

# UNDERGRADUATE DEGREE (BTS)

## VISUAL COMMUNICATION

two pathways:

- **Graphics, publishing, advertising**
- **Multimedia**



### Aims and outcomes

Thanks to the cultural, artistic and professional teachings included in the curriculum, on completion of the course graduates are equipped to work in the fields of :

- Advertising.
- Corporate identity and branding.
- Packaging design.
- Graphic design for publishing.

Information campaigns including social, cultural or collective ones in relation with the sectors of architecture, and product and industrial design.

### Course content

Students are led to create their own communication projects. The course is particularly focused on developing skills in image making, text and image composition, sign and logo design.

The creative process is studied in relation with the technical and financial requirements. So that research is carried out in connection with the marketing, technical, photography, audiovisual (static or moving images) classes.



Students need :

- creative skills,
- psychology and common sense,
- imagination,
- cultural and artistic knowledge,
- analytical and synthetical skills,
- adaptability,
- a good sense of responsibility,
- team work skills.

### Career prospects

Career prospects are wide depending on the students' particular skills and choices. Graduates can choose to go to careers within advertising agencies as assistant artistic directors or roughmen, within independent agencies and studios or companies' artistic departments, or as independent roughmen or illustrators.

They can also choose to apply for a DSAA (graduate degree) in visual communication or to schools such as ENSAD (École Nationale Supérieure des Arts Décoratifs).

