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Master's in
Graphic Design and Generative AI

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15 COMPRIMIDOS

N°02 DEFENSAS Y ANTIOXIDANTES

Enzimas
Jengibre
Probióticos

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15 COMPRIMIDOS

N°03 BIENESTAR DIGESTIVO

Magnesio
Melatonina
Ashwagandha

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N°04 RELAJACIÓN Y SUEÑO

**LCI
Barcelona**

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MASTER'S IN
GRAPHIC DESIGN AND GENERATIVE AI

Degree: Master's Diploma in Graphic Design and Generative AI

Credits
60 ECTS

Duration
1 academic year

Start Date
October

Language
Spanish

Delivery Mode
On-campus

This master's program offers advanced training in graphic design from a contemporary perspective, integrating the discipline's creative processes with the possibilities offered by artificial intelligence technologies. The core of the program is graphic design as a strategic discipline within visual communication, while AI is incorporated as a complementary tool that expands analytical, experimental, and production capabilities.

You will work across the main areas of graphic design (visual identity, packaging, editorial design, and digital design), approaching each project with an integrated view of the process: research, conceptualization, system-building, visual representation, and production. The program places special emphasis on understanding the fundamentals of image and typography, as well as developing visual languages capable of responding to today's communication environments.

Artificial intelligence is integrated as a transversal tool that intervenes in multiple phases of the creative process: reference analysis, conceptual synthesis, visual exploration, iterative development, and the generation of graphic materials. Rather than replacing professional judgment, AI is understood as an allied technology that enhances innovation, supports informed decision-making, and encourages critical thinking about media and contemporary systems of representation.

The program is highly practice-oriented, combining design methodologies with digital tools and techniques used in today's professional market. Master's projects follow updated production workflows, integrating design software, generative AI platforms, and automation tools that form part of the sector's digital ecosystem.

In short, the Master's in Graphic Design and Generative AI provides solid, up-to-date training, giving you the knowledge required to develop advanced graphic projects and understand the role of design in a constantly evolving media landscape.

Who is it for?

This program is aimed primarily at graduates in design and professionals with accredited experience. Applicants must have knowledge of design software.

Career Opportunities

Upon completing the program, you will be able to work in the following areas:

- Graphic Design
- Visual Identity
- Packaging Design
- Editorial Design
- Digital Design
- Digital Content Design

Objectives

• Develop an understanding of graphic design as a visual communication discipline.

• Integrate design methodologies with AI-based technologies.

• Prepare students to create and lead graphic design projects.

• Promote a research-driven and innovative attitude, encouraging informed experimentation, critical thinking, and the ability to generate effective graphic proposals.

Career Prospects

Barcelona has established itself as an international design hub, fostering the growth of a robust creative industry in which graphic design plays a strategic and influential role. Additionally, the increasing use of AI-based technologies is transforming design workflows, creating new opportunities for professionals able to integrate creativity, visual literacy, and technical expertise.

The sector demands professionals capable of combining visual thinking, conceptual ability, and mastery of contemporary tools (including AI-based system) to meet the challenges of today's industry. In this context, companies particularly value versatile, well-rounded profiles capable of leading graphic projects within dynamic and multidisciplinary digital environments.

Master's in Graphic Design and Generative AI

STUDY PLAN

MODULE I:
FOUNDATIONS OF GRAPHIC DESIGN

This module introduces the core principles of design as a strategic discipline for visual communication. Artificial intelligence is incorporated as a tool for analysis and reference generation, enhancing the understanding of visual principles and opening new perspectives for creative experimentation.

SUBJECTS

- Foundations of Graphic Design
- Typography
- Graphic Systems
- Fundamentals of Digital Design (UX/UI)

MODULE II:
GRAPHIC TOOLS

In this module, you will gain mastery of the essential professional tools for graphic and digital design. AI is integrated into workflow and digital prototyping processes to optimize tasks, explore visual solutions, and experiment with digital creation techniques.

SUBJECTS

- Vector Illustration with Adobe Illustrator
- Image Editing with Adobe Photoshop
- Editorial Layout with Adobe InDesign
- Motion Graphics with Adobe After Effects
- Digital Prototyping with Figma

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STUDY PLAN

MODULE III:
WORKSHOPS

This block offers a space for intensive practice and experimentation.

SUBJECTS

- Fundamentals of AI Image Creation
- Art Direction with AI
- Graphic Production
- Prompting and Automation Technique

MODULE IV:
GRAPHIC DESIGN PROJECT

This module focuses on the practical application of everything learned throughout the program. AI is used transversally in every project to explore ideas, prototype, iterate, and generate innovative solutions.

SUBJECTS

- Graphic Design Projects I: Visual Identity and Packaging
- Graphic Design Projects II: Editorial Design
- Graphic Design Projects III: Digital Design

MASTER'S FINAL PROJECT

WORK PLACEMENTS

For this program, work placements are optional.

Master's in Graphic Design and Generative AI

MARC SALINAS
Program Director

Graphic designer and typographer. After more than 15 years collaborating with various national and international design companies, he co-founded Traphic together with his partner Ester Benedit, a graphic studio specialized in branding, typography, and web and app design, working for clients such as Mediapro, Redzen Games, the University of Barcelona (UB), Mobile World Capital, and the Barcelona City Council. He is a member of ATypl (Association Typographique Internationale) and part of the typographic collective Unos Tipos Duros.

His projects and writings have been featured in several magazines and publishers, including Étapes, Visual, Collins Design, Gràffica, Index Book, Gustavo Gili, Pagès Editors, and Ediciones CPG. He has received numerous awards and recognitions, such as the LAUS Awards (2006/2010/2011), ADCV Awards (2011), Gràffica Awards (2011), Index Book Select (2011), Rotovision's (1999), Winterthur (1995), World Police and Fire Games (1994), and AKI (1994).

ANNA PALLEROLS
Head of the Graphic Design area

A graphic design professional with extensive experience in the academic field. Over the years, she has combined her academic and teaching work with professional practice in various design studios, as well as managing her own studio. She is currently the Head of the Graphic Design area at LCI Barcelona, where she leads the graphic training within the official Bachelor's Degree in Design and Visual Arts, as well as the continuing education programs, which include master's degrees and specialized courses.

Her work focuses on designing high-quality educational experiences aligned with the challenges and demands of contemporary design, promoting a transversal approach that supports students' professional development. She combines this role with teaching at LCI Barcelona and Pompeu Fabra University, and has previously taught at other design schools.

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