The interuniversity master’s degree in Design-Barcelona (UPC-UB) is a multidisciplinary master’s degree in which creativity, innovation and research are applied as tools of knowledge and proposition for the design of the future. It arises in an integral, broad and cross-disciplinary sense, characteristic of the design made in Barcelona, which has become an international benchmark in recent decades. In a propositional approach, it provides new perspectives on theoretical reflection, participatory networking strategies and the most innovative trends in new products.

Tasks are carried out through design workshops, thematic projects, collaborative work, materials and technology research laboratories and a digital manufacturing laboratory.

The master’s degree lasts one academic year, is worth 60 ECTS credits and consists of a compulsory common stage of 15 ECTS credits that takes a cross-disciplinary approach, and a second elective stage of 30 ECTS credits that includes five specialisations taught by expert teaching staff from various benchmark schools. The master’s degree ends with an individual master’s thesis that is worth 15 ECTS credits.

The specialisations are:
- Contemporary Design (taught in English)
- Design, Innovation and Technology (taught in Spanish)
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All the specialisations end with a specific master’s thesis worth 15 ECTS credits, which can involve a project or research. In addition to these five pathways, there are also common optional subjects dealing with business, intellectual property and entrepreneurship topics.

Language. Each specialisation, including the common subjects and the master’s thesis, is taught in English or Spanish (see above). For the Design Research specialisation, since all its subjects are part of the other four specialisations both languages are required.

Coordinating school:
ETSAB. Av. Diagonal, 649, 08028 Barcelona

Application, admission and enrolment information: www.etsab.upc.edu/en/studies/mbdesign

Contact us:
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1 Specialisations

**Contemporary Design**

(Bought in English) Barcelona School of Architecture (ETSAB, UPC)

The subjects deal with theory and practice simultaneously. The aim is to foster new ways of thinking about contemporary design and use the creative processes of the five specialisations to solve new problems and, at the same time, as a research tool. The subjects cover different scales that range from products to urban systems to space and to urban space, urban furniture, urban space and communication and transport systems. New technologies (3D printing, robotics, new materials, etc.) and social movements (urban participation,雪花, psychography, etc.) are studied in relation to the interaction and relationship between design, culture, new technologies and the relationship with society and the environment. The reference framework.

Contemporary Design addresses issues such as Industrial design, art and design education / Fruits and indigo colour / Industrial products and urban systems / Materials and processes / Architecture and furniture and domestic space / Urban area and art / Textiles and art and technology / Public space and Design, communications and urban regeneration / Design, culture, and exhibits / (1) Neотechnologies, new materials and new construction methods.

**Design, Innovation and Technology**

(Bought in English) Terrassa School of Industrial, Aeronautics and Audiovisual Engineering (IDensE, UPC)

The specialisation is aimed at discovering and working on new challenges in the design discipline that derive from the acceleration of technological, social and economic change. The subjects on the specialisation concern design and applied and social sciences to create new models for society and the environment.

The subjects allow students to obtain the vision and the tools to apply a design technology strategy to the different areas of design and the social sciences, to the inclusion of new dimensions in this new demands and requirements of society and the environment.

The master's thesis includes specific research and includes a thesis in the specialisation (25+5 ECTS credits). The unifying element of the master's thesis is that it must be for compulsory subjects). The remaining 5 ECTS credits, up to 30, can be taken as another subject in the specialisation (1) The subject Area Design Research.

**Industrial Design Engineering**

(Barcelona School of Design, ETSAB)

The specialisation focuses on the application and development of design research and communication in new technologies. The subjects cover some projects and applications, and applied technology, informing and design and the development of new tools and methods of classical and critical research and design.

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**Design Research**

(Teaching in Spanish) Terrassa School of Industrial, Aeronautics and Audiovisual Engineering (IDensE, UPC)

The aim of the optional area is for students to acquire advanced engineering techniques in industrial design. This means an identification of the most appropriate materials and technologies for the new production and design needs of many products and services that can be adapted to the new environmental requirements of society.

The subject Area Design Research.

The subjects of the Design Research specialisation are:

- Aesthetics and Theory of Design
- Research in Design and Art Direction
- Information Design
- Graphic Architecture and Typography
- Graphic Applications
- Art Direction in Design Projects

Common optional subjects

Additional optional subjects in all the specialisations

- Design, Management and Business
- Theory, History and Comfort of Design
- Product Design
- Industrial and Intellectual Property
- Graphic Applications
- Audiovisual Engineering (ESEIAAT, UPC)
- Terrassa School of Industrial, Aeronautics and Audiovisual Engineering (IDensE, UPC)
PROFESSIONAL OPPORTUNITIES

- Academic and theoretical reflection. Access to the doctoral degree in Design.
- Applied design agencies and organisations in social, health and wellness areas.
- Guidance offices, application of design in new areas and implementation in emerging sectors.
- Public and private organisations related to products, consumerism and the environment.
- Social networks, image and communication. New media and global management.
- Model development, project management, business development, object and documentation, reflection and dialogue on these topics.

Common optional subjects

Additional optional subjects in all the specialisations

Design, Management and Business

- Design, Management and Business (common optional subjects) 10 ECTS credits
- Art Management and Marketing
- Advertising and Communication
- Entrepreneurial Design

Design, Studies (common optional subjects) 10 ECTS credits

- History, Theory and Philosophy of Design
- Social Sciences Applied to Design

Research, Development and Innovation

- Design, Research, Development and Innovation (common optional subjects) 10 ECTS credits
- Product Development and Processes
- Product and Industrial Design
- Research, Development and Innovation

SPECIALISATIONS

4. Art Direction in Design

Companies and industries, new product development, applied design agencies and organisations in social, health and wellness areas. The art director develops creative strategies and new product development, which are projected in their final form, name or logo. This generation of forms leads to the creation of new products and, at the same time, to the creation of new demands of society and the environment. The subjects allow students to obtain the vision and the tools to apply a design-technology-society strategy to the generation of products and services that can be adapted to the new demands of society.

The subjects deal with theory and practice simultaneously. The curriculum is based on the idea of contemporary design and uses the creative processes of design, research and new products. At the same time, the subjects cover different fields that allow students to develop a broad perspective on society. The subjects are oriented to the analysis of social problems and different points of view in the creative process of design, considering the social impact of design.

The subjects encourage research and innovation, which are applied to both the industrial and artistic research, which they apply to both the professional and personal levels. Students also delve deeper into research and innovation in areas such as product engineering and automotive design.

The specialisation is focused on new challenges in contemporary design, addressing issues such as Industrial Design, Research, Development and Innovation. This specialisation focuses on the application and study of new technologies and design methodologies in industrial design research, which they apply to both the industrial and artistic research, which they apply to both the professional and personal levels. Students also delve deeper into research and innovation in areas such as product engineering and automotive design.

The specialisation is focused on new challenges in contemporary design, addressing issues such as Industrial Design, Research, Development and Innovation. The specialisation is aimed at discovering and working on new challenges in the design discipline that result from the acceleration of technological, social and economic change. The subjects are focused on the development of new prototypes and services that can be adapted to the new demands of society and the environment. The subjects are focused on the development of new prototypes and services that can be adapted to the new demands of society and the environment.
### Contemplative Design
**Bought in English**
Barcelona School of Architecture (ETIAB, UPC)

The subjects deal with theory and practice simultaneously. The teaching is based on the development of critical reflection tools which allow students to question and develop research projects on related topics. They are the result of an interdisciplinary collaboration between researchers, artists, and practitioners. The research topics are supported by a critical and theoretical reflection tool that allows students to explore the potential of design tools as a means to develop new ideas.

**Bought in Spanish**
Valladolid’s School of Engineering (ETSIINT, UPV)

The subjects deal with theory and practice simultaneously. The teaching is based on the development of critical reflection tools which allow students to question and develop research projects on related topics. They are the result of an interdisciplinary collaboration between researchers, artists, and practitioners. The research topics are supported by a critical and theoretical reflection tool that allows students to explore the potential of design tools as a means to develop new ideas.

### Design, Innovation and Technology
**Bought in English**
Barcelona School of Architecture (ETIAB, UPC)

The specialisation is focused on innovation and sustainable development in the context of contemporary design. The curriculum follows a multidisciplinary approach, focusing on the development of new products and services. The specialisation fosters the development of new technologies and the application of state-of-the-art methodologies to design, allowing students to develop innovative solutions.

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Valladolid’s School of Engineering (ETSIINT, UPV)

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### Industrial Design Engineering
**Bought in Spanish**
Terrassa School of Industrial, Aerospace and Audible Engineering (ESEAST, UPV)

The aim of the optional special area is to support students to acquire advanced engineering techniques in industrial design. The specialisation makes available a variety of advanced techniques, including those related to product engineering and design, as well as those related to the design of the environment.

### Art Direction in Design
**Bought in Spanish**
Faculty of Fine Arts (UB)

This specialisation focuses on the application and development of the design process in the area of fine arts. The subjects cover design projects and graphical applications, graphical and typographic interfaces, information design and the development of areas and methods of theoretical and critical research on aesthetics and design.

### Design Research
ETSII, ETSII, ESEAST (UPV) - Faculty of Fine Arts (UB)

This is a cross-disciplinary specialisation that is developed through the research subjects (*) of the other four specialisations, which constitute the core part of the specialisation. The subjects are not mandatory for all students, so studying part of the specialised provides them with different views on the research subjects. The specialisation is focused on the study of cross-disciplinary themes that are very common in the field of design and allows the kinds of topics that cannot be included in any of the other specialisations to be developed. Even though research is part of all of them.

### Specialisations

<table>
<thead>
<tr>
<th>Specialisation</th>
<th>Coursework</th>
</tr>
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<tbody>
<tr>
<td>Contemplative Design</td>
<td>Theory and Practice</td>
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<tr>
<td>Contemplative Design</td>
<td>Research and Development</td>
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<tr>
<td>Contemplative Design</td>
<td>Critical Reflection</td>
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<tr>
<td>Contemplative Design</td>
<td>Collaborative Design</td>
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</table>

### Common Optional Subjects

<table>
<thead>
<tr>
<th>Subject</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design, Management and Business</td>
<td>10 ECTS credits</td>
</tr>
<tr>
<td>Industrial and Intellectual Property</td>
<td>10 ECTS credits</td>
</tr>
<tr>
<td>Design, Studies (common optional subject)</td>
<td>10 ECTS credits</td>
</tr>
</tbody>
</table>

### Master's Thesis

The master's thesis includes specific research that is suited to the curriculum followed throughout the master's degree. The master's thesis includes specific research and may be on a topic that can later be developed in a doctoral thesis.

At the end of the master's degree, students must pass the 15 ECTS credits of the master's thesis in the chosen specialisation. Students who are allowed to pursue two specialisations will have to pass a specific master's thesis in the same specialisation or any other of the optional subjects common to all the specialisations.

**Administrative Office**:
- Academic and财物反射: Access to the doctoral degree in Design
- Applied design agencies and organisations in social, health and welfare areas.
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**Research Opportunities**
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**Total Number of Credits**: 80 ECTS credits

**Compulsory subjects**: 15 ECTS credits

**Project subjects**: 15 ECTS credits

**Industrial and Intellectual Property**: 5 ECTS credits

**Design, Management and Business**: 10 ECTS credits

**Design, Studies (common optional subject)**: 10 ECTS credits

**Henry's History and Philosophy of Design**: 5 ECTS credits

**Social Sciences Applied to Design**: 5 ECTS credits
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