

EXPLORE

International experiences!



ARTEVELDE MEDIA PROGRAMMES

2026-2027

DEPARTMENT COMMUNICATION, MEDIA & DESIGN



Artevelde Media Programmes are minors dedicated to exchange students from our 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. You must master English 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.

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

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.



Important information:

- You can only choose one minor: a mix of courses in the different minors is not possible.
- Our minors consist of 30+ ECTS credits.
- Students will apply for a specific minor by sending in their portfolio, afterwards they receive an acceptance letter for the chosen minor.
- 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 minor.
- Changes to the minor are possible based on the mismatch in the schedule or on demand of the institution or the student in accordance with Daan Braet (mediacampus.internationaloffice@arteveldehs.be).

ARTEVELDE MEDIA PROGRAMMES

FALL 2026

MINORS

- JOURNALISM
- COMMUNICATION
- GRAPHIC DESIGN
- STORY
- MEDIA INNOVATION
- PRINT

EXPERT MINORS

- JOURNALISM
- COMMUNICATION
- GRAPHIC DESIGN

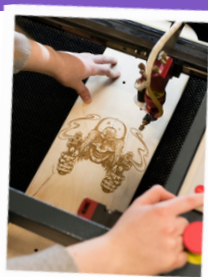
JOURNALISM



Dive into the international media sector, creating cross-media stories while mastering 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.

<u>English with a Bang: United Branded Nations</u>	4 ECTS
<u>Audiovisual Studio</u>	3 ECTS
<u>Current Affairs</u>	3 ECTS
<u>Graphic Journalism</u>	3 ECTS
<u>Journalism Skills 1 - Journalism Skills 3</u>	9-10 ECTS
<u>Digital Content Production 1</u>	4 ECTS
<u>Photography_(Tools 1).</u>	2 ECTS

GRAPHIC DESIGN



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!

<u>Culture Club</u>	3 ECTS
<u>Creative Business Studio 1</u>	5 ECTS
Launch your personal Brand	5 ECTS
<u>Digital Marketing & Advertising</u>	6 ECTS
<u>Branding Strategies</u>	5 ECTS
<u>Graphic Design 1 - Graphic Design 3</u>	6-8 ECTS

COMMUNICATION



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.

<u>Culture Club</u>	3 ECTS
<u>Global, local and corporate communication</u>	3 ECTS
<u>Consumer Psychology</u>	3 ECTS
<u>Creative studio</u>	3 ECTS
<u>Illustrator Essentials</u>	6 ECTS
<u>Design Research</u>	3 ECTS
<u>Media Training</u>	9 ECTS

STORY



Master the art of storytelling. Dive into creating powerful narratives, engaging audiences, and shaping the future of digital content in an innovative, hands-on environment. Develop the skills to captivate and connect across diverse platforms and media.

<u>Culture Club</u>	3 ECTS
<u>Design Research</u>	3 ECTS
Launch your personal Brand	5 ECTS
<u>English with a Bang: United Branded Nations</u>	4 ECTS
<u>Digital Content Creation</u>	4 ECTS
<u>Story Design</u>	5 ECTS
<u>Introduction to Journalism & Media</u>	3 ECTS
<u>Audience Engagement</u>	4 ECTS

PRINT



The Print program will ignite your creativity, allowing you to master print design, branding, and publishing techniques. Specialize in creating visually striking materials, from 3D modeling to typography, while exploring sustainable practices in a global, ever-evolving industry.

<u>Culture Club</u>	3 ECTS
<u>Creative Business Studio 1</u>	5 ECTS
<u>Essential communication</u>	3 ECTS
<u>Design principles</u>	4 ECTS
<u>Project and Account Management</u>	4 ECTS
<u>Creative Studio</u>	3 ECTS
<u>Interactive Media Production</u>	9 ECTS

MEDIA INNOVATION



Step into the world of Media Innovation, where creativity meets technology. Develop the skills to shape the future of media, from branding strategies to harnessing the power of AI and sustainable business models. Work alongside experts and peers to create impactful, forward-thinking projects.

<u>Culture Club</u>	3 ECTS
<u>Project and Account Management</u>	4 ECTS
<u>Communication Research in Practice</u>	4 ECTS
<u>Corporate & Marketing Communication</u>	3 ECTS
<u>User Experience</u>	4 ECTS
<u>Futures Thinking</u>	6 ECTS
<u>Go Pro</u>	4 ECTS
<u>Media Strategies and Marketing</u>	4 ECTS

EXPERT MINORS



During the fall semester, we present Communication, Media and Design students with a unique chance to partake in an expert program Journalism, Communication and Graphic Design.

The programme consists out of 30 ECTS, but the spots are limited and will be appointed after portfolio selection.

Prerequisites:

- Completion of 120 ECTS before arrival
- Field of Study same as expert programme

JOURNALISM

<u>Media Training</u>	9 ECTS
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<u>Futures Thinking</u>	6 ECTS
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<u>Investigative Journalism</u>	15 ECTS
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COMMUNICATION

<u>Story Creation</u>	9 ECTS
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<u>Futures Thinking</u>	6 ECTS
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<u>Cross Cultural Communication</u>	15 ECTS
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GRAPHIC DESIGN

<u>Interactive Media Production</u>	9 ECTS
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<u>Futures Thinking</u>	6 ECTS
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<u>Branding Design</u>	15 ECTS
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ARTEVELDE MEDIA PROGRAMMES

SPRING 2026

MINORS

- JOURNALISM
- COMMUNICATION
- GRAPHIC DESIGN
- STORY
- MEDIA INNOVATION

JOURNALISM



Dive into the international media sector, creating cross-media stories while mastering 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.

<u>Journalism Creators Lab</u>	3 ECTS
<u>Image editing & storytelling tools (Tools 2).</u>	3 ECTS
<u>Photo and Video Journalism (Tools 2) - Photography (Tools 1).</u>	2 ECTS
<u>Culture & Lifestyle</u>	6 ECTS
<u>Global Affairs</u>	6 ECTS
<u>Journalism & Democracy</u>	3 ECTS
<u>Journalism Skills 2 - Journalism Skills 4</u>	9-10 ECTS

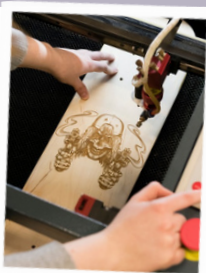
COMMUNICATION



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.

<u>Culture Club</u>	3 ECTS
<u>Research Skills</u>	3 ECTS
<u>Digital Content Production 2</u>	4 ECTS
<u>Communication Strategy & Planning</u>	6 ECTS
<u>Copywriting</u>	4 ECTS
<u>Diverse & Inclusive Communication</u>	6 ECTS
<u>Neuromarketing</u>	6 ECTS

GRAPHIC DESIGN



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!

<u>Culture Club</u>	3 ECTS
<u>Graphic Design 2 - Graphic Design 4</u>	6 ECTS
<u>Layout and Typography</u>	5 ECTS
<u>Photo and Video Production</u>	8 ECTS
<u>Visual Branding</u>	8 ECTS

STORY



Master the art of storytelling. Dive into creating powerful narratives, engaging audiences, and shaping the future of digital content in an innovative, hands-on environment. Develop the skills to captivate and connect across diverse platforms and media.

<u>Culture Club</u>	3 ECTS
<u>Digital Content Production 2</u>	4 ECTS
<u>Journalism Creators Lab</u>	3 ECTS
<u>Image editing & storytelling tools (Tools 2).</u>	3 ECTS
<u>Photo and Video Journalism (Tools 2). - Photography (Tools 1).</u>	2 ECTS
<u>Design principles</u>	4 ECTS
<u>AI Generated Content</u>	4 ECTS
<u>Content creation</u>	3 ECTS
<u>Content: Visual Storytelling</u>	5 ECTS



Step into the world of Media Innovation, where creativity meets technology. Develop the skills to shape the future of media, from branding strategies to harnessing the power of AI and sustainable business models. Work alongside experts and peers to create impactful, forward-thinking projects.

<u>Culture Club</u>	3 ECTS
<u>Design principles</u>	4 ECTS
<u>AI Generated Content</u>	4 ECTS
<u>Research Skills</u>	3 ECTS
<u>Writing and presentation skills</u>	3 ECTS
<u>Copywriting</u>	4 ECTS
<u>Go Connect</u>	4 ECTS
<u>Consumer & User Ethics</u>	4 ECTS
<u>Photography (Tools 1)</u>	2 ECTS



Department Communication, Media & Design - Office at Campus Leeuwstraat

International coordinator: Nicky Malfliet
Incoming students officer: Daan Braet

Contact us: mediacampus.internationaloffice@arteveldehs.be
ERASMUS CODE B-GENT39