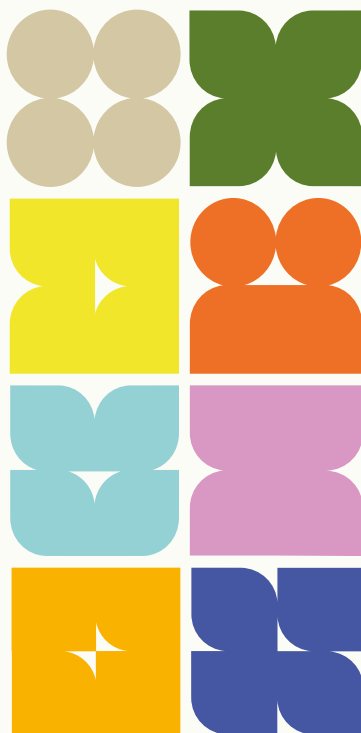




Bachelor's Degree in

Fashion Communication



What motivates you? What inspires you?
What causes time to fly by for you?

What do you want to shine in?
Take what you are passionate about and make it big. Reach out to other profiles that enrich you.

Learn from other talents, boost your own and combine them. Why learn about only one thing when you can grow in many directions?

With LCI, you can take your vocation even further. Graphic Arts, Photography, Fashion, Animation and Video Games, Interior Design, Product Design; say yes to them all.

A School of Design and Visual Arts, but of a different kind. Because when you perceive the world, education and your professional future differently, it's only logical that you'll aspire to something out of the ordinary, right?

LCI Education

LCI Education is a diverse learning community of 12 select higher education institutions with 23 campuses on 5 continents, and 2,000 colleagues involved in educating over 20,000 learners worldwide each year. LCI Education also provides solutions to workforce challenges with adaptive digital learning options and much more.

LCI Education harmonizes its programs from one country to the next, promoting greater flexibility and life-ready learning experiences, better control over the quality of its services, and deeper respect for the various cultures with which it works.

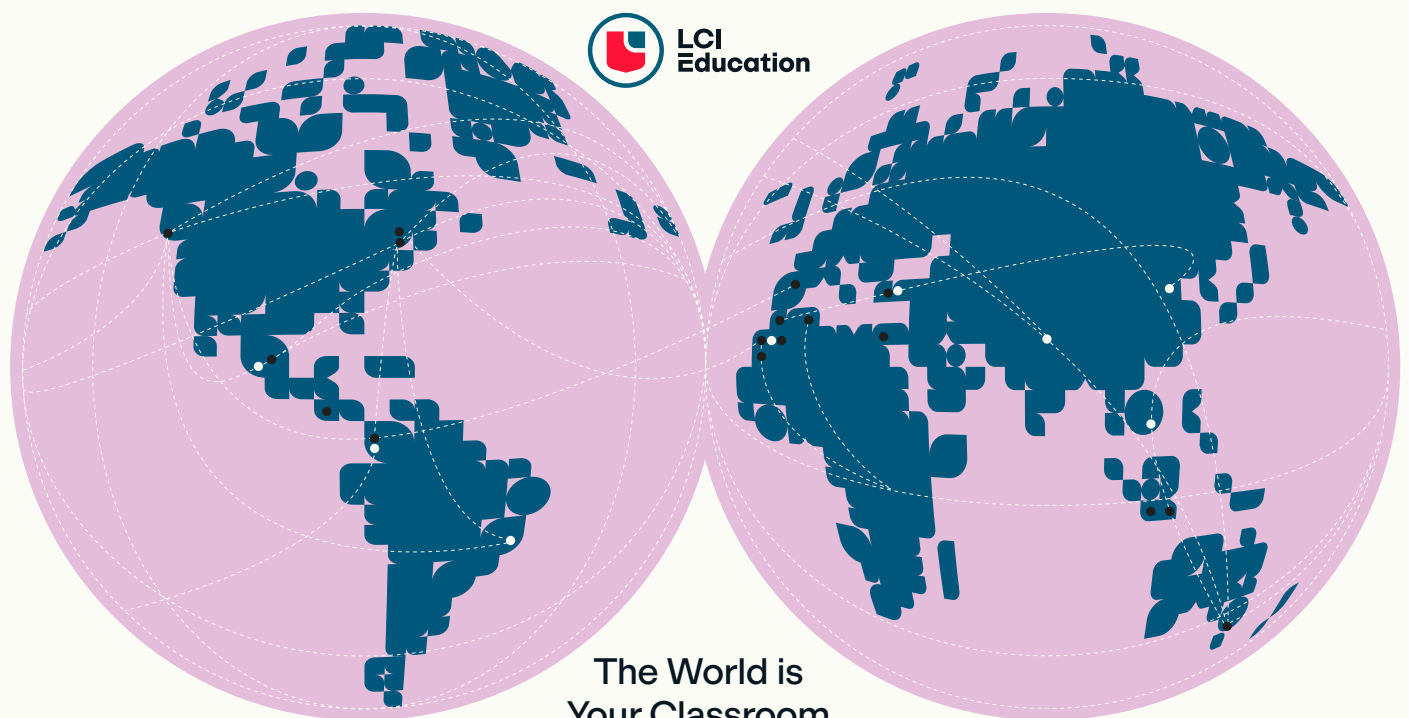
LCI Education has been named one of Canada's Best Managed Companies.



FIND OUT MORE

Our DNA

We provide you with comprehensive learning experiences in a warm, inclusive, and dynamic environment. We push you to develop your skills in entrepreneurship and encourage you to innovate by fully assuming your place in society, as global citizen.



LCI Barcelona

We are Barcelona's most international School of Design and Visual Arts. Our journey begins with Felicidad Duce, innovative trailblazer and contemporary pioneer, whose fashion school (est. 1928) empowered hundreds of careers under the mentorship of fashion icons such as Pedro Rodriguez (who also worked with Balenciaga and LCI's own Miguel Elola). LCI carries Duce's torch, emblazoned by her belief in the power of innovation and education to spark individual and international change.

Our creative multiverse now expands across the disciplines of Fashion Design, Graphic Design, Interior Design, Product Design, Animation, Video Games, and Photography, with international Bachelor's, CFGS (Higher Technical Education), and Master's degrees and continuous education programs.

We are 100% connected to and aligned with the world of business. Committed to the Learning by Doing methodology, we promote synergy across creative disciplines, in hands-on classrooms led by working professionals whose mentoring applies the industry's day-to-day, every day.

New campus

- 11,000 M2
TOTAL AREA
- 1,800 M2
COMMON AREAS
- 3,000
STUDENTS
PER YEAR



The future
begins here!



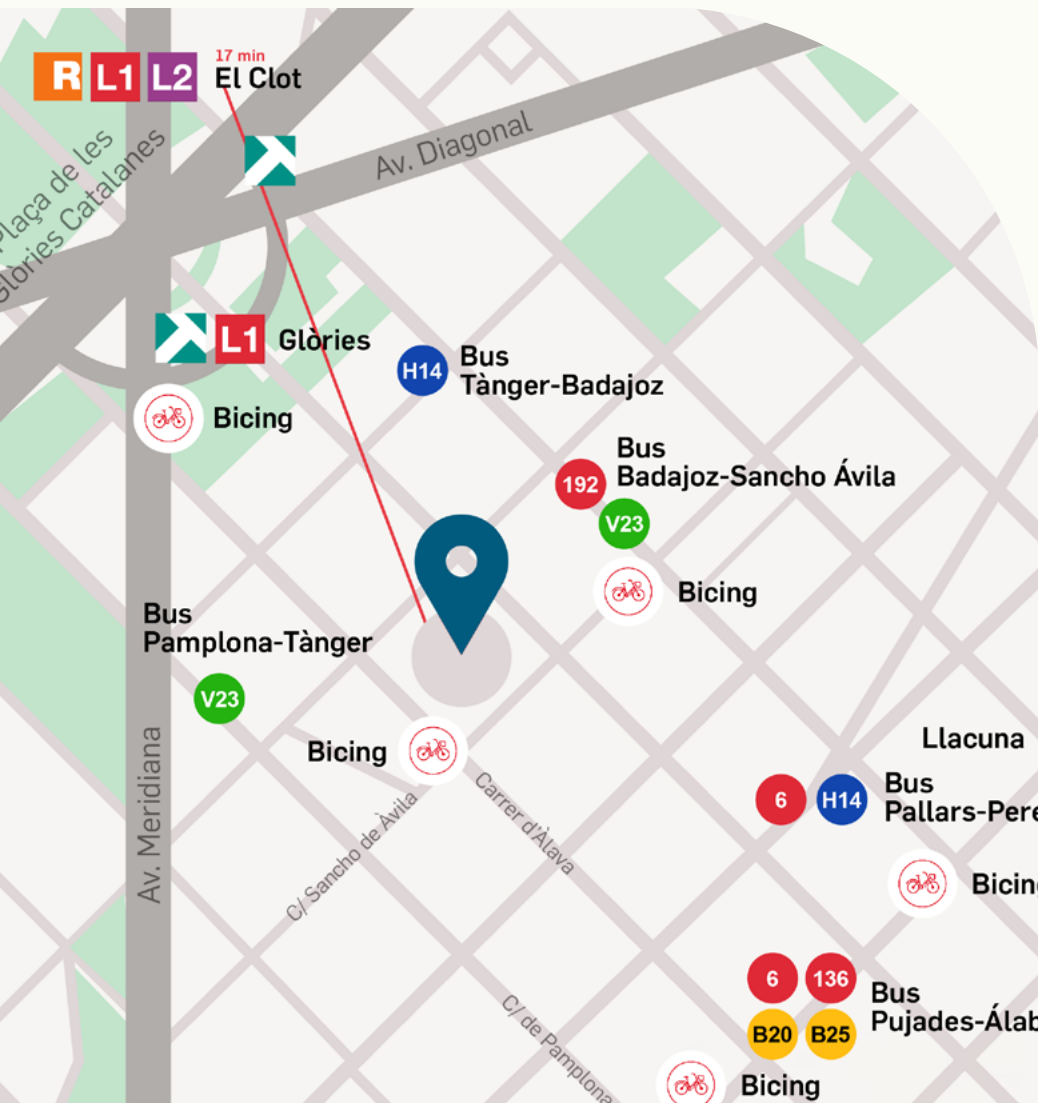
Where will you study?

A spectacular 11,000 m2 campus housing Barcelona's most International Design and Visual Arts school. A building with sustainable architecture, state-of-the-art facilities, surrounded by public park.

An inspiring community of emerging creatives located next to the Disseny Hub in the heart of 22@, Barcelona's innovation district, with over 1,500 companies, clusters, and entities from different fields (technology, research, ICT, media, etc.).

Poblenou, a vibrant and trendy neighborhood in Barcelona, has become a hub for leisure, culture, and culinary delights, bustling with a variety of activities and experiences. Wander its streets and discover an array of museums, theaters, concert venues, art galleries, shopping malls, boutiques, markets, cozy cafes, diverse restaurants, and much more.

Additionally, a leisurely 20-minute stroll will take you to the beach!



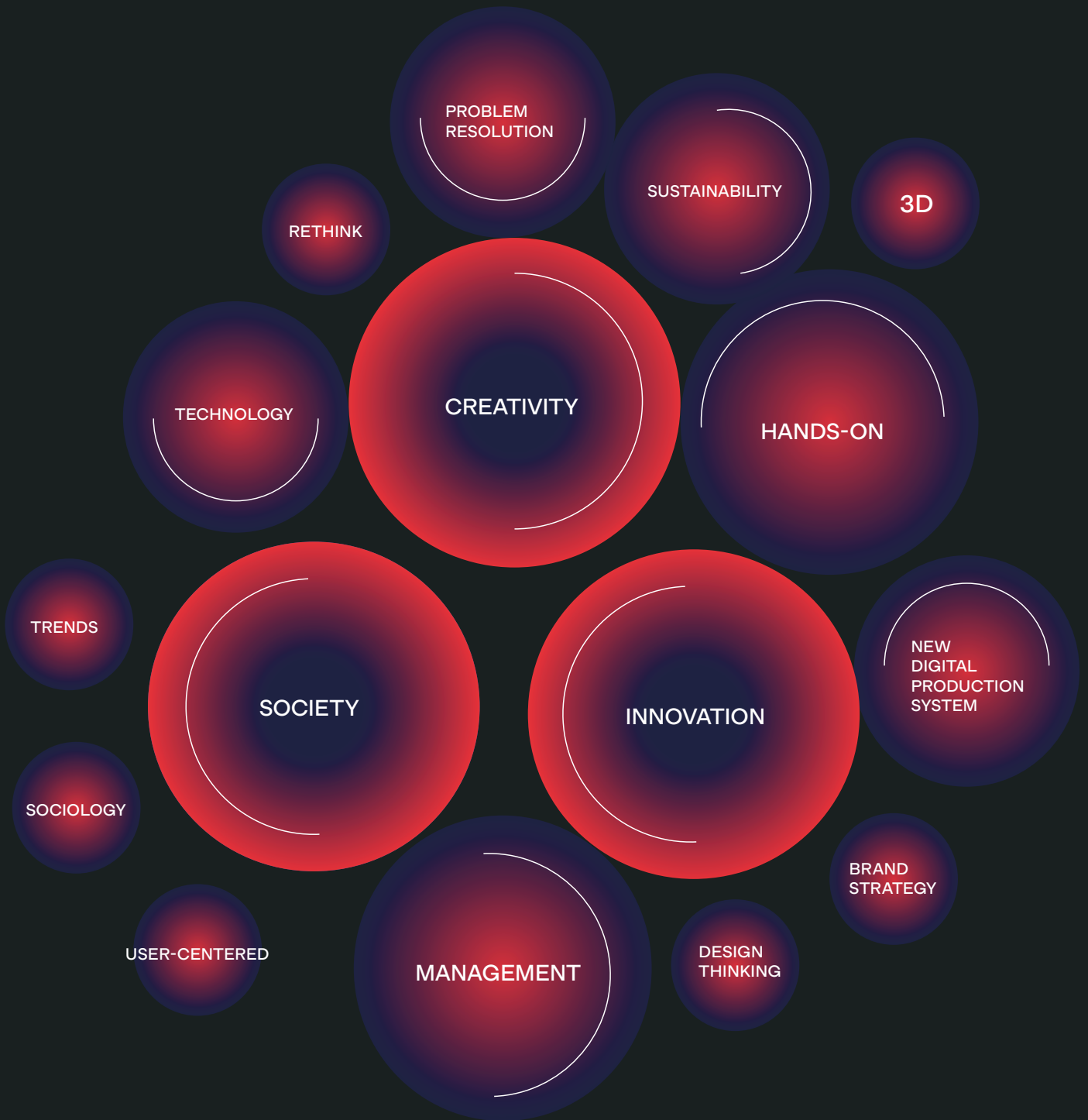
We guide you on your path towards a professional career

In our teaching approach, you take center stage. Our skilled experts will assist you in nurturing your talents and realizing your full potential, enabling you to become a competitive professional in the creative industries.

Our methodology is grounded in project-based learning and specialization from day one, all within the setting of small, focused class groups. Our goal is to empower you through an interactive educational experience that embraces elements such as sustainability, a collaborative spirit, and social responsibility.

Develop your career while staying true to yourself!





Our Educational Project

Connected to the world of business

At LCI Barcelona, the employability of our graduates is top of mind. We strive to support every step of the transition from studies to fashion work room. The **Catalan University Quality Assurance Agency (AQU)** rated our Occupational Quality Index as outstanding in its latest review due to our high graduate employability rates.

Take advantage of LCI Barcelona's Business Service for personalised career advice, job search support, and internship placements.

Our goal is to guide you, support you, and provide resources and tools to manage your professional development.

Job vacancies and internships

Work at what you are truly passionate about! Check out our job and internship service and choose your best job from our bank of job vacancies.



EMPLOYABILITY DAYS

Renowned companies such as Michael Page, a leading recruitment agency, attend our Employability Days conferences to share effective job search and CV optimisation strategies.

LCI JOB FAIR

The LCI Barcelona job fair is a whole day dedicated to connecting learners with professionals from different companies. In addition to networking, learners gain first-hand knowledge of the most in-demand employee profiles at any given time.

RECRUITMENT DAYS

Head-hunting companies frequently visit our campus to share insider info on the recruitment process—like what professional profiles are most sought-after, key required skills, and current salary conditions—to get you even closer to the job market.

Our partners

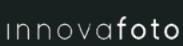

We collaborate with over 250 companies and institutions in the design and visual arts sector, including:

LOEWE Morillas   The light shaping company™

Artofmany. MANGO plat herraiz soto&co.

APOLU films  Deaigual. VIBIA



 gamestry   IMC Toys  NH HOTEL GROUP  X REF.

 GIGAMESH  innovafoto  MECALUX Software Solutions

McCANN THUYA MaxMara HOFMANN

Partner institutions

 CSUC Consorci de Serveis Universitaris de Catalunya  CONSORCI PER A LA NORMALITZACIÓ LINGÜÍSTICA  INSTITUTO DE TENDENCIAS DEL LUJO ESPAÑOL

 CRISTÓBAL BALENCIAGA MUSEOA  INDESCAT catalan sports cluster

We are members of

 cumulus  BCD  Modacc  HABITAT CLUSTER BARCELONA

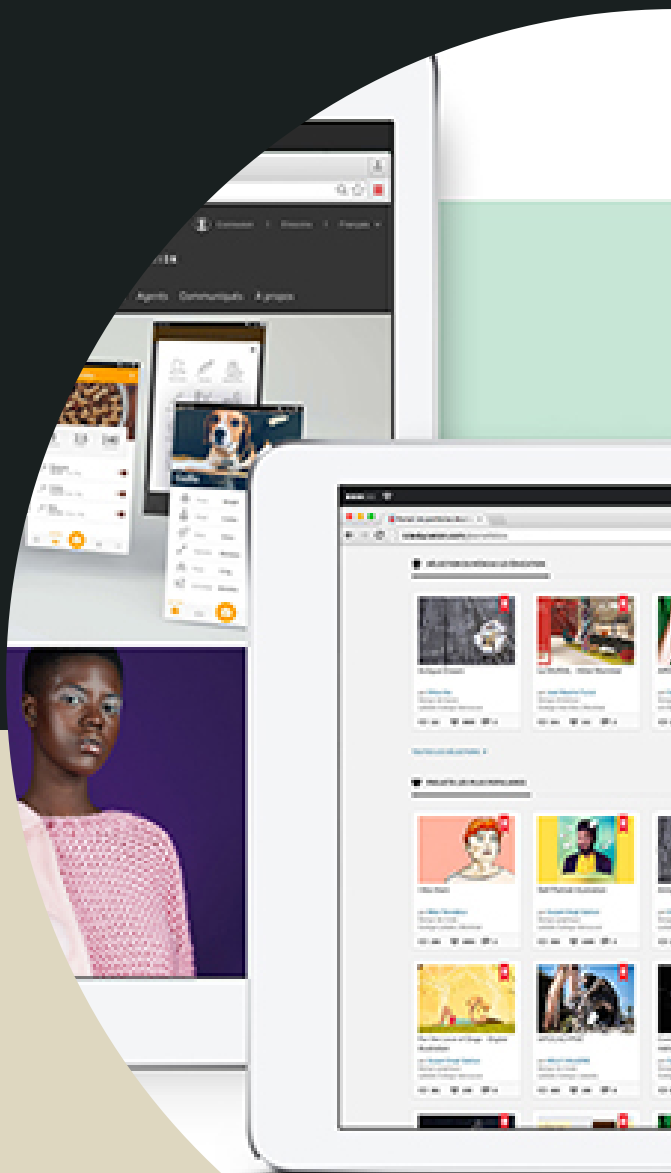
 CLÚSTER AUDIOVISUAL de Catalunya  FUNDACIÓ FOTO COLECTANIA  LEATHER CLUSTER BARCELONA

Technological Partners

 eurecat  CETEMMSA CENTRE TECNOLÒGIC

Portfolio

This exclusive online platform is a place for students and alumni across the LCI Education community to share their best projects and gain international exposure. Search the platform's job vacancies and contact recruiters from around the world to find your dream job.



Student resources

LIBRARY

A study and research support area that provides access to our entire collection of materials and resources. You can also borrow from other libraries that are part of the Collective Catalogue of Universities.

TECHNOFAB

This multi-purpose workshop is equipped with a digital production lab (3D printers, laser cutters, CNC milling machines, etc.), a hand tool and electric machine area, a desk area, a prototype storage space, etc.

PHOTOLABS

They are fully equipped digital and analogue photo studios with the best professional photography materials by Profoto, including lighting kits, portable flashes, light modifiers, backgrounds, filters, Mac computers with Capture One software, etc.

WORKSHOPS

Your ideas come to life in these creativity labs. Equipped with the most advanced tools and technology, they are the perfect place to experiment, express yourself, and innovate through your creations.

MULTI-PURPOSE SPACES

Adapted to your needs, our multi-purpose spaces offer countless opportunities. Enjoy a dynamic and inspiring atmosphere to take your projects to a new level.

CAFETERIA

Located on the ground floor, our cafeteria (which includes a terrace) is an area where you can disconnect, eat, have a drink, and take a break between classes while chatting with your classmates.

PSYCHOLOGICAL SUPPORT SERVICE

Your personal and academic well-being is our priority. Our Psychological Support Service provides advice and resources that support a healthy educational experience.

OMNIVOX

The virtual campus is available in web and app versions, keeping you in touch with the School outside the classroom. Use Omnivox to find course information, exchange materials, hand in assignments, check grades, and more.

ADVICE ON GRANTS AND COMPETITIONS

This guidance service offers advice on processing scholarships and grants awarded by the Ministry of Education and other institutions, and on applying for national or international competitions during your training.

LCI BARCELONA CARD

It is an official accreditation from the School that, in addition to associating you with the LCI community, offers numerous benefits at our partner establishments, and reduced prices on a wide range of cultural activities in Barcelona.

International mobility

Want to expand your horizons, discover new countries, and immerse yourself in other cultures?
LCI Barcelona is a door to the world. Get global experience and opportunity beyond borders!



LCI Education international mobility program

Access unique LCI experiences through our international mobility program. Study at any of LCI's 23 international campuses on 5 continents!



Erasmus+ program

Erasmus+ exchanges take place in the third year of the degree program. For one semester, study at one of our 25+ European Erasmus+ partner universities. We also welcome Erasmus+ students from different countries each year.



University exchange program partners

We offer the possibility of studying at one of our partner universities, with the same goal of broadening your personal and professional horizons.



LEARN MORE





Educational offering



BACHELORS

4 years
240
ECTS

BACHELOR'S DEGREES

Qualification:
Bachelor's Degree in Higher
Artistic Education in Design

Credits: 240 ECTS

Duration:
4 years

Start date:
September

Modality: On-campus



CFGS

2 years
2000
HOURS

CFGS (Higher technical education)

Qualification:
Higher Technician

Hours: 2000

Duration:
2 years

Start date:
September

Modality: On-campus



MASTERS

1 year
60
ECTS

MASTER'S DEGREES

Qualification:
Master's Degree (official,
dual-degree or private)

Credits: 60 ECTS

Duration:
1 year

Start date:
October

Modality: On-campus



POSTGRADUATES

1 semester
30
ECTS

POSTGRADUATE DEGREES

Qualification:
Postgraduate Degree

Credits: 30 ECTS

Duration:
1 semester

Start date:
March

Modality: On-campus

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 specialisation

Credits: 240 ECTS

Duration: 4 academic years

Start Date: September

Language: English, 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 that will provide students with the basic knowledge that is required to take the subsequent subjects in the degree program.

COMPULSORY COURSES

In this group of subjects, taught during the first two years of the program, students will learn more specific material and will be asked to study concepts, techniques and working methodologies in greater depth.

COMPULSORY SUBJECTS FOR SPECIALISATION

These subjects are studied during the last two years of the degree and are the corpus for specialisation of studies. Students will be asked to demonstrate additional personal initiative for experimentation and the ability to innovate.

IN-COMPANY INTERNSHIPS

These are essential for the student to acquire knowledge of the labour world, cultivate cross-curricular competences and make contact with the most advanced methodologies and vocational training. We have signed partnership agreements with multinational companies, medium-sized national and international companies and studios dedicated to design, communication, photography, corporate image, websites, publication and commercial premises.

ERASMUS+

Studying at LCI Barcelona offers exceptionally unique opportunities for international mobility through the Erasmus+ exchange program with other European universities. Erasmus+ exchanges take place during the third year of the degree program.

INTERDISCIPLINARY PROJECTS

The wide variety of specialisations that we teach means we are able to organise cooperative activities and projects to foster synergies among students from different areas and programs. Thanks to these initiatives, students will have a comprehensive, panoramic vision of the creative world and will develop an extensive network of contacts.

FINAL DEGREE PROJECT

Group project carried out under the supervision of a tutor and which is presented before an examining board. This is a complete, complex study in which students can integrate and demonstrate the content and competences that they have acquired in association with the degree.

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

Qualification:

Bachelor's Degree in Design,
Fashion Communication route

EN

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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

B Basic
CO Compulsory
COS Compulsory for the specialisation

BACHELOR'S DEGREE IN

Fashion Communication

1st year

Qualification:

Bachelor's Degree in Design,
Fashion Communication route

FUNDAMENTALS OF DESIGN

Understand the role of design and fashion design, as well as their processes and design thinking. Fundamentals and experimentation with visual composition and its expressive possibilities. Practical exercises will be performed to apply concepts such as form, composition and an introduction to colour theory. Introduction to the psychology of colour by creating relationships of meaning, colour and materials.

COLOUR THEORY

To study and expand knowledge about colour theory and the psychology of colour, as well as the relationship and value of colour in fashion design and communication through theory and practice. Creation of colour ranges and moodboards, as well as exercises focusing on the concept of trends.

EXPRESSION AND REPRESENTATION I

Introduction to the concept, representation, expression and communication of form. Research and experimentation with formal elements and graphic, material and plastic resources. Mastery of the specific vocabulary of the fashion field. Learning and mastery of flat and descriptive drawing focused on fashion, looking in depth at the different canons of proportion and stylisation.

EXPRESSION AND REPRESENTATION II

Language, representation and creativity. The creative process as a key tool for representative design processes. Introduction to Design Thinking applied to fashion. Research into design concepts and generative techniques through collections that seek to develop a language with which to personalise creative processes, expressing a personal and identifying style.

REPRESENTATION TECHNIQUES I

Introduction to academic illustration through an intensive study of the human figure with a realistic approach, paying attention to proportions through drawings, photographs and life models. The representation of new canons, diversity and inclusion will be discussed and reflected upon.

DIGITAL LANGUAGE AND TECHNIQUES I

Introduction, structure and functioning of the Adobe Photoshop program, one of the most widely used professional image processing tools today, so that students can incorporate it with their own style, as yet another expressive and communication resource within their creative processes. Introduction to graphic design and initial mastery of digital layout programmes, such as Adobe InDesign and similar.

HISTORY OF THE ARTS AND DESIGN

A journey through different concepts, scenarios and perspectives on the world of art, design and, more specifically, fashion design, with the aim of acquiring a critical view and developing creative tools for analysis. It will cover the history of art and aesthetics, from Antiquity to Post-modernism, including the artistic avant-garde, as well as the main trends in art and design, connecting art, fashion, culture and society. It will also take an in-depth look at fashion designers and creators of the 21st century.

APPLIED SCIENCE AND TECHNOLOGY

Introduction to the theory of fabrics and their production process, examining the textile processes for obtaining yarns, spinning, twisting of yarns, dyeing of fibres and yarns and their classification. Study of natural fibres of plant and animal origin, as well as manmade chemical fibres. Introduction to new sustainable fabrics and regulations with the aim of enabling students to distinguish between types of yarns and fabrics, as well as to associate textile materials with their main applications.

CULTURE AND SOCIETY

Introduction to and analysis of the key theories and concepts of sociology, anthropology and semiotics, as applied to the field of design and fashion. Interpretation of social phenomena and ethical concepts in relation to design, in particular fashion design and communication. Development of critical and analytical skills for application to the student's personal journey as a designer. Students should understand the role of design and fashion as agents of change and become aware of their social, political and environmental responsibility.

PATTERN MAKING AND TAILORING

Knowledge of pattern-making terminology and effective use of Felicidad Duce's method. Discovery of the machinery used in the production process, the types of flatbed machines and overlocks. Acquisition of technical knowledge for tailoring, basic sewing. Hand-finishing, zips, hems and pockets. Tailoring of garments.

INTRODUCTION TO FASHION PROJECTS

Learning about the phases of a fashion design project, from concept to prototyping. Introduction to the Feli Method and the basic tools for the development and tailoring of garments based on a design and its respective technical specifications. Introduction to the machinery used in tailoring, types of flatbed machines and overlocks. Technical knowledge of tailoring, basic sewing.

BACHELOR'S DEGREE IN

Fashion Communication

2nd year

Qualification:

Bachelor's Degree in Design,
Fashion Communication route

REPRESENTATION TECHNIQUES II

Learn and practice a stylised approach to the representation of the human figure, which promotes drawing figures from memory and developing personal and creative interpretations. Learn and practice introductory fashion illustration and common expressive illustration techniques applied to fashion and editorial design.

COMMUNICATION AND AUDIOVISUAL MEDIA

Learn and practice more in-depth knowledge of applied methodologies and processes related to the formal, conceptual, and creative tools used in graphic and audiovisual design. Complete applied exercises in composing and generating visual messages, storyboards, and audiovisual narratives with a critical and interpretative eye through drawing, photography, and/or video.

MANAGEMENT OF CREATIVE INDUSTRIES

Engage in a contemporary overview of the fashion sector on national and international levels. Produce a business plan for an innovative start-up offering products or services in the fashion world. Consider personal branding in preparation of a professional CV that meets sector requirements.

DIGITAL TECHNOLOGY I

Learn and practice introductory structure and functioning of Adobe Illustrator, one of the most widely used professional tools for vector drawing flat garments during collection development. Study in-depth technical data sheets. Compose and develop a data sheet and use specific nomenclature by product and country.

TEXTILE PROCESSES AND PRODUCTS

Learn about and experiment with dyeing; spinning and machinery techniques; weaving and weaving techniques; textile finishing processes; sustainability, regulation, quality control, and the environment; environment-friendly materials, processes, and systems; scientific method and analysis methodologies. Participate in a workshop on introductory materiality, focusing on bioplastics, recycling, and upcycling materials.

HISTORY OF CLOTHING

Explore the culture of fashion and intangible goods and the history of fashion from Prehistoric Times and Antiquity to the present day, paying special attention to the fashion of the 20th and 21st centuries. Apply theoretical knowledge to interpret the world of fashion design from a historical perspective with a critical eye.

FASHION DESIGN PROJECT I

Develop and present proposals for different markets (e.g., children's fashion, lingerie, uniforms, teenagers), from scratch, research and develop models and types of collections.

FASHION DESIGN PROJECT II

Learn and practice tailoring terminology for work with higher-level tools in the subsequent development of garments, involving alterations, detailing, and strong understanding of volume. Make and follow your own pattern(s) to complete the process of creating a garment.

FASHION DESIGN PROJECT III

Explore planning a collection, the depths and breadths of a fashion collection, and the components of women's and men's collections from concept to technical specifications.

FASHION DESIGN PROJECT IV

Learn and practice effective application of the Felicidad Duce Method of garment assembly, the theoretical and practical aspects of different pattern alterations, different types of pockets, and seams.

INTRODUCCIÓN AL ESTILISMO

El estilismo y sus funciones. Referentes, moda y fotografía. El briefing, el moodbook y el plan de producción. Estilismo editorial y comercial, online y offline. Introducción a la dirección de arte.

INTRODUCCIÓN A LA COMUNICACIÓN DE MODA

Iniciación al branding, el marketing y la comunicación de moda. El estudiante aprenderá la importancia de que las marcas se diferencien buscando relatos únicos y actuales.

BACHELOR'S DEGREE IN

Fashion Communication

3rd year

Qualification:

Bachelor's Degree in Design,
Fashion Communication route

TRENDS IN VISUAL CULTURE AND FASHION

Explore main trends in visual culture and the world of fashion. Apply Experiment with innovative conceptualisation by applying visual research referencing methodologies.

INTRODUCTION TO FASHION RESEARCH AND CRITIQUE

Participate in a relevant and in tune way with current fashion debates by applying fashion research and critique methodologies.

BRANDING

Experiment with brand intangibles to develop the basis of a solid, irreplaceable identity. Create unique positions by means of archetypes and capture them in the form of a brandbook.

FASHION MARKETING

Explore Marketing as a key component to brand communication, positioning, and customer connection. Engage with segmentation, positioning, and audiences. Conduct market and brand research, develop strategies, and prepare a marketing plan.

RETAIL AND VISUAL MERCHANDISING

The rise of online shopping and the emergence of the metaverse are revolutionising the retail and visual merchandising sector. Engage with classic merchandising strategies before exploring new hybrid opportunities offered in the industry.

STRATEGIC FASHION COMMUNICATION

Work within a branding and marketing strategy to produce a detailed communication plan that targets the complexity of current media and platforms. Implement strategy on— and offline and measure the results.

PR AND EVENT ORGANISATION

Organise pop-ups, temporary exhibitions, and shows for fashion brands. Create standout, personalised, and disruptive scenarios that reflect both the era of influencers and the importance of public relations.

FASHION FILM PROJECT

Explore the world of fashion film, a genre of its own since the early 2000s. Adopt the mechanisms of short films to communicate brand universes in a creative manner.

FASHION PHOTOGRAPHY PROJECTS

Fashion photography has played a key role in the construction of fashion as a cultural phenomenon. Explore the role of the fashion photographer in a practical way through different projects and exercises.

FASHION STYLING AND ART DIRECTION PROJECTS

Take an in-depth look at styling and art direction, both artistically and commercially, in the fashion industry. Engage with methodology, showroom and brand relationships, production and cost controls.

FASHION DESIGN COMMUNICATION PROJECT I: BRANDING, MARKETING, AND COMMUNICATION

Integrate acquired knowledge, in collaboration with a brand, to propose and develop new positioning, image marketing, and communication strategy. Develop teamworking skills and a critical spirit.

FASHION DESIGN COMMUNICATION PROJECTS II: ART DIRECTION AND STYLING

Collaborate with a brand to produce materials for a global communication and image campaign. Research, conceptualise, develop, and produce all pieces and formats. Present to the client.

IN-COMPANY INTERNSHIP

Complete a professional internship in a company or institution. Perform typical fashion communication duties. Gain experience in the work environment.

BACHELOR'S DEGREE IN Fashion Communication

Qualification:

Bachelor's Degree in Design,
Fashion Communication route

4th year

RESEARCHING FUTURES

Engage with prospecting and creating futures as a key tool for generating relevant products and experiences that align with current needs and possibilities. Research macro and micro trends and analyse consumer profiles and taste maps from a multidisciplinary perspective.

DIGITAL FASHION MARKETING

Engage with basic social media marketing, search engine optimisation (SEO), search engine marketing (SEM), and Analytics and Inbound Marketing. Implement strategies and campaigns that demonstrate successful communication and promotion.

FASHION JOURNALISM

Explore the history of fashion journalism and publishing. Engage in depth with the origins of traditional journalism and publishing, and its evolution towards new visual journalism and new media, formats, and genres.

DIGITAL CONTENT MANAGEMENT FOR FASHION

Explore the emerging role of content editor and manager in the context of brand content generation, marketing, and communication strategies. Develop brand content strategies and experiences.

FASHION DESIGN COMMUNICATION

PROJECT III: RESEARCHING FUTURES, CRITICIQUE, AND CURATORSHIP

Research and critique fashion futures in a curatorship and exhibition design project. Reflect on a current fashion-related theme in a cocreated exhibition and publication.

FASHION DESIGN COMMUNICATION PROJECT IV: CREATIVE AND STRATEGIC DIRECTION

Define, research, develop, and launch a business line according to a briefing, in partnership with a company.

PUBLICATION DESIGN

Experimental with graphic design, publication design, and publication development. Explore new multimedia formats.

FINAL DEGREE PROJECT

Complete a final project that consists of a report (value proposition, concept, and justification), research and response to a posed problem, and a production plan, in order to formalise and launch an effective communication strategy.

Projects that define our values



MOLTES GRÀCIAS

As part of the “Dissenyem Comerç” initiative, organized by the Barcelona City Council and other entities, six Graphic Design learners and two teachers from the School developed a comprehensive brand and visual identity project. This project aimed to revitalize and promote local commerce in the Gràcia neighborhood.



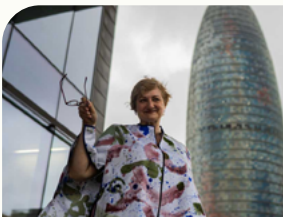
B-SEARCULAR

Aiming to cleanse the Mediterranean Sea of plastics and reintroduce them into the market via circular economy, we teamed up with Epson and Seaqual for this sustainable initiative. Four Fashion Design learners crafted their final collections using fabrics derived from recycled marine debris.



MADE IN SLOW

Our Fashion area collaborates annually with this platform that recovers and preserves the wool of migratory sheep. Our bachelor's degree learners participate in a contest to create a capsule collection, and the winner receives all the necessary knit materials to craft various pieces for his/her final project.



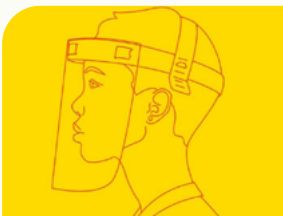
DESIGN FOR INCLUSION

In the first two editions of this project, promoted by Disseny Hub and Ojalá Projects, a group of bachelor's degree learners worked for weeks with the Superar el Ictus - Barcelona Association and ONCE Cataluña. Their goal was to find effective solutions through inclusive design.



VAL VENOSTA

Fashion degree learners crafted various garments for the fruit sellers of the Val Venosta Cooperative Association using a fabric made from apple peel powder. This is yet another example of the outstanding results achievable by combining design, creativity, and sustainability.



LIBREGUARD

During the early weeks of the pandemic, amid the global crisis caused by COVID-19, we joined the LibreGuard project. From our TechnoFab, we started producing these open-source design face shields to assist healthcare workers in protecting themselves in the fight against the virus.



LCI EDUCATION FOUNDATION

This social engagement program gives you the opportunity to contribute your time, talent, and effort to help change and improve the world by promoting child literacy in needy countries. We have already partnered with Shakira's Pies Descalzos Foundation and the Maman Dion Foundation, among others.



Chris Grant, former UX Director at King, delivering one of the DI55ECCIONS lectures.

Campus experiences

LCI Barcelona is a lively, innovative, and constantly evolving campus. Something is always happening outside the classroom!

DI55ECCIONS

High-profile professionals such as Martí Guixé, Chris Grant, Domestic Data Streamers, and Carmelo Zappulla have attended our conference season, anticipated annually since 2006. We dissect different themes (design, visual arts, innovation, creativity) in a relaxed, friendly, educational atmosphere.

Prospect Design

The official LCI Barcelona festival includes workshops, masterclasses, and other events, both on- and off-campus. Each year, the festival focuses on a new theme and features guest professionals from outside the LCI community. And Prospect Design always goes out with a bang: the closing party is huge, and the entire LCI community is invited!

Christmas Market

Every December, LCI Barcelona's Christmas Market highlights products by learners, alumni, and teachers. Pick up some original creations. Or sell your own! The event is held on campus and is open to the public.

LCI Barcelona Fashion Film Festival

We sponsor the only fashion film festival in Barcelona, and the first in the world to showcase up-and-coming talent in the world of fashion, audiovisual arts, and advertising. Check out all the activities leading up to the competition, take in the nominated films, and don't forget the final awards ceremony.

Speed Dating

Get in touch with colleagues from other areas and programs to discuss your projects and explore possible cooperative efforts at these events designed to generate synergy and promote interdisciplinary networking.

Study trips

Take field trips or travel with some of our programs. Enhance practical training and get to know other countries and cultures first-hand.

And many more activities:

We sponsor Blanc!; participates in Llum BCN; collaborates on animation festivals such as b'Ars VFX, Mecal Pro, and Mi Primer Festival de Cine; are part of Foto Colectania's El Proyector; etc.



Centre Autoritzat (Codi 08058398)



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