

Master's Degree

Branding and Visual Communication

LCI Barcelona

The World is Your Classroom

MASTER'S DEGREE IN

BRANDING AND VISUAL COMMUNICATION

· Qualification: Master's Diplomma in Branding and Visual Communication

Credits
60 ECTS

Duration
1 academic year

Start Date
October

Language
English

Modality
On-campus

Consumers are increasingly attuned to the reality around them, taking a critical view of the products and services they interact with. This compels brands to seek new ways to connect with them and build loyalty among target audiences.

What makes a successful brand? A clear purpose and the ability to consistently speak, listen, feel and engage with its environment. A strategic branding process enabling the brand to stand out from the competition, spark interest and generate value, adapting to a constantly changing environment.

Our Master's Degree in Branding and Visual Communication will teach you how to build brands that forge strategic personalised connections with users and go beyond the design of a recognisable visual identity. You will learn how to create and manage a brand as a transversal process, fostering omnichannel communication and offering a unique user experience.

Embark on this journey through the multidisciplinary world of branding and gain insight into each phase of the brand management, creation and communication process—from strategic definition to activation in the user experience, through the immersion, definition, expression and activation of a brand.

Student profile

This master's degree is designed for people who want to specialise in brand creation and design, covering strategic definition, graphic design or activation through communication. The programme methodology alternates theoretical classes with a practical component, providing varied perspectives on management, graphic design and visual communication.

The master's degree involves various independent projects with different subjects, culminating in a comprehensive final project on brand building. By the end of the programme, learners will have built a diversified and substantial portfolio.

The programme is aimed at graduates in design, marketing, advertising and related communication disciplines, as well as professionals with experience in these sectors.

Career opportunities

- Graphic Designer, Art Director, or Creative Director specialised in Branding
- Brand Visual Identity Specialist
- Graphic Producer
- Strategy and Brand Designer
- Brand Strategist
- Brand Manager
- Digital Branding Specialist
- Project Manager
- Identity Management and Communication Specialist
- Media Format and Channel
- Management Specialist

Structure

The master's degree consists of three main blocks. The first focuses on immersion and strategic definition, laying a solid foundation of the context, sector and competitors and enabling learners to detect the best options and development opportunities for the brand.

The second block explores visual expression, including how to use design tools to convey meaning and develop a brand image that is consistent and seduces its audiences.

Finally, the third experiential block covers communication, innovation and sustainability, establishing how to connect with users and encourage strong interaction with the brand.

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SYLLABUS

*The syllabus is subject to change.

MODULE I
BRAND STRATEGY

COURSES

- **Business Branding**
  The principles of branding, its strategic concepts and the process of brand management and brand building.
- **Immersion and Exploration**
  Audience research.
  Brand ecosystem analysis.
  Market and consumer trends.
  The buyer persona.
- **Brand Strategy**
  Purpose, positioning, manifesto, brand narrative and creative territories.
- **Verbal Identity**
  Analysis of naming generation mechanisms, the theory of naming typologies, phonosymbolism and verbal branding.

OBJECTIVES

- Understand the research process, its value and importance.
- Understand the basic strategic concepts and research and analysis techniques.
- Lay the foundations for the brand's visual development.
- Define the brand's tone and how it should address its audiences.

MODULE II
BRAND IDENTITY

COURSES

- **Visual Brand Identity**
  The elements and phases of visual identity.
  Visual language and its usefulness.
  Definition of the creative concept.
- **Brand Standardization**
  Definition of the basic elements of the visual identity.
  Design of application media.
  Immersion in the brand manual and brand book.
- **Art Direction**
  The art director, their objectives and their skill set.
  Analysis of the creative process. Employee management.
- **Typography and Branding**
  Expressive use of typography in the branding. Typeface formats and licensing modalities. Value of bespoke typography.
- **Motion Branding**
  Use of audiovisual animation techniques in the branding project. Brands and how they adapted to the digital environment.

OBJECTIVES

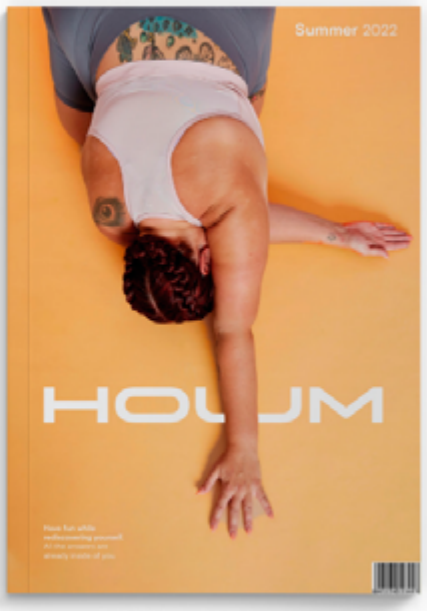
- Differentiate between identity and image.
- Learn how to create a strong and coherent visual identity.
- Translate values into tangible communications through design and art direction.
- Understand the value of typography and its importance in brand design or redesign.
- Leverage audiovisual resources at a narrative level.

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MODULE III
BRAND EXPERIENCE

COURSES

- **Brand Experience and Design**
  Definition of brand experience, user experience and management of the implementation process for different touchpoints.
- **Branding and Advertising**
  The language of communication. Basics of advertising design and how to create a campaign, from strategic planning to its expression through the creative concept.
- **Branding in the Digital Environment**
  Definition of the brand ecosystem, customer journey and digital narrative. New media channels and the importance of omnichanneling. The keys to designing for digital media.
- **Branding and Innovation**
  Immersion in brand innovation and how it relates to the associated brand value. Identification of needs.
  The products and services associated with different types of brand innovation.

OBJECTIVES

- Understand the brand implementation process and its management tools.
- Establish strong interactions between the brand and its audiences through different consumer touchpoints.
- Develop communication skills.
- Generate ideas and execute persuasive campaigns.
- Understand the added value of and need for brand innovation.

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FINAL MASTER’S THESIS

The final master’s thesis puts the knowledge learners acquired during the programme to the test. The goal is to build a brand by applying the entire branding process, from research and strategic definition to implementation.

The final project is divided into two parts:

The first part focuses on strategy. Learners will define the brand platform, brand story and verbal identity based on what they have learned throughout the program and guided mentoring sessions.

In the second part, learners will define the visual identity of the new brand using graphic design, art direction and communication tools, aligning it with the strategy defined during part one. This identity will be represented in various implementations linked to a given sector and in its online and offline media, generating strong user engagement.

The methodology is designed as an autonomous work process, supported by monitoring, corrections and feedback, as well as synchronous hours of tutoring and hours of directed work. It culminates in a presentation of the project.

WORK PLACEMENTS (OPTIONAL)

DIRECTOR OF THE MASTER’S DEGREE



Àlex Gobern Gorris

He holds a bachelor’s degree in Design and has more than 25 years of experience in branding, design, and creative leadership, including seven as chief creative officer at Morillas. He is president of ADG-FAD and vice president of FAD, and teaches branding and design strategy at university level.



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