** Provide you with the competencies needed to explore and apply emerging technologies (AI and immersive environments) and future narratives in response to contemporary digital challenges.

Career Prospects

Barcelona has established itself as an international technological and creative hub, particularly in the field of digital innovation. LCI Barcelona's location in the 22@ district enables direct connection with an industry that demands profiles capable of combining rigorous research with the design of meaningful digital experiences.

Career Opportunities

- **Design Researcher:** User and trend research for innovation.
- **UX Strategy Lead:** Strategic leadership of digital experiences and products.
- **Product Designer:** Design and management of complex digital products.
- **Design and AI Expert:** Development of interactions based on artificial intelligence.
- **Immersive Experience Designer:** Creation of Extended Reality (XR) environments.
- **Academic Researcher:** Teaching and scientific career paths (access to doctoral programs).
- **Innovation Consultant:** Advisory roles in the development of future narratives and speculative design.



SYLLABUS

The program pathway is structured into five modules that progressively connect research rigor, strategic practice, and technological experimentation.

MODULE I: RESEARCH AND ACADEMIC METHODOLOGY FOR DESIGN (14 ECTS)

This module constitutes the academic and scientific core of the program. It provides the methodological rigor required to produce original knowledge, the writing of research projects, and preparation for access to doctoral programs. It establishes the essential epistemological foundations on which both design practice and research are grounded.

SUBJECTS

- Design and Digital Communication Theories (6 ECTS)
- Research Methodology for Design (4 ECTS)
- Research Seminar and Professional Development (4 ECTS)

MODULE II: USER EXPERIENCE DESIGN AND STRATEGY (16 ECTS)

This module represents the direct transfer of scientific knowledge into professional practice. Here, students apply research methodologies to analyze data and behaviors, grounding strategy and the design of digital experiences in evidence. The objective is to enable you to lead the complete product lifecycle, from service conceptualization to the implementation of Design Systems that ensure interaction quality.

SUBJECTS

- User Research and Data Analysis (4 ECTS)
- Digital Experience and Service Strategy (4 ECTS)
- Interaction Design (4 ECTS)
- Design Systems and Prototyping (4 ECTS)

MODULE III: EXPERIMENTATION AND INNOVATION FOR DESIGN (12 ECTS)

This module functions as an exploration laboratory in which the boundaries of digital experiences are redefined through the convergence of design, science, and technology. Students investigate the potential of Artificial Intelligence (AI) as a creative collaborator and engage with the design of Extended Reality (XR) environments, exploring new forms of spatial and immersive interaction. Through speculative design methodologies, future narratives are constructed to assess the ethical, social, and cultural impact of disruptive technologies, preparing professionals capable of anticipating shifts in the digital paradigm.

SUBJECTS

- Speculative Design and Future Narratives (4 ECTS)
- Intelligent Interaction Design (4 ECTS)
- Immersive and Multi-screen Experiences (4 ECTS)

MODULE IV: PROFESSIONAL INTERNSHIPS (6 ECTS)

Compulsory training in real professional environments (studios, companies, or R&D&I laboratories), where students apply the research and design competencies acquired throughout the program.

MODULE V: MASTER'S FINAL PROJECT (12 ECTS)

A supervised capstone project that concludes the program. Students must demonstrate autonomy and rigor in one of the following tracks:

- **Option A (Academic):** Original research oriented toward knowledge generation and scientific progression to doctoral studies.
- **Option B (Mixed/Applied):** Academic research applied to the development of an innovative design prototype or solution.





NATÀLIA HERÈDIA LÓPEZ, PhD
Program Director

She holds a PhD in Design Research from the University of Barcelona and a Bachelor's Degree in Audiovisual Communication from Pompeu Fabra University. Natàlia began her career as a front-end and visual designer and later specialized in user experience design, focusing on the research and definition of experience strategies for digital products, services, and communication. She currently works as a UX Research Lead at CaixaBank.

Throughout her career, she has coordinated multidisciplinary teams on projects across agencies, the financial and cultural sectors, public administration, and the media. At an academic level, her research focuses on the role of interaction design in audiovisual communication and television.



ANNA PALLEROLS
Head of the Graphic Design Area

A graphic design professional with extensive experience in the academic field. Over the years, she has combined her academic and teaching work with professional practice in various design studios, as well as managing her own studio. She is currently the Head of the Graphic Design area at LCI Barcelona, where she leads the graphic training within the official Bachelor's Degree in Design and Visual Arts, as well as the continuing education programs, which include master's degrees and specialized courses.

Her work focuses on designing high-quality educational experiences aligned with the challenges and demands of contemporary design, promoting a transversal approach that supports students' professional development. She combines this role with teaching at LCI Barcelona and Pompeu Fabra University, and has previously taught at other design schools.

Admission Requirements

- **University Degree:** Completion of higher education studies (bachelor's degree or equivalent) in fields related to the content of the master's program.
- **Language Proficiency:** Proof of a B2 level in the language in which the program is taught.
- **Project Portfolio:** Submission of a portfolio showcasing projects that demonstrate the applicant's creative or professional background.
- **Motivation Letter:** A document in which the candidate outlines their interests in research and the design of digital experiences, as well as their academic or professional objectives.

Final admission to the program will depend on the assessment of the applicant's profile by the institution's admissions committee.

Access Requirements and Entry Profile

Admission to the program is governed by the current regulations for higher artistic education at master's level, ensuring a rigorous and high-quality learning environment.

Recommended Entry Profile

The program is aimed at graduates with a higher education background who are interested in applied research, the design of digital experiences, and the critical use of emerging technologies. The master's degree prepares a professional profile capable of integrating scientific and artistic methodologies within the design process, enabling you both to pursue academic progression through doctoral programs and to engage in design practice grounded in strategy and evidence.

Given its multidisciplinary nature, the master's program is particularly suited to graduates from the following fields:

- Design and Communication
- Arts and Humanities
- Social Sciences
- Architecture and Engineering
- Technology and Computer Science

Software and Licensing Requirements

Students must have their own laptop computer as a personal working tool for the duration of the program. LCI Barcelona provides licenses for the main software required for academic development (such as the Adobe suite or prototyping tools) throughout the master's program.

Given the emerging nature and constant evolution of Artificial Intelligence platforms, access to specific AI tools will be managed directly by students according to the needs and specialization of their research.



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