

Explore Ghent

ARTEVELDE MEDIA PROGRAMMES

FALL 2024 - SPRING 2025





Artevelde Media Programmes are programmes for dedicated exchange students from partner universities in the communication, media & design field. Students need to have digital skills and experience with project management and teamwork, and they must be eager to learn and interact with other students and coaches.

An advanced level of English (TOEFL - minimum 79, CEFR - minimum B2 or IELTS - minimum 6.5) is indispensable for all programmes. It is crucial that you master the English language on a spoken and written level to be able to work successfully with your peers.

Exchange students join our local students in mixed classrooms in our international programme. Our aim is to prepare students to live and work in a diverse environment, free from prejudices sometimes preventing cooperation.

Below you will find more information about our programmes. Our international programme is in development and every year we make adjustments based on feedback.

In May we add all the ECTS information for all the proposed courses, but you can already consult the ECTS information from this academic year 23/24.



Important information:

- You can only choose one programme: a mix of courses in the different programmes is not possible.
- Our programmes consist of 24 to 30 ECTS and it is not possible to add other courses
- Students will receive a mail of acceptance for the chosen programme. If the programme is fully booked we will see if the other programmes are possible. Seats of most programmes are limited.
- In order to make a good choice relevant to your study field and interest it is very important that you carefully read about the focus of each programme.
- Minor changes to the programme are possible. We will inform students and coordinators if this occurs.

3ID LABS PROGRAMME



Do you want to make a real impact on society and do you want to be equipped with future-proof skills? 3ID LABS might be your chance to do so. In this program, you create your own solutions to existing social challenges. You work in a team with members from different cultures, ages, degrees, and professions.

PRACTICAL

During a full semester (fall or spring) you will work on a real-life case that covers important social challenges in the fields of sustainability and social inclusion. Together with your diverse team, you will design your own high-impact to these challenges. Discover more about 3ID LABS [here](#). You need to be nominated by your home institution before you can apply.

Programme is in total 30 ECTS - limited spots

Modern society evolves quickly and becomes more and more diverse under the influence of trends such as globalisation, digitalisation, flexibilisation, etc. The new generation of students should focus on [4 skill sets](#):

- Problem solving, analytical and critical thinking in order to spot potential improvements.
- Self management, the skill of resilience, stress tolerance and flexibility
- Social skills, able to send your message across and make a difference in people's views
- Technology and development, the power of technology in the innovation process

FUTURE SKILLS

JOURNALISM PROGRAMME



Dive into the international media sector, creating cross-media stories while mastering the essential skills needed to unravel the secrets of international news. Collaborate with interdisciplinary teams and become a digital-native storyteller with a keen eye for critical thinking, language, and pushing boundaries.

FALL

Minor*	9 ECTS

Future thinking	6 ECTS

<u>Culture & lifestyle</u>	5 ECTS

<u>Digital storytelling</u>	4 ECTS

Language Lab 1: <u>Dutch, French, German, Spanish</u>	5 ECTS

Programme is in total 29 ECTS
Only 20 spots available

<u>Media presentation training</u>	4 ECTS

<u>International politics</u>	5 ECTS

<u>Tools 2</u> (<u>Photo & video journalism / Image editing & Storytelling tools</u>)	5 ECTS

<u>Consumer & User Ethics</u>	4 ECTS

Journalism & Democracy	3 ECTS

Language Lab 2: <u>Dutch, French, German, Spanish</u>	5 ECTS

Programme is in total 26 ECTS
Only 20 spots available

SPRING

COMMUNICATION PROGRAMME



Elevate your communication skills. Immerse yourself in crafting communication strategies, mastering multiple languages, and exploring cutting-edge technologies like augmented reality and artificial intelligence in a dynamic, globally inspired environment.

FALL

Minor*	9 ECTS

Future thinking	6 ECTS

<u>English 3: Global, local & corporate communication</u>	3 ECTS

Language Lab 1: <u>Dutch, French, German, Spanish</u>	5 ECTS

International Media Community	4 ECTS

Programme is in total 27 ECTS
Only 15 spots available

<u>Diverse & inclusive communication</u>	6 ECTS

<u>Communication & projectmanagement</u>	6 ECTS

<u>Event & content management</u>	5 ECTS

<u>English 4: writing & presentation skills</u>	3 ECTS

Language Lab 2: <u>Dutch, French, German, Spanish</u>	5 ECTS

Programme is in total 25 ECTS
Only 15 spots available

SPRING

GRAPHIC DESIGN PROGRAMME



The Graphic and Media programme will unleash your creativity, master visual branding, connect with a diverse global community, and specialize in designing impactful campaigns using tools like Photoshop, Illustrator, and InDesign—your gateway to a vibrant world of graphic design awaits!

FALL

Minor*	9 ECTS
Future thinking	6 ECTS
<u>Branding Strategies</u>	5 ECTS
<u>Copywriting 2</u>	4 ECTS

Programme is in total 24 ECTS
Only 15 spots available

<u>Visual Branding</u>	8 ECTS
<u>Innovative Branding</u>	4 ECTS
<u>Motion Graphics</u>	5 ECTS
<u>Story design 2</u>	5 ECTS
<u>Consumer & user ethics</u>	4 ECTS

Programme is in total 26 ECTS
Only 15 spots available

SPRING

* PICK A MINOR

BRAND ACTIVATION

The minor Brand activation focuses on strategies and tactics to effectively activate brands in the marketplace. Students will learn how to increase brand value through innovative marketing campaigns, events and other activations.

MEDIA TRAINING

Students are trained in the art of effective media reporting. They acquire skills to handle media interactions, learn about media culture and understand how to communicate their message effectively on different platforms.

INTERACTIVE MEDIA PRODUCTION

Empower participants with the skills necessary for designing engaging digital interactions. The minor seeks to provide individuals with the abilities to craft compelling digital experiences using no-code and low-code platforms.

PRINTING FOR BRANDS

Print for Brands emphasizes leveraging print technology to enhance brand activation, teaching students to print on various materials and utilize diverse applications. The minor seeks to enhance knowledge regarding the potential applications of print.

STORY CREATION

Diving into the fundamental aspects of storytelling, emphasizing the significance of a well-crafted narrative. Students will explore story creation, equipping students with the skills to create compelling and engaging stories from inception to completion.

FREELANCING FOR CREATIVES

Equip students with essential skills for media entrepreneurship, guiding them on how to establish and manage their own creative business. Empowering individuals to navigate the freelancing landscape successfully while building a sustainable career.



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