



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?

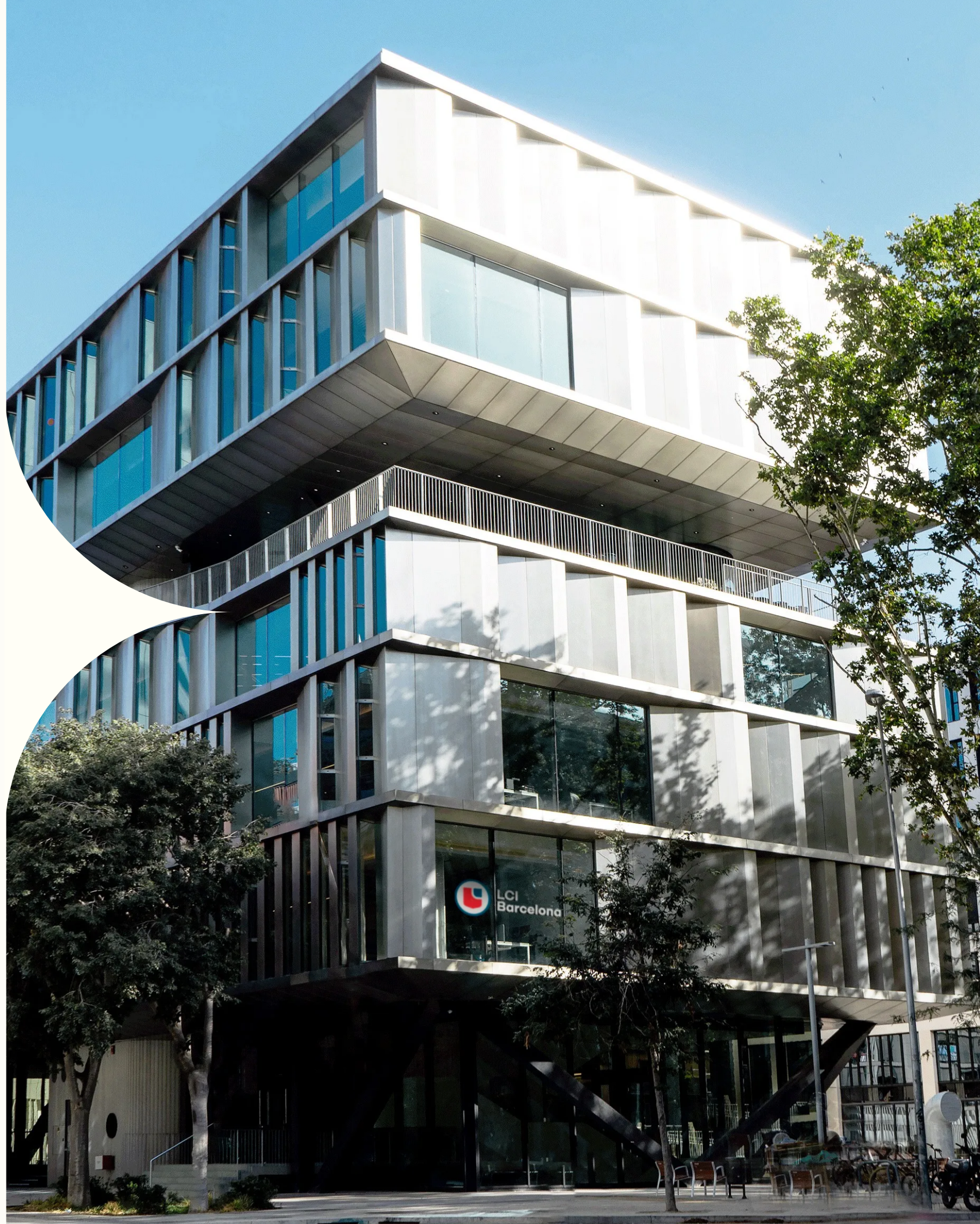
- **A specialization that opens doors**
A promotion, a career change, or a new opportunity, wherever you're starting from.
- **Balance your job and your studies**
Classes on Friday afternoons and Saturday mornings, without setting aside your work week.
- **Intensive training with real impact**
Learn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

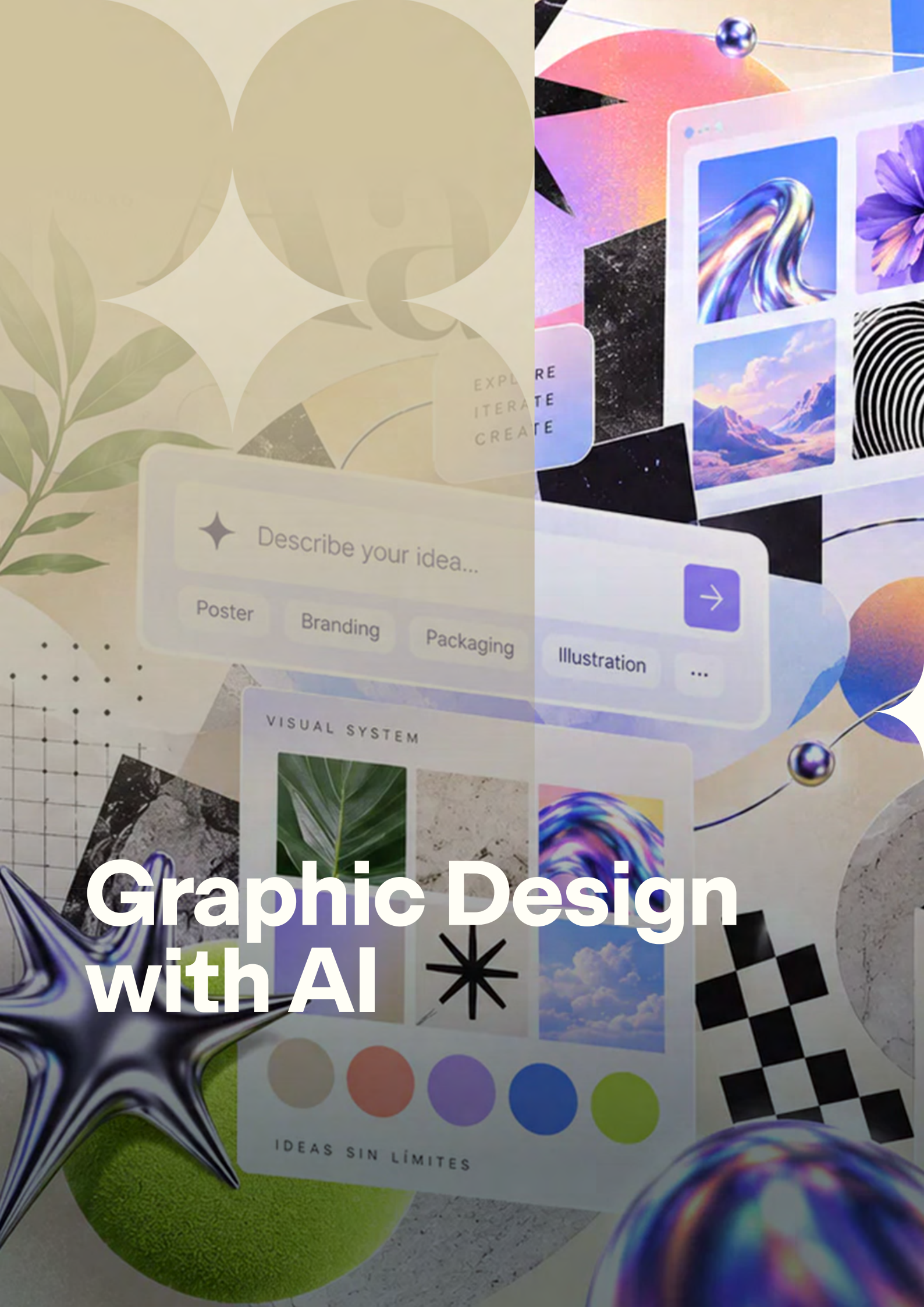
Weekend schedule

All courses are held on Friday afternoons and Saturday mornings.

The best place to specialize

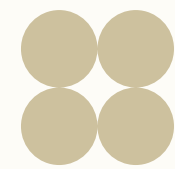
Our spectacular campus, located in the 22@ innovation district, has been recognized with the prestigious Prix Versailles for architecture as the most beautiful in the world. Covering 11,000 square meters, it offers sustainable facilities equipped with advanced technology.





Graphic Design with AI

About the course



This course introduces the essential fundamentals of graphic design and explores how generative artificial intelligence can be incorporated into contemporary visual creation processes. Through hands-on exercises, you will work on basic notions of composition, hierarchy, color, typography, imagery, and visual systems, and get an accessible introduction to how generative models work and how to interact with them using instructions and references.

Throughout the course, you will use tools such as Midjourney and Magnific to explore, generate, edit, and adapt visual content. You will also get an introductory look at the logic of workflows and node-based systems, along with some multimodal possibilities. The goal is for you to gain a first hands-on experience of graphic design with AI and discover its possibilities and limits, without trying to cover every tool or methodology in the field in depth.

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:

- Recognize basic principles of composition, hierarchy, typography, color, and imagery.
- Understand what generative artificial intelligence is and recognize some of its possibilities and limitations.
- Translate a simple brief into basic visual references and criteria.
- Write and refine prompts and instructions to guide text and image generation.
- Use references and generative tools to explore visual alternatives.
- Apply basic image generation, editing, and refinement operations with Magnific.
- Understand node logic and build a simple workflow with guidance.
- Integrate AI-generated content into a graphic piece by applying design fundamentals.
- Select results and recognize basic issues of bias, authorship, and production costs.

Study plan

1.

GRAPHIC DESIGN FUNDAMENTALS AND INTRODUCTION TO AI

You will understand graphic design as visual communication (objective, audience, message, composition, hierarchy, typography, color, and imagery) and discover what generative artificial intelligence is and how it can fit into a creative process. You will learn basic concepts to find your bearings (model, prompt, reference, probability, and a first look at tokens, embeddings, and latent space) and explore the possibilities and limits of generative tools applied to design.

2.

FROM IDEA TO VISUAL DIRECTION

You will go from a simple brief to a visual intent (references, tone, moodboard, and initial criteria). You will get started with prompting (what to describe, how to provide context, and how to iterate), use language models to help organize ideas, references, and instructions, and explore with Midjourney (generating, comparing, varying, and selecting proposals).

3.

IMAGE GENERATION AND TRANSFORMATION

You will work with text-to-image, image-to-image, and reference images, and learn to generate, edit, transform, and refine images with Magnific. You will practice localized editing and variations (changing some elements while preserving others), upscaling, and creating small families of images with a shared visual direction.

4.

INTRODUCTION TO NODE-BASED SYSTEMS AND WORKFLOWS

You will discover what a node is and what we mean by a workflow (input, transformation, and output), and how to work with connections and variations within a simple visual flow. With guidance, you will build a basic workflow in Magnific Spaces and get started with managing iterations and credits within the process.

5.

EXTENDING AN IDEA TO NEW FORMATS

You will adapt a visual direction to different pieces, formats, and mockups, and get an introduction to image-to-video and other multimodal possibilities. You will see demonstrations of emerging tools and environments for reference and learn basic criteria for deciding when a tool can add value to the process.

6.

APPLIED GRAPHIC DESIGN PROJECT WITH AI

You will develop a simple proposal from a brief and a visual direction (references, palette, typography, imagery, and composition), using AI at some stages of exploration, generation, or transformation. You will build a main piece and a visual adaptation or application, and briefly present your process, including basic considerations for responsible use.



The course includes

- Short demonstrations of contemporary tools and workflows, analysis of examples, and guided exercises to compare different ways of generating, editing, and adapting content.
- You may also get to see other emerging environments for reference, though mastering them is not part of the course objectives.

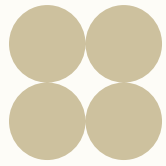
Admission requirements

You don't need any prior knowledge of artificial intelligence or programming. Prior training in graphic design isn't essential either.

Who it's for

This course is for you if you are a student or a professional, or simply interested in visual communication, advertising, marketing, content creation, entrepreneurship, and the creative disciplines. It works whether you want a first introduction to graphic design or want to discover how to bring generative tools into simple visual processes.

We recommend basic familiarity with digital tools and a willingness to work with images, typography, and composition. The content is presented progressively, so people with different levels of experience can follow along.



Instructor

Alan Ramírez

Art director, designer, and educator specializing in visual communication and artificial intelligence applied to design. He is a professor and Graphic Design coordinator at LCI Barcelona, where he teaches art direction, creative processes, and AI tools in the Bachelor's and Master's programs.

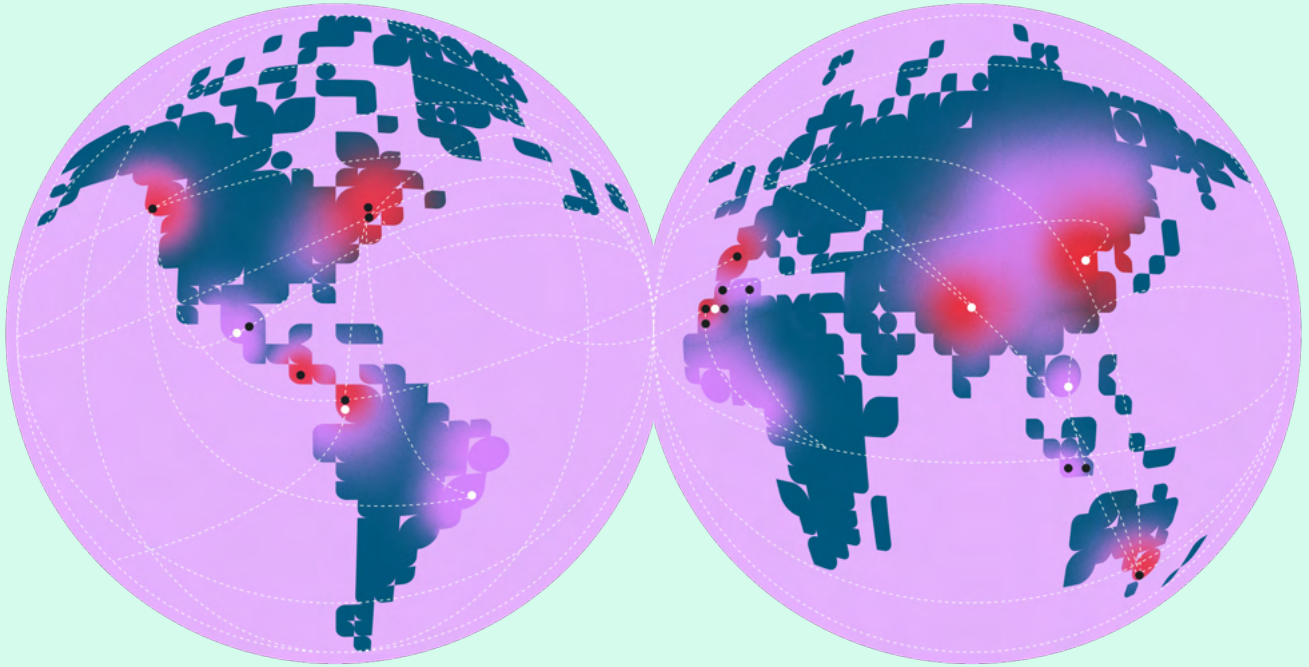
He is currently pursuing doctoral research on how generative artificial intelligence is transforming art direction and the development of visual judgment, exploring the relationship between semiotics, visual culture, creative processes, and human-AI collaboration.

His research proposes new frameworks for understanding the designer's role as the person responsible for directing and preserving meaning in creative processes mediated by generative systems.





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