The multidisciplinary master’s degree in Design-Barcelona (MBDesign) is a multidisciplinary master’s degree in which creativity, innovation and research are enabled as tools for knowledge and preparation for the design of the future. It arises from an integral, broad and cross-disciplinary vision, characteristic of the design made in Barcelona, which has become an international benchmark in recent decades. Through a propositional approach, it provides new perspectives on the business sector, particularly networking strategies and the most innovative trends in new products. Tasks are carried out through design workshops, thematic projects, collaborative work, material and technology research laboratories and a digital manufacturing laboratory.

The master’s degree taxes into academic year in 60 ECTS credits and consists of a compulsory common stage of 18 ECTS credits that arise from a cross-disciplinary approach, and a second elective stage of 42 ECTS credits that include the specialization 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 specializations 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 English)
- Design Research (a cross-cutting specialization that deals with the previous four)

All the specializations add a specific master’s thesis worth 15 ECTS credits, which can be a project of research. In addition to these five pathways, there are also common optional subjects dealing with business, intellectual property and entrepreneurship topics.

Languages. Each specialization, including the common subjects and the master’s thesis, is taught in English or Spanish (not both). For the Design Research specialization, since all the subjects are part of the other four specializations, both languages are required.
The multidisciplinary master’s degree in Design-Barcelona (MBDesign) is a multidisciplinary master's degree in which creativity, innovation and research are enabled as tools of knowledge and preparation for the design of the future. It is organised in an integral, broad and cross-disciplinary space, 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 scientific reflection, particularly networking strategies and the most innovative trends in new products. Tasks are carried out through design workshops, thematic projects, collaborative work, material and technological research laboratories and a digital design laboratory.

The master’s degree lasts two academic years in which 60 ECTS credits and consists of a compulsory common stage of 10 ECTS credits that takes a cross-disciplinary approach, and a second elective stage of 50 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 of research. In addition to these five pathways, there are also common optional activities dealing with business, intellectual property and entrepreneurship topics.

Languages. Each specialisation, including the common subjects and the master’s thesis, is taught in English or Spanish (both). For the Design Research specialisation, since all the subjects are part of the other four specialisable six-language only 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
**SPECIALISATIONS**

**1. Contemporary Design**
**Bought in English**
Barcelona Institute of Architecture (ETBIA), UPC

The subjects deal with life theory and practice simultaneously. They contribute to the redefinition of contemporary design and use the creative process of design as a tool to explore novel products, and, at the same time, as a research tool. The subjects cover different scales that range from the personal to the public, and from the digital to the physical. Services are often further, other sources and communication and transport systems (networks, mobility, digitalization, institution, etc.) and social environments and their environments (relationships, networks, urbanism, political environment, etc.). The focus is on understanding the traditional boundaries between design, culture and other technologies and the environment, architecture and cities as a general reference framework.

- Campaign Design Addresses issues such as Industrial design, art and architectural design / Facilities and industry architecture / Cultural and Social Policies / Architectural and Industrial Trend / New Technological Information / Artistic design / Visual Art / Design and culture and urban planning / Design and culture and urbanism.

**2. Design, Innovation and Technology**
**Bought in English**
London School of Economics and Political Science (LSE), UK

This specialisation is aimed at discovering and working on new challenges in the design discipline that are the result of the acceleration of technologies, social and economic change. The subjects in the specialised contact design and applied and social sciences to small entities of research, the analysis of the new needs of society and the environment.

- The subjects allow students to address the need and the tools to apply a design method to a disciplinary learning, the knowledge and skills in order to develop a project and the collaboration between design, culture and other technologies and the environment, architecture and cities as a general reference framework.

- Industrial Design Addresses issues such as Industrial design, art and architectural design / Facilities and industry architecture / Cultural and Social Policies / Architectural and Industrial Trend / New Technological Information / Artistic design / Visual Art / Design and culture and urban planning / Design and culture and urbanism.

**3. Industrial Design**
**Bought in English**
Tennessee School of Interior Design (TSSID), USA

The aim of this optional specialisation area for students to explore advanced engineering techniques in industrial design. This course involves a multi-disciplinary approach, technological design, and the collaboration between design, culture and other technologies and the environment, architecture and cities as a general reference framework.

- Industrial Design Addresses issues such as Industrial design, art and architectural design / Facilities and industry architecture / Cultural and Social Policies / Architectural and Industrial Trend / New Technological Information / Artistic design / Visual Art / Design and culture and urban planning / Design and culture and urbanism.

**4. Art Direction in Design**
**Bought in English**
Faculty of Fine Arts (Universitat de Barcelona, UAB)

This specialisation focuses on the application and development of visual communication, graphics and new graphic technologies, information design and the management of media in different contexts and research on aesthetics and design.

- Art Direction in Design addresses issues such as Industrial design, art and architectural design / Facilities and industry architecture / Cultural and Social Policies / Architectural and Industrial Trend / New Technological Information / Artistic design / Visual Art / Design and culture and urban planning / Design and culture and urbanism.

**5. Design Research**
**Bought in English**
ETSDEU, EINA (UPC) - Faculty of Arts (UPF)

This is a cross-disciplinary specialisation that is developed through the research subjects of the other four specialisations, which constitute the compulsory part of this specialisation (36 ECTS credits). The starting point of the course is the subject of study and research chosen by students, so each student develops the themes that are most relevant to them. The specialisation is focused on the study of userly design that aims to be in constant evolution. Research on the design of the future and allows the kind of research that cannot be covered in any of the other specialisations to be included, even though research is part of all of them.
**CURRICULUM**

<table>
<thead>
<tr>
<th>Total number of credits</th>
<th>ECTS credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>120</td>
<td>60</td>
</tr>
</tbody>
</table>

**COMPETENCY OBJECTIVES**

- Academic and intellectual reflection. Access to the degree's academic degree.
- Applied design agencies and organizations in social, cultural, and non-profit areas.
- Companies and institutions, new product development and social action applications in new areas and implementation in emerging sectors.

**According to ECTS credits**

- Bachelor's degree: 180 ECTS credits
- Master's degree: 120 ECTS credits

**SPECIALISATIONS**

1. **Contemporary Design**
   - **Entrepreneurial and Design** (ETIBA) (2 years, 60 ECTS credits)
   - **Product Design** (2 years, 120 ECTS credits)
   - **Fashion Design** (2 years, 120 ECTS credits)

2. **Design, Innovation and Technology**
   - **Entrepreneurial and Design** (ETIBA) (2 years, 60 ECTS credits)
   - **Industrial Design** (2 years, 120 ECTS credits)

3. **Industrial Design**
   - **Entrepreneurial and Design** (ETIBA) (2 years, 60 ECTS credits)
   - **Product Design** (2 years, 120 ECTS credits)

4. **Art Direction in Design**
   - **Entrepreneurial and Design** (ETIBA) (2 years, 60 ECTS credits)

5. **Design Research**
   - **Entrepreneurial and Design** (ETIBA) (2 years, 60 ECTS credits)

**OPPORTUNITIES AND PROFESSIONAL PROFILE**

- Access to the Catholic University of Valencia's postgraduate programs.
- Entitled to carry out the degree's academic degree.
- Access to the degree's academic degree and the academic degree in emerging sectors.
- Companies and institutions, new product development in social action and implementation in emerging sectors.
- Cultural organizations related to society, culture, and the social and non-profit sector.

**Common optional subjects**

- Additional optional subjects in all the specializations.
- Design, Management and Entrepreneurship (optional subject)
- Fundamentals of Business and Design (optional subject)
- Computer Science and Technology (optional subject)

---

**Contemporary Design**

**Entrepreneurial and Design (ETIBA) (2 years, 60 ECTS credits)**

The subjects deal with theory and practice simultaneously. They include the contemporary design and use the creative process of design as a tool to study and practice in design, and, at the same time, as a research tool. The subjects cover different aspects that enrich the practice of contemporary design, such as software, social and economic consumption, and emerging technologies (3D printing, virtual reality, natural materials, etc.) and social and ethical implications (3D printing, virtual reality, natural materials, etc.).

**Industrial Design**

**Entrepreneurial and Design (ETIBA) (2 years, 60 ECTS credits)**

The specialization is aimed at discovering and working on new challenges in the product design discipline, and is focused on the adaptation of technologies, social and economic change, the subjects in the specialization cover design and applied and social sciences to study methods of combining the social sciences and the new technologies and the new society and the environment.

**Art Direction in Design**

**Entrepreneurial and Design (ETIBA) (2 years, 60 ECTS credits)**

The specialization focuses on the application and development of design, graphic and typographic design, visual communication design, and the management of visual methods and social and non-profit sectors in visual and design.

**Design Research**

**Entrepreneurial and Design (ETIBA) (2 years, 60 ECTS credits)**

The specialization focuses on the methodology and design of the discipline. It includes methods of study and practical application of metacollections in areas such as product design, strategies and methodologies in the study and development of products. The generation of products is focused on the creation of new forms, new methods and design and development of new products.
The interdisciplinarity master's degree in Design-Barcelona (MBDESIGN) is a multidisciplinary master's degree in which creativity, innovation and research are evaluated on basis of knowledge and preparation for the design of the future. It offers an integral, broad and cross-disciplinary vision, characteristic of the degree made in Barcelona, which has become an international benchmark in recent decades. In a propositional approach, it promotes new approaches of technical-scientific, artistic, communicative and environmental perspectives. The degree is dedicated to the development of knowledge within a technical-scientific and economic context and the research and development of new products, methods and technical-scientific impact, through a transdisciplinary approach that fosters the collaboration between the different areas of knowledge.

The master's degree is made up of a total of 60 ECTS credits and consists of a compulsory common stage of 15 ECTS credits that makes a cross-disciplinary approach, and a second elective stage of 45 ECTS credits that includes five specialization tracks 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 specializations 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 English)
- Design Management (a cross-cutting specialization that deals with the previous four)

All the specializations end with a specific master's thesis worth 15 ECTS credits, which can involve a project of research. In addition to these five pathways, there are also common optional modules dealing with beautiful, intellectual property and entrepreneurship topics.

Languages: Each specialization, including the common subjects and the master's thesis, is taught in English or Spanish from the start. For the Design Research specializations, since all the subjects are part of the other four specializations, both languages are required.

Coordination 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