



# Official Master's Degree Interaction Design and Immersive Experiences



**LCI  
Barcelona**

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# OFFICIAL MASTER'S DEGREE IN INTERACTION DESIGN AND IMMERSIVE EXPERIENCES

- Qualification: Official Master's Degree in Interactive Digital Project Design and Development
- Credits: 60 ECTS
- Duration: 1 year
- Start date: October
- Language: English
- Modality: On-campus

This master's-level programme trains professionals in the field of interactive design to generate memorable digital experiences through the design of user-friendly and effective graphic interfaces. This master's degree provides necessary skills and knowledge in the key areas of digital design (user experience, interaction design, interface design) and develops creative and technical skills to carry out value-added digital and experiential projects.

Build foundational knowledge and skills in topics such as research methodologies, digital expression tools, prototyping, and programming. Apply foundational skills in the design of digital experiences, created for web environments or mobile applications or based on the use of immersive technologies such as augmented reality and virtual reality. Become equipped to tackle new design challenges that are increasingly common in our environment.

## Learner profile

This programme is aimed at:

- Graduates in Design.
- Graduates in Communication and Advertising or Fine Arts.
- Professionals with proven experience in the field of design or related areas (e.g., photography, art, fashion).
- Learners from other areas who provide a creative portfolio.

## Career opportunities

Professional profiles related to the design of digital projects:

- UI Designer
- UX Designer
- UX Researcher
- Interaction Designer
- Digital Project Director
- Creative Director specialised in Technology and New Media
- Coordinator in Digital Design and Manufacturing Laboratories
- Design Researcher



## Competencies

- Propose research strategies in professional and academic fields. Innovate to meet the expectations and needs of people, society, and industry.
- Design and develop projects that are usable, flexible, and scalable, which foster user engagement and guarantee the delivery of a complete user experience.
- Develop proficiency in advanced resources for graphic expression and representation in advanced digital and interactive environments.
- Acquire knowledge of technologies involved in the development of interactive digital products and services.
- Apply the principles of design management as a strategic tool for product and company innovation and competitiveness.
- Adapt to changes in cultural, social, communication, and artistic domains, and to developments in the professional field, and select competitive, appropriate paths for continuous learning.

## Structure

The programme of the Official Master's Degree in Interactive Design and Immersive Experiences is in accordance with criteria established by the European Higher Education Area (EHEA). It comprises a set of compulsory common modules, a master's thesis, and external work placements, amounting to a total of 60 ECTS.

The master's degree covers leading conceptual frameworks and schools of thought in the disciplines of communication, sociology, and technology related to digital society. It includes theoretical and practical tools for acquiring key concepts and methodologies for academic and project research in this field.

The programme features research methodologies and tools, the development of innovative and disruptive solutions, the creation of digital experiences, and engagements with the technological potential of HTML, CSS, JavaScript, Processing, and Arduino technology for designing interactive interfaces on websites, apps, and in extended realities, and through connected devices in space. Learners acquire skills to manage these projects by applying a strategic, innovative, and competitive approach.

Learning is consolidated in a written thesis, in which learners design, develop, and prototype a project that showcases mastery of degree concepts.

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## SYLLABUS

\*The syllabus is subject to change.

### MODULE I (6 ECTS) RESEARCH FOR DESIGN

#### COURSES

- Communication, Digital Culture, and ICT Trends
- Design Research Methodologies

### MODULE II (9 ECTS) METHODOLOGY AND ADVANCED PROCESSES FOR INTERACTIVE DESIGN OF WEBSITES AND APPS

#### COURSES

- Innovation and Digital Creativity
- Design Methodology for Interactive Projects
- Advanced Digital Expression Tools

### MODULE III (9 ECTS) PROGRAMMING, DEVELOPMENT, AND PROTOTYPING OF DIGITAL INTERFACES

#### COURSES

- Advanced Semantic Web Programming
- Advanced Styles Programming
- Advanced Interaction Programming and Free Software

### MODULE IV (3 ECTS) DESIGN AND INNOVATION MANAGEMENT

#### COURSES

- Innovation and Entrepreneurship Management

### MODULE V (11 ECTS) DIGITAL EXPERIENCE DESIGN

#### COURSES

- Communication and Design of Digital Experiences
- Design of Experiential Digital Projects

### FINAL MASTER'S THESIS (13 ECTS)

A written thesis that demonstrates assimilation of competencies, skills, and knowledge required by the master's academic programme.

### WORK PLACEMENTS (9 ECTS)

Work placements further develop specialised professional competencies, providing a solid foundation to take on or manage professional projects.



# Official Master's Degree in Interaction Design and Immersive Experiences

## DIRECTOR OF THE MASTER'S DEGREE



**Dr. Natàlia Herèdia López**

Natàlia holds a PhD in Design Research from the University of Barcelona and a bachelor's degree in Audiovisual Communication from Pompeu Fabra University. Starting out as a front-end and visual designer, Natàlia has specialised in user experience design, researching and defining experience strategies for online products, services, and communication. She currently works as a UX Research Lead at CaixaBank. Over her career, she has coordinated multidisciplinary teams on projects for agencies, the finance and cultural sector, public administration and the media. At an academic level, her research focuses on the role of interaction design in audiovisual communication and television.

## DIRECTOR OF THE GRAPHIC DESIGN DEPARTMENT



**Anna Pallerols**

Anna holds a Master's in Advanced Studies in Social Communication from Pompeu Fabra University, a bachelor's degree in Advertising and Public Relations from Ramon Llull University and a bachelor's degree in Digital Design and Electronic Art from ESDI. She currently heads the Graphic Design and Communication Department at LCI Barcelona. She also runs a graphic design and web development studio whose work centres on the generation of innovative design solutions, focusing on user experience as a differentiating factor.

## LECTURERS

DRA. EUGENIA LÓPEZ  
DRA. NATALIA HEREDIA  
DR. LLUÍS SALLÉS  
EMMA PIVETTA  
DRA. JULIA WOLNY  
GERARD PAGÈS

DRA. NOEMÍ TRASTAMARA  
SANTIAGO RUA  
JORDI GALOBART  
DR. DAVID DALMAZZO  
MARC BALASTEGUI  
MATHIAS KLENNER



Authorized Center (Code 08058398)



+34 93 237 27 40  
admissions@lcibarcelona.com  
**barcelona.lcieducation.com**

