

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.





Art Direction for Graphic Designers

About the course

At a time when brands, institutions, and individuals have more channels than ever, and more opportunities to build a space of their own for communication, art direction has become an essential discipline for turning ideas into coherent, meaningful visual messages.

This intensive course is for you if you are a graphic designer looking to broaden your practice toward a more conceptual and strategic approach, building the skills to lead creative processes in interdisciplinary environments.

Besides deepening your work in conceptualizing and executing visual projects, the program builds in visual research as a key tool for generating ideas and backing up your proposals. By analyzing trends, contexts, and visual references, you will learn to bring them into your creative processes to give them greater depth and relevance.

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

What you will learn

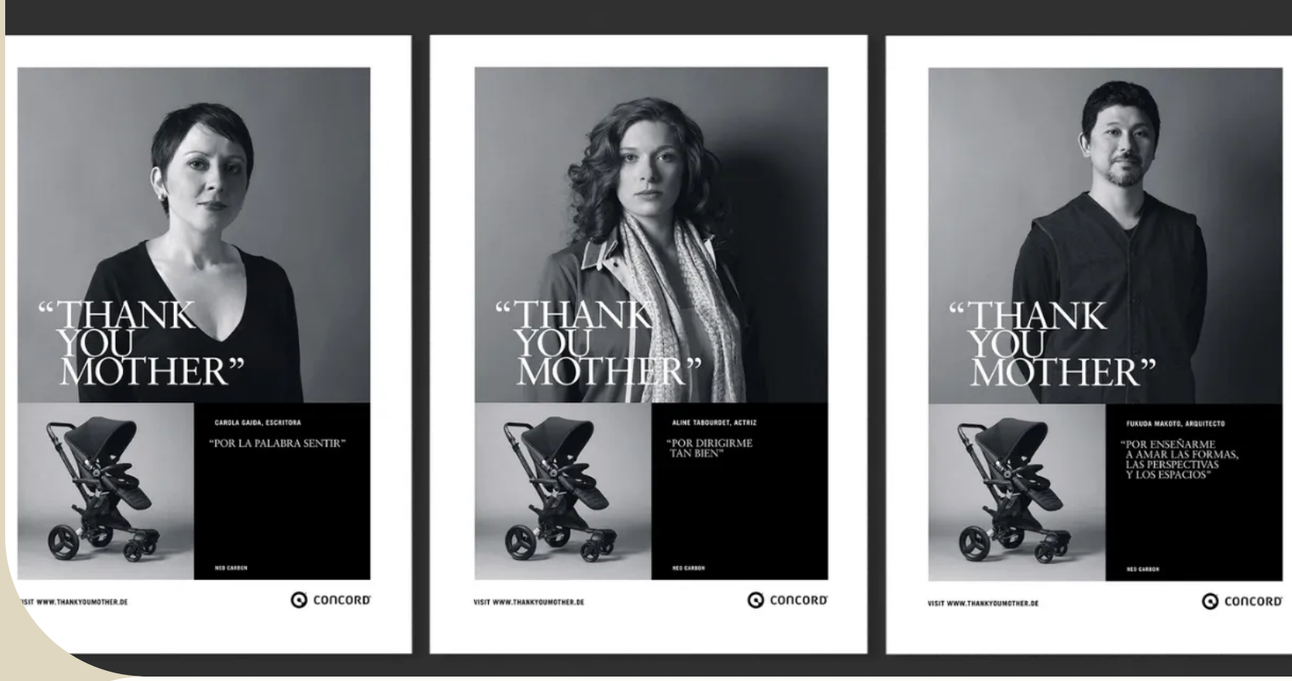
By the end of the course, you will be able to:

- Conceive, plan, and develop design projects according to the requirements of the brief.
- Understand the research methodology of an art direction project.
- Acquire new methodologies for the formal execution of an art direction project.
- Gain the knowledge to come up with new ideas and original, effective solutions.
- Reason through and present ideas and arguments critically.
- Be resourceful and decisive.

Study plan

1. **FUNDAMENTALS AND CREATIVE TECHNIQUES IN ART DIRECTION**
You will be introduced to art direction in graphic design and take part in a visual research workshop (look & feel, moodboard, and benchmark) and a creative direction workshop (brainstorming, conceptualization, and narratives). You will also review creative portfolios.

2. **PRACTICAL APPLICATION AND VISUAL COMMUNICATION STRATEGIES**
You will analyze applied art direction through case studies and work in a project workshop on art direction in communication and a visual execution workshop (formalization methodology).







The course includes

- A portfolio review session and visits to professional studios or agencies (subject to availability).

Who it's for

This course is for you if you are a student, graphic designer, or visual communication professional and want to strengthen your knowledge and skills with a more conceptual and strategic approach.

Admission requirements

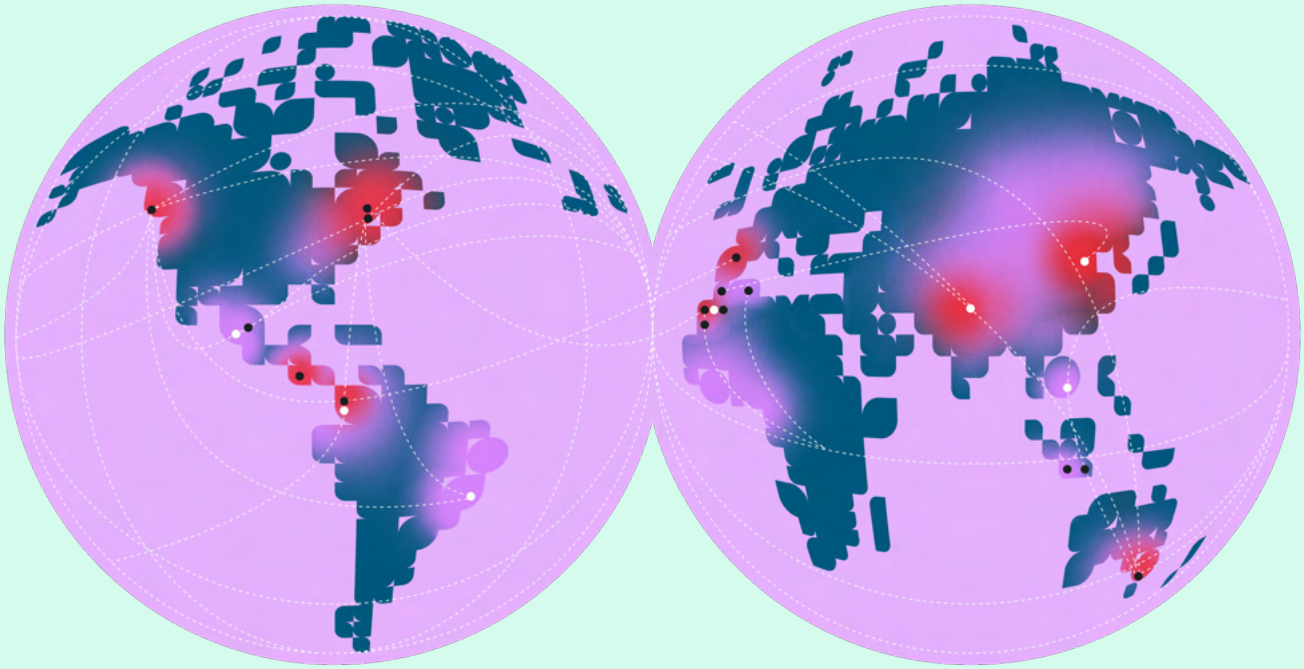
We recommend having a background in graphic design. You need a basic or intermediate command of Adobe tools.

Instructor

Jofre Sanfeliu

More than 15 years of experience leading creative projects and teams, most of them in design and communication, with clients such as MACBA and Palau Robert. He has combined his professional work with teaching and is currently director of the Master's in Art Direction at LCI Barcelona. Some of the projects he has worked on have won awards including one Grand Laus, three Gold Laus, one Silver Delta, one Silver Rombo, two Chupete Awards, and one Daniel Gil Award.

LCI Education



The World is Your Classroom

LCIBarcelona

LCI_Barcelona

LCI-Barcelona

LCIBarcelona

LCIBarcelona

admisiones@lcibarcelona.com
barcelona.lcieducation.com

LCI Barcelona