artevelde
university of applied sciences

COMMUNICATION, MEDIA AND DESIGN

SHORT TRACKS



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

2025 — 2026

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 22 September 2025
- Classes average about 20 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 2025: deadline online application academic year 25-26 for non-EEA students who need to apply for a student visa
- 1 September 2025: deadline online application, academic year 25-26 for EEA students and non-EEA students who don't need to apply for a student visa

Apply for additional exemptions?

Mail to: internationalstudyprogrammes@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 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.





Short track International Journalism

Two-year short track

What will your schedule look like?

Example

	Monday	Tuesday	Wednesday	Thursday	Friday
8.30 h					
9.00 h					
9.30 h	Graphic Journalism			Journalism Skills 1	Media Factory
10.00 h					
10.30 h		Current Affairs			
11.00 h					
11.30 h					
12.00 h					
12.30 h					
13.00 h				Digital Content Production 1	
13.30 h					Current Affairs
14.00 h	Journalism Skills 1	Audiovisual Studio			
14.30 h					
15.00 h					
15.30 h					
16.00 h		Introduction to Journalism & Media			
16.30 h					
17.00 h					

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 & Media	SEM 1	3
Audiovisual studio	SEM 1	3
Current Affairs	SEM 1	4
Graphic Journalism	SEM 1	4
Media Factory	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
Global Affairs	SEM 2	6
Culture & Lifestyle	SEM 2	6
Choose one expert track: — Investigative Journalism — Live & mobile journalism	SEM 3	15
Journalism skills 3	SEM 3	10
Futures Thinking	SEM 3	6
Internship XL — Journalism Graduation Project — Internship XL	 SEM 4 SEM4	 15 15

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 foreign languages, from French to Spanish.

How is the academic year organised?

- Start on 22 September 2025
- Classes average about 20 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?

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- 1 September 2025: deadline online application, academic year 25-26 for EEA students and non-EEA students who don't need to apply for a student visa

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Two-year short track

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English language requirement

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Short track International Communication Management

Two-year short track

What will your schedule look like?

Example

	Monday	Tuesday	Wednesday	Thursday	Friday
8.30 h			Communication Research in Practice		
9.00 h	Language Lab			Digital Marketing & Advertising	
9.30 h					Concept & Creation
10.00 h		Communication Research in Practice			
10.30 h			Consumer Psychology		
11.00 h					
11.30 h					
12.00 h				Digital Content Production 1	
12.30 h					
13.00 h	Digital Marketing & Advertising	Corporate & Marketing Communication			Project & account-mangagement
13.30 h					
14.00 h					
14.30 h					
15.00 h					
15.30 h		Creative Studio			
16.00 h					
16.30 h					
17.00 h					

TWO-YEAR SHORT TRACK

INTERNATIONAL COMMUNICATION MANAGEMENT

COURSE UNIT	SEMESTER	CREDITS
Corporate & Marketing Communication	SEM 1	3
Creative studio	SEM 1	3
Project & accountmanagement	SEM 1	4
Language Lab*	SEM 1	5
Digital Marketing & Advertising	SEM 1	6
Communication Research in Practice	SEM 1	4
Consumer Psychology	SEM 1	3
Concept & creation	SEM 1	4
Communication Strategy & Planning	SEM 2	6
Copywriting	SEM 2	4
Language Lab*	SEM 2	5
Neuromarketing	SEM 2	6
Diverse & Inclusive communication	SEM 2	6
Content: Visual storytelling	SEM 2	5
Choose one expert track:	SEM 3	15
— Cross Cultural Communication		
— Brand & Content Creation		
Choose one minor:	SEM 3	9
— Brand Activation		
— Freelancing For Creatives		
— Interactive Media Production		
— Media Training		
— Printing For Brands		
— Story Creation		
Futures Thinking	SEM 3	6
Internship XL		
— Communication Graduation Project	SEM 4	15
— Internship XL		15

* Choose a Language: Dutch - German - French - Spanish

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 22 September 2025
- Classes average about 20 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?

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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.





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 h					
9.00 h	Illustrator Design			Layout & Typography	
9.30 h					
10.00 h		Branding Strategies			
10.30 h					
11.00 h					
11.30 h					
12.00 h					
12.30 h					
13.00 h					
13.30 h					
14.00 h	Graphic Design 1	Creative Studio		User Experience	
14.30 h					
15.00 h					
15.30 h					
16.00 h					
16.30 h					
17.00 h					

TWO-YEAR SHORT TRACK

INTERNATIONAL GRAPHIC AND DIGITAL MEDIA

COURSE UNIT	SEMESTER	CREDITS
Illustrator Design	SEM 1	6
Graphic Design 1	SEM 1	6
Creative Studio	SEM 1	3
Branding Strategies	SEM 1	5
User Experience	SEM 1	4
Story Design	SEM 1	5
Graphic Design XL	SEM 2	10
Copywriting	SEM 2	4
Layout & Typography	SEM 2	5
Visual Branding	SEM 2	8
Graphic Design 4: Motion	SEM 2	6
Choose one expert track:	SEM 3	15
— Advertising Design		
— Branding Design		
Choose one minor:	SEM 3	9
— Brand Activation		
— Media Training		
— Printing for Brands		
— Interactive Media Production		
— Story Creation		
— Freelancing for creatives		
Futures Thinking	SEM 3	6
Internship XL		
— Design Graduation Project	SEM 4	15
— Internship XL		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.

Saturday, March 15 2025 (9.30 a.m. - 3 p.m.)
Saturday 26 April 2025 (9.30 a.m. - 3 p.m.)
Saturday 28 June 2025 (9.30 a.m. - 3 p.m.)
Wednesday 3 September 2025 (3 p.m. - 7 p.m.)

www.artevelde-uas.be/discover-us/open-days

CONTACT

Study Track Management

International Journalism
International Communication Management
International Graphic and Digital Media

internationalstudyprogrammes@arteveldehs.be

ENROLMENT

1 **Start your online enrolment**
All non-EEA and EEA nationals with a foreign diploma can register as from 5 November 2024. All Belgian nationals with a Flemish diploma can register as from 5 June 2025.
www.artevelde-uas.be/enrolment

2 **Finalise your enrolment**
Check out the enrolment procedure. Belgian and EEA students can complete their online enrolment from 5 June 2025.
www.artevelde-uas.be/enrolment

3 **After enrolment**
Congrats and welcome to Artevelde University of Applied Sciences!