



Specialization Courses

WEEKEND FORMAT



**LCI
Barcelona**

Specialize without putting your career on hold

Our specialization courses are designed to help you strengthen your profile or give your career a boost, while building the in-depth skills that set you apart in an increasingly competitive market.

When you complete your course, you will earn a Specialization Diploma awarded by LCI Barcelona. Backed by the prestigious LCI Education international network, this qualification certifies specialized, practical skills in the subject area of each program.

Why choose LCI Barcelona?

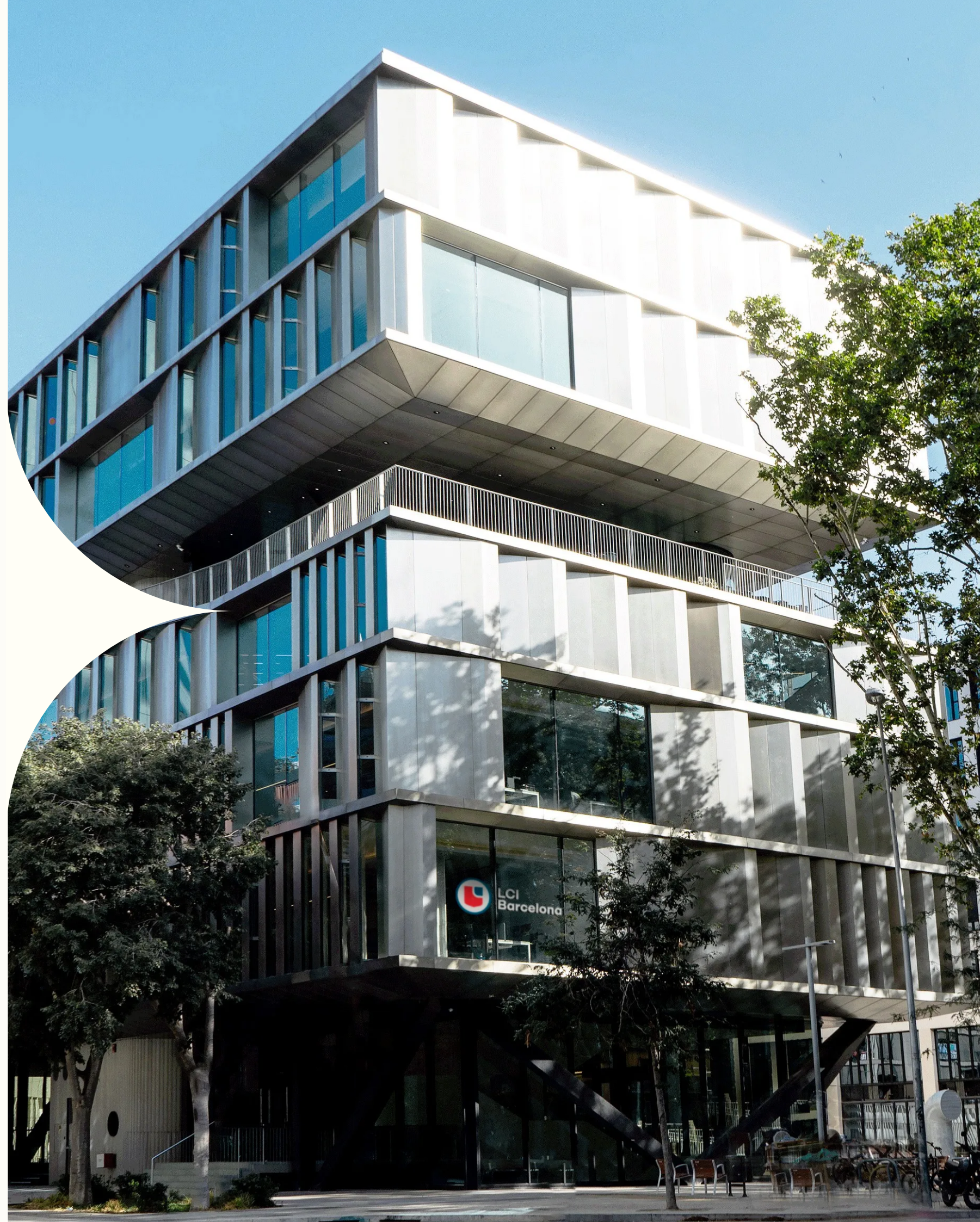
- **A specialization that opens doors**
A promotion, a career change, or a new opportunity, wherever you're starting from.
- **Balance your job and your studies**
Classes on Friday afternoons and Saturday mornings, without setting aside your work week.
- **Intensive training with real impact**
Learn from working professionals and apply what you learn to real projects.

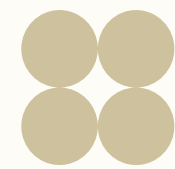
Weekend schedule

All courses are held on Friday afternoons and Saturday mornings.

The best place to specialize

Our spectacular campus, located in the 22@ innovation district, has been recognized with the prestigious Prix Versailles for architecture as the most beautiful in the world. Covering 11,000 square meters, it offers sustainable facilities equipped with advanced technology.





About the course

Integrating new technologies and artificial intelligence into fashion photography is transforming the creative process and pushing the limits of what is possible. From virtual models and AI-assisted styling to automated post-production and hyper-realistic imagery, technology is changing how narratives are built. This course explores these advances and gives you both the theoretical knowledge and the hands-on experience to harness the potential of AI in editorial photography.

You will learn to blend traditional editorial photography techniques with AI-powered tools to craft visual stories that reflect brand identity and captivate audiences. Through practical sessions, you will gain insight into photoshoots, streamline your post-production workflows, and boost your creativity with cutting-edge technology. By understanding how AI tools complement conventional methods, you will build a dynamic skill set that prepares you for the changing landscape of fashion media.

AI in Editorial Fashion Photography

Language	English
Duration	40 hours
Format	On campus at LCI Barcelona
Schedule	Friday afternoons and Saturday mornings

Study plan

1.

AI IN FASHION PHOTOGRAPHY: THE NEW CREATIVE LANDSCAPE

You will get to know the current landscape of AI in photography and its impact on creative processes, styling, and post-production. Through case studies of fashion brands, publications, and independent photographers who have embraced AI, you will understand how these technologies are redefining artistic expression. You will also take a hands-on look at AI-generated inspiration to analyze AI-assisted imagery and understand how these tools influence contemporary visual culture.

2.

AI-ASSISTED CONCEPT DEVELOPMENT AND PRE-PRODUCTION

AI offers tools for ideation, previsualization, and styling that make the creative process faster and more dynamic. You will explore how AI generates moodboards, suggests styling options, and assists with set design, and how AI-driven trend forecasting can inform your visual storytelling and strengthen your originality. By the end of the module, you will have developed your own AI-assisted editorial concepts, complete with styling references, location planning, and creative direction for your upcoming photoshoots.

3.

AI FOR PHOTO ENHANCEMENT AND RETOUCHING

You will learn how AI can assist with skin retouching, color grading, and light enhancement while preserving the authenticity and artistic integrity of an image, to elevate your post-production workflow. You will also learn to integrate AI-generated backgrounds and 3D elements into traditional photography, creating compositions that blend realism with digital augmentation.

4.

AI-POWERED INTEGRATED DIGITAL CAMPAIGNS

Beyond a single retouched image, brands today need entire campaigns that work coherently across social media, e-commerce, and digital advertising, each with its own formats, ratios, and pacing. This module moves from enhancing individual images to producing full campaigns: you will learn to take a shoot, or a concept generated from scratch with AI, and scale it into a consistent, multi-format digital campaign, creating on-brand variations of model, background, and color across dozens of assets while preserving art direction and brand identity. You will also build repeatable, end-to-end campaign pipelines, from concept and moodboard through automated asset generation, localization, and multichannel adaptation, and get an introduction to AI-driven performance prediction so you can anticipate how a campaign is likely to perform before it goes live.

5.

FINAL PROJECT

A concept developed with AI-powered tools comes to life in a full-scale fashion photoshoot. You will carry out your planned editorial productions, capturing images that seamlessly integrate AI-assisted inspiration, styling, and previsualization with traditional photography techniques. This hands-on experience bridges AI-assisted ideation and real-world execution, reinforcing how technology can complement human creativity rather than replace it. The course ends with a final presentation in which you showcase your fully realized fashion editorial.



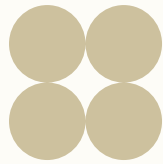
Who it's for

Great if you are a photographer, designer, or fashion enthusiast.

Admission requirements

This course is for you if you have a strong interest in fashion photography and digital innovation. You need a foundation in photography and a desire to explore the intersection of traditional and AI-driven visual storytelling.

You don't need prior experience with AI tools, but you do need a good command of image editing software and a basic grasp of creative direction.



Instructors

Oriol Nin

Senior digital artist and freelance retoucher based in Barcelona, with more than 20 years of experience creating visually stunning work. Co-founder of NinStudio, he specializes in blending retouching, CGI, and photography to create bespoke images for clients.

Renowned for his meticulous attention to detail and innovative approach, he collaborates with independent photographers, global agencies, and top brands worldwide.

Douglas Manzanares

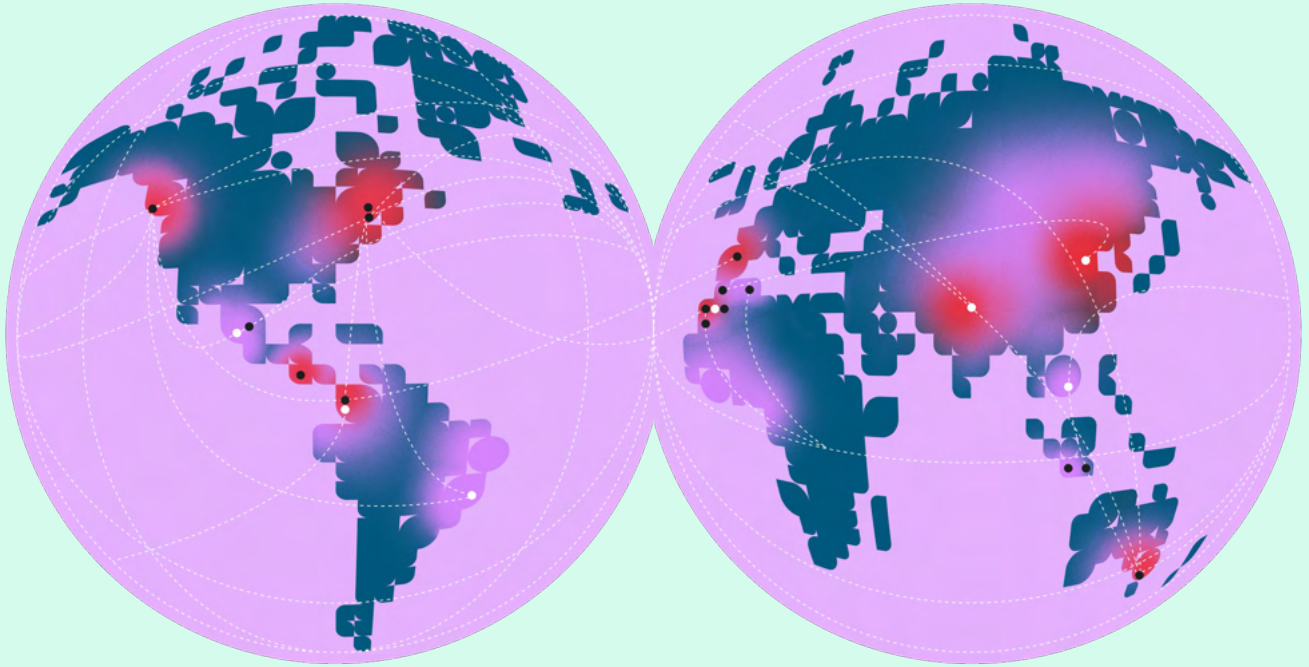
Senior Creative Visual Producer with 10 years of experience in photography, lighting design, and DIT (Digital Imaging Technician) workflows for on-set digital asset management. He has collaborated with leading brands including Nike, Chanel, and Amazon, bringing technical precision and creative vision to high-profile productions.

He is currently focused on integrating AI systems into audiovisual production, working as a creative partner with Blendworks, Astria, and Botika to help refine and enhance their AI engines.





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The World is Your Classroom



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admisiones@lcibarcelona.com
barcelona.lcieducation.com



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