



VISUAL DESIGN - EXCHANGE

BENEFIT FROM THE ERASMUS+ PROGRAM IN EUROPE OR STUDY AT OUR PARTNER UNIVERSITIES WORLDWIDE*



PROGRAM INFORMATION

B3 initial

Third Year Certificate | 60 ECTS Credits
654 hours | Group Size: 15 min - 39 max
Accessible to individuals with disabilities

PARIS

9 000 €

INTAKE & SCHEDULE

[📅](#) **September intake**

Semester 1: on Sup de Pub's campus
Semester 2: on the campus of one of our 45 partner universities or schools

This 3rd year offers a first three-month program in France to deepen graphic culture, artistic direction, and visual design. The second trimester of the program takes place abroad within a partner university to follow a program in Visual Design, Graphic Creation, and UI/UX Design at choice.

YOU WILL LEARN TO

Deepen a wide range of artistic and creative skills

This 3rd year allows for a better understanding of creative professions in preparation for specialization in the 4th and 5th years. It delves into tools such as desktop publishing software, editing software, design techniques, etc. Advanced courses in video shooting and photography are also provided to enable future creatives to have a broad range of skills highly valued in the industry.

Produce and enhance your creative portfolio

Through typographic, digital, audiovisual, and motion design projects, students develop their portfolio and deepen their creative production skills with the guidance of professionals. Students are also encouraged to sharpen their curiosity, analyze agency work, and develop their critical thinking, visual culture, and creative inspiration for better production.

Challenging a creative brief and addressing brand issues

Throughout this year, we will also impart all the necessary skills for implementing a creative project within the framework of a brief: analysis, visual conception, graphic execution using various design software, audiovisual production, digital campaigns, brand content, project management, development of consistent and effective materials within brand communication, etc.

PREREQUISITES

Having completed a validated Bac+2 (120 ECTS) or holding an equivalent Level 5 qualification, preferably in the fields of communication, advertising, or marketing, and meeting the selection criteria of the institution (or equivalent for international candidates).

ASSESSMENT METHODS

The diploma is obtained by acquiring 60 ECTS through various assessment methods (case studies, simulations, surveys...). Time spent in a company is also required.

MAIN COURSES

- Visual design and advertising
- Tools and creative techniques
- Photography, graphic design, and audiovisuals
- Art direction
- Motion design, UX/UI
- Creative design and writing
- Brand content
- History of graphic design and advertising
- Trends and consumer behaviors
- Communication and brand strategy

PREFERRED STUDY PATH

- MSc Direction Artistique et Design Graphique
- MSc Création et Réalisation Audiovisuelle
- MSc Conception Rédaction - Direction Artistique
- MSc UX/UI Lead Design

TARGET PROFESSIONS AND CAREER PROSPECTS

- Communication Officer
- Internal Communication Officer
- External Communication Officer
- Corporate Communication Officer
- Press Relations Officer
- Public Relations Officer
- Community Manager
- Social Media Manager

WHAT SETS US APART

Access to an influential network:

By joining Sup de Pub, you benefit from privileged access to an active network of 13,000 alumni, an influential professional community within numerous brands. This connection opens up multiple opportunities for partnerships and collaborations, thus strengthening your professional journey.

Quality speakers:

Our professional speakers, all experienced and passionate, are regularly accompanied and trained in the latest pedagogical methods. They ensure that each course is a rewarding and relevant experience for our students.

Immersive pedagogy:

Our students develop their knowledge and skills by working on real and concrete projects proposed by our partners throughout the year. This allows them to face current professional challenges.

Interactive and personalized learning:

Through our Omnes online platform, we offer a unique learning experience, personalized and enriched by digital advancements. Inspired by series and video games, our engaging and scripted formats aim to arouse curiosity and engagement among students. The goal is to enable learning in a different, playful, and interactive way.