

MBDesign

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MBDesign

The Interuniversity Master's Degree in Design (UPC-UB), is a multidisciplinary master's degree where creativity, innovation and research are applied as tools of knowledge and proposal for the Design of the future. It arises in an integral, broad and transversal sense, characteristic of the design made in Barcelona that has become an international reference in the last decades. From a proposal attitude, it provides with new visions about theoretical reflection, participatory networking strategies and the most innovative trends on new products. Tasks are developed through design workshops, different themes projects, research laboratories in materials and technology, collaborative work and digital manufacture lab, among others.

It is developed over one year, with 60 ECTS, and consists of a compulsory common phase of 15 ECTS and transversal profile; and another elective phase of 30 ECTS, which includes five specializations lines with expert teaching staff from various referral centers, such as the Barcelona School of Architecture (ETSAB), Vilanova and Geltrú School of Engineering (EPSEVG), Terrassa School of Industrial, Aerospace and Audiovisual Engineering (ESEIAAT) by the Universitat Politècnica de Catalunya · BarcelonaTech (UPC); and the Faculty of Fine Arts of the University of Barcelona (UB). The specializations lines are:

- Contemporary Design (taught in English);
- Design, Innovation and Technology
- Industrial Design Engineering
- Art Direction in Design
- Design Research (transversal specialization line, which deals with previous four).

All specialization lines end with a specific Master's Thesis (TFM) of 15 ECTS, which can be oriented to a project or a research. In addition to these five itineraries, there are also common elective subjects dealing with business, intellectual property and entrepreneurship topics.

General description of the curriculum

The curriculum of the Master's Degree in Design has a total of 60 ECTS, distributed as follows:

TOTAL CREDITS:	60 ECTS
Compulsory credits	15 ECTS
Elective credits	30 ECTS
Master's Thesis	15 ECTS

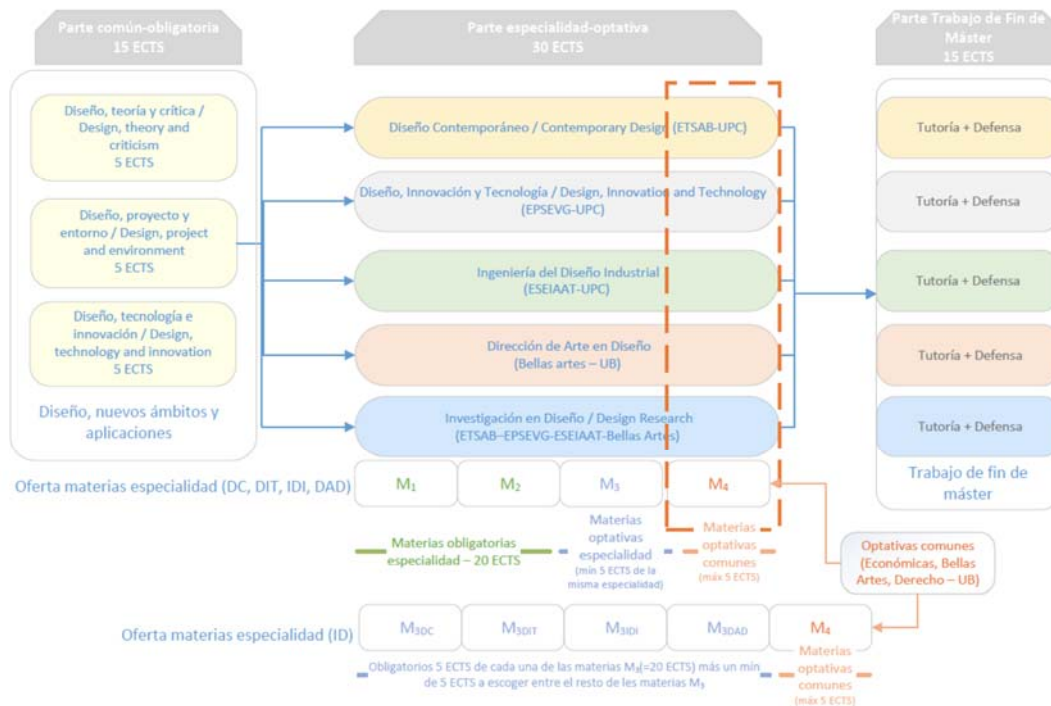
The Master has a structure consisting on 15 compulsory ECTS credits, common for all students taking it. The 5 specialization lines, with 30 ECTS elective credits are described below:

1. Contemporary design (taught in English) (Barcelona School of Architecture ETSAB-Universitat Politècnica de Catalunya)
2. Design, Innovation and Technology (Vilanova and Geltrú School of Engineering EPSEVG-Universitat Politècnica de Catalunya)
3. Industrial Design Engineering (Terrassa School of Industrial, Aerospace and Audiovisual Engineering-ESEIAAT-Universitat Politècnica de Catalunya)
4. Art Direction in Design (Faculty of Fine Arts - FBBA - Universitat de Barcelona)
5. Design Research (ETSAB-ETSEVG- ESEIAAT-FBBA)

At the end of the Master the student has to attend the 15 ECTS of the Master's Thesis in the chosen specialization line.

Students admitted to study two specialties will have to pass a specific Master's Thesis (TFM) suitable to the curriculum developed throughout the Master.

Estructura MU en Estudios Avanzados en Diseño-Barcelona (MBDesign)



Specialization lines

The curriculum of the Master's Degree in Advanced Studies in Design-Barcelona, of 60 ECTS, begins with a common phase of 15 ECTS, which is compulsory.

In addition, it includes 5 specialization lines of 30 ECTS each, and then the development, the presentation and the defense of the Master's Thesis (TFM).

To obtain the specialization line, a minimum of 25 ECTS must be taken and passed (of which 20 ECTS will be specified in compulsory subjects). The remaining 5 ECTS until 30 can be taken through another subject of the same specialization line or any other from the offer of optional subjects common to all specialization lines. In this case the Master's Thesis will have the character of the specialization line studied.

There is the possibility of taking a double specialization line. In this case, admitted students, in addition of studying and passing the ECTS from both specialization lines, they have to pass a specific Master's Thesis suitable to the curricular itinerary developed throughout the master's program. Both specialties must be chosen during the admission process.

The MBDesign has the following specialization lines:

1. Contemporary Design (taught in English)

Barcelona School of Architecture - ETSAB

This specialization considers the Project as a creative action and a forming element of the design and, about the knowledge area with its own entity, as the main theme of study, practice and research on design. The subjects are characterized by different approaches to the contemporary conception of design, understood as a regular updating process and, in which, the innovation and the new application and development areas are a constant.

Project strategies (compulsory)

Creativity, invention and emotion in design	5 ECTS
Integral design. Systems and programs	5 ECTS

Materiality, representation and form design (compulsory)

Design and materiality	5 ECTS
Representation and new formats	5 ECTS

Contemporary Design Research (optional)

Sustainable reality and future. Environment and product	5 ECTS
Design culture. Architecture and exhibition	5 ECTS

2. Design, Innovation and Technology

Vilanova and Geltrú School of Engineering – EPSEVG

It is essentially a matter of knowing, developing and using those aspects related to Design in which collective participation, social aspects and innovation are involved. The range of study areas goes from the collective design to the creative management and use of data analysis, going through the design related to the attention to people and the communication networks and in shaping emerging knowledge society.

Collective Design (compulsory specialization line)

Design and society	5 ECTS
Creativity net and technology	5 ECTS

Knowledge Management in design (compulsory specialization line)

Data driven design	5 ECTS
Design process in complex systems	5 ECTS

Research in Design, Innovation and Technology (compulsory specialization line)

Methods and processes of Research in Design, Innovation and Technology	5 ECTS
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3. Industrial Design Engineering

Terrassa School of Industrial, Aerospace and Audiovisual Engineering- ESEIAAT

The objective of this optional line focuses on advanced techniques of engineering in industrial design. That means an intensification of the knowledge about selection criteria of materials, as well as about transformation processes of them, and also about a practical implementation of these materials following creative criteria and trends.

The line also focuses on the deepening of development techniques of forms using CAD system applications related to sectors such as product engineering or automotive, reverse engineering and generative modelling. This generation of shapes is based on the creation of prototypes, where advanced techniques are explained, such as the inclusion of programmable logic as the Arduino standard.

Finally, there is a deepening of research and innovation, analyzing different techniques and methodologies of research in industrial design applied to both the basic conceptual design and the final product development.

Advanced geometry and prototyping (Compulsory specialization line)

Advanced geometry in design	5 ECTS
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Prototyping	5 ECTS
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Design and materials (Compulsory specialization line)

Study and technical analysis of materials	5 ECTS
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Practical application of materials	5 ECTS
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Methodology and research in Engineering of industrial design (Compulsory specialization line)

Research, development and innovation in products design	5 ECTS
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Methods and process of research applied in industrial products design	5 ECTS
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4. Art Direction in Design

Faculty of Fine Arts – FBAA

Specialization line focused on the application and development of the art management in the field of design. The included subjects are developed through design projects and applications in graphics, graphic and typographic architecture, information design and the development of areas and methods of theoretical and critical research on aesthetics and design.

Coordination of projects of design and Art Direction (Compulsory specialization line)

Art Direction in design projects 5 ECTS

Applications of graphic scope 5 ECTS

Development of projects of design and Art Direction (Compulsory specialization line)

Graphic Architecture and topography 5 ECTS

Information design 5 ECTS

Research in Design and Art Direction (Compulsory specialization line)

Areas and methods of theoretical and critical research on HCCSS about design 5 ECTS

Aesthetic and theory of design 5 ECTS

5. Design Research

Barcelona School of Architecture (ETSAB), Vilanova and Geltrú School of Engineering (EPSEVG) Terrassa School of Industrial, Aerospace and Audiovisual Engineering (ESEIAAT) by the Universitat Politècnica de Catalunya · BarcelonaTech (UPC); and the Faculty of Fine Arts of the University of Barcelona (UB).

This is a transversal specialization line which is developed through research subjects from the other four lines. In this case, the structuring element of the course is determined by the subject of study and research followed by the student, so that the fact of studying all the specialties it provides to the student different views of the research subject. The specialty is focused on the study of transversal themes, very common in the field of design and contemplates its possible development in future doctoral theses.

Contemporary design research

Sustainable reality and future Environment and product 5 ECTS

Design culture. Architecture and exhibition 5 ECTS

Research in design, innovation and technology

Methods and Processes of Research in Design, Innovation and Technology 5 ECTS

Innovation-Research in Design and Technology 5 ECTS

Methodology and research in Engineering of industrial design

Research, development and innovation in products design 5 ECTS

Methods and Processes of Research applied to product industrial design 5 ECTS

Research in design and art management

Areas and Methods of theoretical and critical Research in HCCSS about design 5 ECTS

Aesthetic and Theory of Design 5 ECTS

Common Optative

Design, management and company (Common Optative)

Business Fundamentals for designers 5 ECTS

Industrial and intellectual property 5 ECTS

Design Studies (Common Optative)

Theory, History and Historiography of design 5 ECTS

Social Sciences applied to design 5 ECTS

Career opportunities

Professional Areas

- Academic and theoretical reflection field. Access to the Doctorate in Design.
- Agencies and organizations on applied design in social, health and / or welfare areas.
- Companies and industries, new product development office, design application in unpublished areas and implementation in emerging sectors.
- Public and private organizations related to the market, product, consumption and environment.
- Communication, social networks, image and communication. New media and global message design.
- Cultural organizations related to Society, Culture and object, as well as their dissemination, reflection and debate.

Access and Admission

Admission profile

Degrees required for access:

- a. Architectural Studies Degree or equivalent degrees or Architecture Degree or other equivalent profile from former curricula,
- b. Degree in Industrial Design and Product Development Engineering
- c. Degree in Design
- d. Studies of Design (Higher Arts Studies, equivalent to a degree taught at Higher Schools of Art and Design)
- e. Studies of Architecture, Industrial Design Engineering and design obtained according different education systems outside the European Higher Education Area. Graduates have to certify that their degrees have a level of training equivalent to the corresponding Spanish university degrees and which authorizes access to postgraduate studies in the issuing country.
- f. Exceptionally universities studies in the fields of Communication Sciences, Business Administration, Fine Arts and others Engineering (with exception the engineering which gives direct access)

The Master's Academic Committee in the cases e) and f) will evaluate the suitability of the candidates and the presentation of their motives and may establish the need to overcome specific complements to study in the Architectural Studies Degree, Degree in Industrial Design and Product Development Engineering or Degree in Design that in no case may exceed 18 ECTS. The resolution of the Master's Academic Committee will be binding and therefore the overcoming of these training supplements will be a necessary condition to pass the Master's Degree in Advanced Studies in Design-Barcelona.

Admission and selection

The candidates' merit assessment and selection criteria will include the weighting of the candidates' transcripts, the correspondence between the curriculum of the degree of origin and the Master's and the accreditation of specific language skills.

The minimum documentation to be provided by the student must include:

- Degree of the studies that give access to the Master and academic transcript with grade point average
- CV
- Motivation letter
- Fulfilled admission questionnaire designed by Master's Academic Committee
- Portfolio
- Grants awarded
- B2 level of the Common European Framework of Reference for Languages or equivalent (Spanish and/or English depending on the courses to be enrolled in)
- (Optional) Proposal of subject / research area (Compulsory only for the specialty of Research in Design / Design Research)

In the application for admission the student has to indicate the specialization line or lines he aspires to study, in priority order.

The Academic Committee will prioritize requests based on the grade point average of applicants and the assessment of the additional documents listed. The grade point average will weight 50% and the additional documents the other 50%.






Preregistration

Applications for admission to the program must be done online using the preregistration form. All documents requested above must be included only through this application. At the time of enrolment, students who are admitted must submit the originals of the degree and academic records. Those issued abroad must be duly translated and legalized, when necessary.

See the information page on legalization of foreign documents [LINK](#)

Access to the online preregistration form [LINK](#) open until 7 of July.

Academic coordination

Specialization line	Academic coordination
Contemporary Design ETSAB-UPC	Josep Maria Fort  josep.maria.fort@upc.edu
Design, Innovation and Technology EPSEVG-UPC	Enric Trullols  enric.trullols@upc.edu
Industrial Design Engineering ESEIAAT-UPC	Jordi Voltas  voltas@ege.upc.edu
Art Direction in Design Belles Arts - UB	Anna Calvera  annacalvera@ub.edu
Design Research ETSAB-EPSEVG-ESEIAAT-Belles Arts	Josep Maria Fort josep.maria.fort@upc.edu Josep Maria Monguet  jm.monguet@upc.edu