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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 English)
- Industrial Design Engineering (taught in Spanish)
- Art Direction in Design (taught in Spanish)
- Design Research (a cross-cutting specialisation that deals with the previous four)

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: secretaria.etsab@upc.edu
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Specialisations

Contemporary Design (taught in English)
Barcelona School of Architecture (ETASB, UPC)

The subjects deal with theory and practice simultaneously. The main objective of this specialisation is to build a contemporary design and uses the creative process of design to solve social and global problems. The subjects deal with different scales that are common in the field of design and allow the students to develop a vision that is also related to the new demands of society and the environment.

Design, Innovation and Technology
Vilanova i la Geltrú School of Engineering (ETSIJVE, UPC)

The specialisation is aimed at discovering and working on new challenges in the design discipline that arise from the acceleration of technological, social and economic change. The subjects in the specialisation concern design and applied sciences to create models and tools that range from the personal object, furniture and domestic environments, to urban furniture, urban spaces and communication design. The subjects allow students to obtain the vision and the tools to apply a design technology-ecology strategy to the resolution of the new challenges in the design discipline.

Industrial Design Engineering
Terrassa School of Industrial, Aerospace and Audiovisual Engineering (ETSAMI, UPC)

The specialisation is focused on new challenges in the design discipline that are the result of the acceleration of technological, social and economic change. The subjects in the specialisation concern design and applied sciences to create models and tools that range from the personal object, furniture and domestic environments, to urban furniture, urban spaces and communication design. The subjects allow students to obtain the vision and the tools to apply a design technology-ecology strategy to the resolution of the new challenges in the design discipline.

PROFESSIONAL OPPORTUNITIES

1. Industrial Design Engineering
2. Design Innovation and Technology
3. Contemporary Design

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Design Research (taught in English)

This is a cross-disciplinary specialisation that is developed through the research subjects S1-S2. The four specialisations, which constitute the compulsory part of this specialisation (50 ECTS credits), the variety of research subjects that range from the personal object, furniture and domestic environments, to urban furniture, urban spaces and communication design, so students study part of the specialisations provides them with different views on the research subject. The specialisation is focused on the study of cross-disciplinary themes that are very common in the field of design and allows the types of topics that cannot be included in any of the other specialisations to be explored, even though research of all of them.
The specialisation is focused on discovering and working on new challenges in the design discipline that are the result of the acceleration of technological, social and economic changes. The subjects in the specialisation connect design with new challenges of contemporary design and uses the creative process of design as a research tool. The subjects cover different scales (architectural space, industrial design, products, consumption and the environment).

The specialisation is focused on new challenges in the design discipline that are the result of the acceleration of technological, social and economic changes. The specialisation offers a combination of design and art direction, projects development and coordination.

The specialisation is focused on the application and use of new technologies in the field of industrial design, such as microelectronics, programming, and the use of computationally generated forms. This generation of forms leads to the creation of products and services that can be adapted to the new opportunities and challenges. The subjects in the specialisation connect design with new challenges of contemporary design and uses the creative process of design as a research tool. The subjects cover different scales (architectural space, industrial design, products, consumption and the environment).

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3. Industrial Design Engineering

2. Design Innovation and Technology

1. Contemporary Design

The five specialisations, which are worth 30 optional ECTS credits each, are described below. Each one is taught by one of the schools:

1. Contemporary Design (in English): Barcelona School of Architecture (ETSAB, UPC)
2. Design and Technology (in English): Valencia’s iGelso School of Engineering (EPSEVG, UPC)
3. Industrial Design Engineering (in Spanish): Terrassa School of Industrial, Aerospace and Audiovisual Engineering (ESEIAAT, UPC)
4. Art Direction in Design (in Spanish): Faculty of Fine Arts (Universitat de Barcelona (UB))
5. Design Research (ETSAB, EPSEVG, ESEIAAT, UPC) (Faculty of Fine Arts (UB))

To obtain the specialisation, a minimum of 25 ECTS credits must be taken and passed (of which 20 ECTS credits are common optional subjects) and a specific master’s thesis in the same specialisation or any other from the optional subjects common to all the specialisations.

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 wish to pursue two specialisations must take an additional subject in the same specialisation or any other from the optional subjects common to all the specialisations.

Possible areas for professional opportunities include the following:

- Art Direction in Design
- Industrial Design Engineering
- Design, Innovation and Technology
- Contemporary Design

### Specialisation: Contemporary Design

**[Bought in English]**

Barcelona School of Architecture (ETSAB, UPC)

The subjects deal with theory and practice simultaneously. The main goal is to turn students into professionals in contemporary design and use the creative process of design, to solve new problems and, at the same time, as a tool to explore. The subject covers different scales that range from detailed product and material experiments, to urban space to urban furniture, urban spaces and transportation systems. New technologies (3D printing, robotics, new materials, etc.) and social movements (urban participation, social networks, psychographics, etc.) are analyzed through specific transversal research projects that explore the relationship between design, culture (1), new technologies and environmental sustainability (2) and urban systems, their reference framework.

Contemporary Design addresses issues such as material and environment, design and emotional technology / Fruits and other products. The subject covers the different scales of design and different levels of urbanism, architecture and technology / Urban furniture / Infrastructure and strategic information / Urban art and land art / Transport systems and public space and Design / Communication and new media / Architecture and City acts as a general reference framework.

The subjects cover design projects and graphic applications, development of art direction in the field of design.

### Design, Innovation and Technology

**[Bought in Spanish]**

Terrassa School of Industrial, Aerospace and Audiovisual Engineering (ESEIAAT, UPC)

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

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### Industrial Design Engineering

**[Bought in Spanish]**

Terrassa School of Industrial, Aerospace and Audiovisual Engineering (ESEIAAT, UPC)

The aim of the optional subject area is for students to acquire advanced engineering techniques in industrial design. This means an introduction of chapters of new technologies, such as nanomaterials and technology. The subjects deal with theory and practice simultaneously. The main goal is to turn students into professionals in contemporary design and use the creative process of design, to solve new problems and, at the same time, as a tool to explore. The subject covers different scales that range from detailed product and material experiments, to urban space to urban furniture, urban spaces and transportation systems. New technologies (3D printing, robotics, new materials, etc.) and social movements (urban participation, social networks, psychographics, etc.) are analyzed through specific transversal research projects that explore the relationship between design, culture (1), new technologies and environmental sustainability (2) and urban systems, their reference framework.

### Art Direction in Design

**[Bought in Spanish]**

Faculty of Fine Arts (UB)

This specialisation focuses on the application and development of design in the area of communication. The subjects cover design projects and graphic applications, art direction and design, information design and the development of areas and methods of theoretical and critical research on design and aesthetics.
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