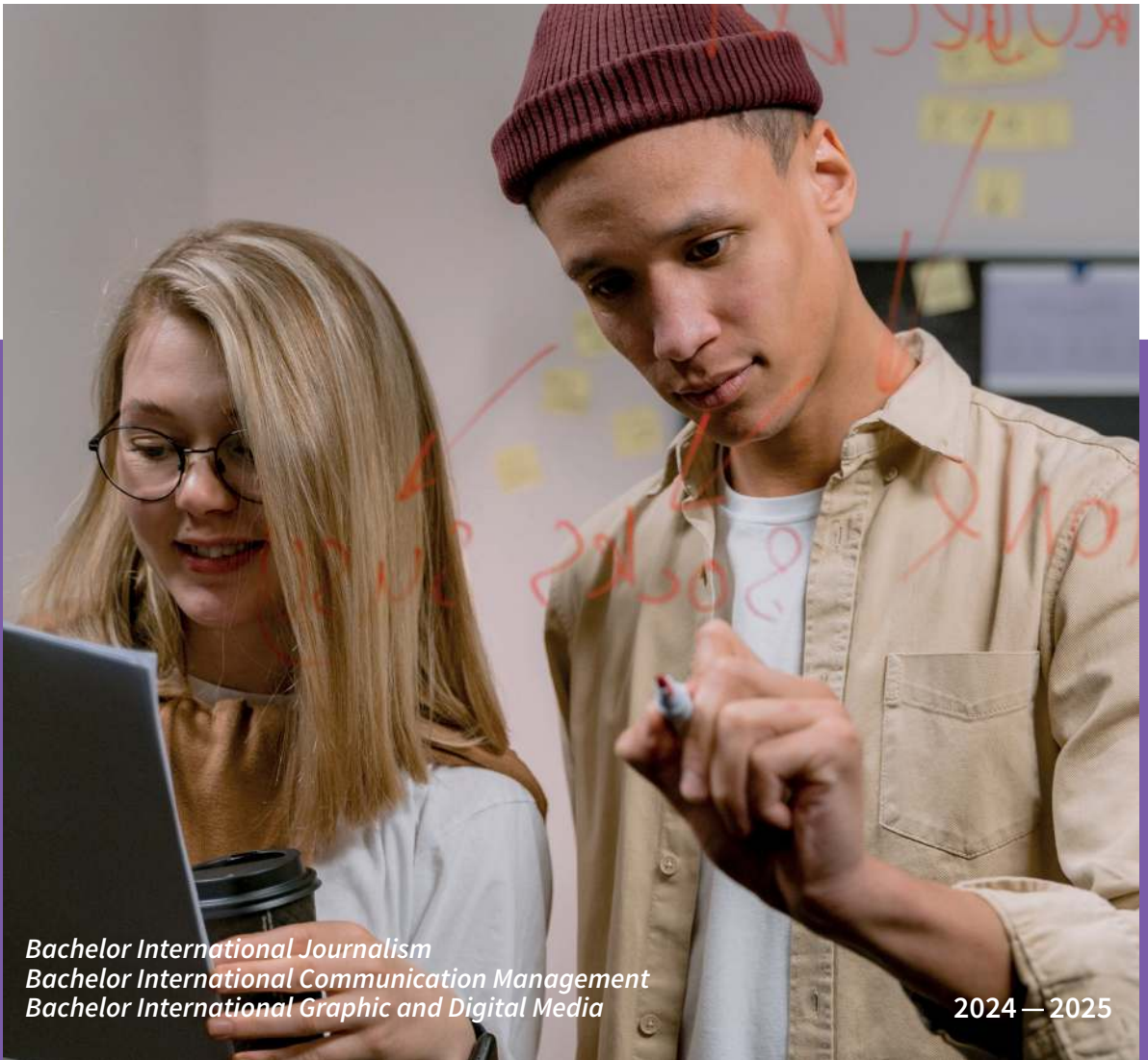


# COMMUNICATION, MEDIA AND DESIGN

## SHORT TRACKS



*Bachelor International Journalism*  
*Bachelor International Communication Management*  
*Bachelor International Graphic and Digital Media*

2024 — 2025

# Bachelor International Journalism

Dive into the international media sector. You will produce cross-media reports, news items, and other journalistic stories for a global audience. At the end of your studies, (foreign) news and its background will no longer hold any secrets for you.

## How is the academic year organised?

- Start on 23 September 2024
- Classes average about 15 hours a week

## Where will classes take place?

- Campus Leeuwstraat  
Leeuwstraat 1, 9000 Ghent
- Campus Kantienberg  
Voetweg 66, 9000 Ghent

## Which class group will you be in?

- We try to put you together with students from the short track as much as we can
- You will also work together with students in International Communication Management and International Graphic and Digital Media

## Until when can you enroll?

- 1 May 2024: deadline online application academic year 24-25 for non-EEA students who need to apply for a student visa
- 1 September 2024: deadline online application, academic year 24-25 for EEA students and non-EEA students who don't need to apply for a student visa

## Apply for additional exemptions?

Mail to: [trajectbeheer.ijo@arteveldhehs.be](mailto:trajectbeheer.ijo@arteveldhehs.be)

## *Two-year short track*

Either with a master's degree or a professional or academic bachelor's degree, you can start a two-year short track in International Journalism.

### **English language requirement**

In order to be admitted to this English-language programme, you need proof that you have English at CEFR level B2. You can register for a free language screening organized by the AHS Language Centre. For more information email [languagescreening@arteveldehs.be](mailto:languagescreening@arteveldehs.be).





# Short track International Journalism

Two-year short track

*What will your schedule look like?*

## Example

	Monday	Tuesday	Wednesday	Thursday	Friday
8.30 u.					
9.00 u.					
9.30 u.					
10.00 u.	Culture and Lifestyle	Digital Storytelling		Journalism Skills 1	
10.30 u.					
11.00 u.					
11.30 u.					
12.00 u.					
12.30 u.					
13.00 u.					
13.30 u.					
14.00 u.	Journalism Skills 1	Audiovisual Skills		Digital Content Production 1	
14.30 u.					
15.00 u.					
15.30 u.					
16.00 u.					
16.30 u.		Introduction to Journalism			
17.00 u.					

## TWO-YEAR SHORT TRACK INTERNATIONAL JOURNALISM

COURSE UNIT	SEMESTER	CREDITS
Digital Content Production 1	SEM 1	4
Journalism Skills 1	SEM 1	9
Introduction to Journalism and Media	SEM 1	3
Audiovisual skills	SEM 1	3
Culture and Lifestyle	SEM 1	5
Media Factory*	SEM 1	2
Digital Storytelling	SEM 1	4
Digital Content Production 2	SEM 2	4
Journalism Skills 2	SEM 2	9
Journalism and Democracy	SEM 2	3
Journalism Creators Lab	SEM 2	3
International Politics	SEM 2	5
Media Presentation Training	SEM 2	4
Media Factory*	SEM 2	2
<b>Choose one expert track:</b>	<b>SEM 3</b>	<b>15</b>
— Investigative Journalism		
— Live and mobile journalism		
Journalism skills 3	SEM 3	10
Future Thinking	SEM 3	6
Internship XL		(30)
— Integrated Crossmedia Project	SEM 4	15
— Internship Abroad		15

\*Media Factory is a year-long course for which credits are spread over two semesters.

# *Bachelor International Communication Management*

If you want to envision communication strategies, create digital content, or become a persuasive copywriter, get your Bachelor's degree in International Communication Management. You will also experiment with several foreign languages, from French to Spanish.

## How is the academic year organised?

- Start on 23 September 2024
- Classes average about 15 hours a week

## Where will classes take place?

- Campus Leeuwstraat  
Leeuwstraat 1, 9000 Ghent

## Which class group will you be in?

- We try to put you together with students from the short track as much as we can
- You will also work together with students in International Journalism and International Graphic and Digital Media

## Until when can you enroll?

- 1 May 2024: deadline online application academic year 24-25 for non-EEA students who need to apply for a student visa
- 1 September 2024: deadline online application, academic year 24-25 for EEA students and non-EEA students who don't need to apply for a student visa

## Apply for additional exemptions?

Mail to: [trajectbeheer.icm@arteveldehs.be](mailto:trajectbeheer.icm@arteveldehs.be)

## *Two-year short track*

Either with a master's degree or a professional or academic bachelor's degree, you can start a two-year short track in International Communication Management.

### **English language requirement**

In order to be admitted to this English-language programme, you need proof that you have English at CEFR level B2. You can register for a free language screening organized by the AHS Language Centre. For more information email [languagescreening@arteveldehs.be](mailto:languagescreening@arteveldehs.be).





# Short track International Communication Management

Two-year short track

*What will your schedule look like?*

## Example

	Monday	Tuesday	Wednesday	Thursday	Friday
8.30 u.					
9.00 u.	Language Lab	Communication Research in Practice		Digital Marketing and Advertising	Copywriting
9.30 u.					
10.00 u.					
10.30 u.					
11.00 u.					
11.30 u.					
12.00 u.					
12.30 u.					
13.00 u.	Digital Marketing and Advertising	Corporate and Marketing Communication		Digital Content Production 1	
13.30 u.					
14.00 u.					
14.30 u.					
15.00 u.					
15.30 u.		Creative Studio			
16.00 u.					
16.30 u.					
17.00 u.					



## TWO-YEAR SHORT TRACK

### INTERNATIONAL COMMUNICATION MANAGEMENT

COURSE UNIT	SEMESTER	CREDITS
Digital Content Production 1	SEM 1	4
Corporate and Marketing Communication	SEM 1	3
Creative lab	SEM 1	3
Language Lab 1	SEM 1	5
Digital Marketing and Advertising	SEM 1	8
Communication Research in Practice	SEM 1	4
Copywriting	SEM 1	4
Digital Content Production 2	SEM 2	4
Communication Strategy and Planning	SEM 2	6
Communication and Projectmanagement	SEM 2	6
Diverse and Inclusive Communication	SEM 2	6
Event and Content Management	SEM 2	4
Language Lab 2	SEM 2	5
Choose one expert track:	SEM 3	15
— Cross Cultural Communication		
— Consumer Oriented Communication		
Choose one minor:	SEM 3	9
— Brand Activation		
— Freelancing For Creatives		
— Interactive Media Production		
— Media Training		
— Printing For Brands		
— Story Creation		
Future Thinking	SEM 3	6
Internship XL		(30)
— Integrated Graduation Project	SEM 4	15
— Internship Abroad		15

# *Bachelor International Graphic and Digital Media*

In the International Graphic and Digital Media course - taught in English -you'll learn all about visual branding. You'll choose brand colours and create logos, typography, images, videos, apps and other marketing tools that align with an organisation's brand identity. Meanwhile, you'll get to know the international students in your class.

## How is the academic year organised?

- Start on 23 September 2024
- Classes average about 15 hours a week

## Where will classes take place?

- Campus Leeuwstraat  
Leeuwstraat 1, 9000 Ghent

## Which class group will you be in?

- We try to put you together with students from the short track as much as we can
- You will also work together with students in International Communication Management and International Journalism

## Until when can you enroll?

- 1 May 2024: deadline online application academic year 24-25 for non-EEA students who need to apply for a student visa
- 1 September 2024: deadline online application, academic year 24-25 for EEA students and non-EEA students who don't need to apply for a student visa

## Apply for additional exemptions?

Mail to: [trajectbeheer.igm@arteveldehs.be](mailto:trajectbeheer.igm@arteveldehs.be)

## *Two-year short track*

Either with a master's degree or a professional or academic bachelor's degree, you can start a two-year short track in International Graphic and Digital Media.

### **English language requirement**

In order to be admitted to this English-language programme, you need proof that you have English at CEFR level B2. You can register for a free language screening organized by the AHS Language Centre. For more information email [languagescreening@arteveldehs.be](mailto:languagescreening@arteveldehs.be).





# Short track International Graphic and Digital Media

Two-year short track

*What will your schedule look like?*

## Example

	Monday	Tuesday	Wednesday	Thursday	Friday
8.30 u.					
9.00 u.					
9.30 u.					
10.00 u.	Illustrator Essentials	Branding Strategies		Lay out and Typography	
10.30 u.					
11.00 u.					
11.30 u.					
12.00 u.					
12.30 u.					
13.00 u.					
13.30 u.					
14.00 u.	Graphic Design 1	Creative Studio		Copywriting	
14.30 u.					
15.00 u.					
15.30 u.					
16.00 u.					
16.30 u.					
17.00 u.					

## TWO-YEAR SHORT TRACK

### INTERNATIONAL COMMUNICATION MANAGEMENT

COURSE UNIT	SEMESTER	CREDITS
Illustrator essentials	SEM 1	6
Graphic Design 1	SEM 1	6
Branding Strategies	SEM 1	4
Lay out and Typography	SEM 1	5
Creative Studio	SEM 1	3
Copywriting	SEM 1	4
Graphic Design XL	SEM 2	10
Story Design 2	SEM 2	5
Visual Branding	SEM 2	8
Innovative branding	SEM 2	4
Motion Graphics	SEM 2	5
<b>Choose one expert track:</b>	<b>SEM 3</b>	<b>15</b>
— Advertising Design		
— Branding Design		
<b>Choose one minor:</b>	<b>SEM 3</b>	<b>9</b>
— Brand Activation		
— Media Training		
— Printing for Brands		
— Interactive Media Production		
— Story Creation		
— Freelancing for creatives		
Future Thinking	SEM 3	6
Internship XL		(30)
— Integrated Crossmedia Project	SEM 4	15
— Internship Abroad		15

*“What I really love about this course is that it brings together students from all over the world. By working together, they learn a huge amount from each other. A good cultural mix is always a good source of inspiring ideas. Hence, talented individuals with international communication skills can always expect an exciting future within our organisation. - Marc Pauwels, CEO Belgian Chocolate Group”*

MARC PAUWELS  
CEO BELGIAN CHOCOLATE GROUP



# Come to an info session

## Open days

Come along during the info days, explore the campus.

Ask lecturers and students all you want to know and browse through course materials.  
Open day on campus throughout the day.

*Sat 9 March 2024*

*Sat 20 April 2024*

*Sat 29 June 2024*

*Wed 4 September 2024*

[www.artevelde-uas.be/discover-us/open-days](http://www.artevelde-uas.be/discover-us/open-days)

## CONTACT

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Study Track Management  
International Graphic and digital Media  
[trajectbeheer.igm@arteveldehs.be](mailto:trajectbeheer.igm@arteveldehs.be)

## ENROLMENT

- 1 Start your online enrolment**  
Non-EEA nationals can register their interest from 1 November 2023.  
Belgian and EEA students can start their enrolment from 9 March 2024.  
[www.artevelde-uas.be/enrolment](http://www.artevelde-uas.be/enrolment)
- 2 Finalise your enrolment**  
Check out the enrolment procedure. Belgian and EEA students can complete their online enrolment from 6 June 2024.  
[www.artevelde-uas.be/enrolment](http://www.artevelde-uas.be/enrolment)
- 3 After enrolment**  
Congrats and welcome to Artevelde University of Applied Sciences!