

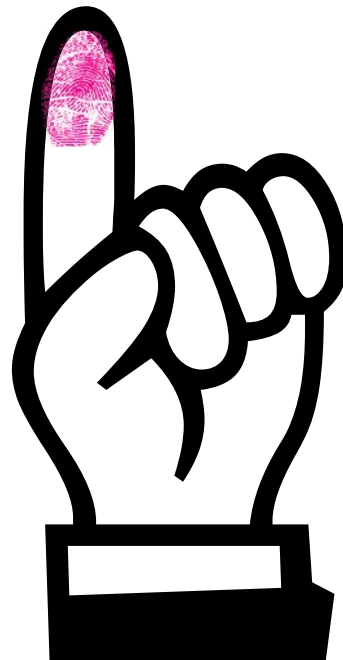
'Print Buying' (2 ECTS), together with 'Introduction to Graphical Design' (3 ECTS). Other appealing courses (amongst others) are Introduction to Graphical Design (3 ECTS), Multimedia (4 ECTS), European Media Scene (3 ECTS), Visual literacy and Digital Storytelling (4 ECTS), etc. Students are allowed to shop in the programme but should at least choose 20 ECTS. More info: jacques.allemeersch@arteveldehs.be (course director Mocomma).

OUR INTEREST IN RESEARCH

The Graphical and digital media department has gained sound expertise in the field of research on several topics. To quote only two examples: a scientific project focussed on more-than-four-colour printing (Hexachrome, Opaltone), another added research on screening technologies. Both projects dealt with these issues on the level of flexo and offset. The final project is conducted in cooperation with the University of Gent. We believe that sharing this know-how with (international) partners on the spot offers an outstanding opportunity.

University College Arteveldehogeschool Gent [Belgium]

Graphical and digital media [GDM] department.





institutions (home and abroad) foreign students compose a course package that is worth the required number of ECTS credits. Foreign students may also opt to develop projects.

Incoming staff. The presence of foreign staff, too, at Arteveldehogeschool is believed to be a significant enrichment, both academically and culturally, for the whole institute. As such foreign lecturers too are stimulated to hold classes in our department.

Internationalization@home. As not all students are that lucky to have the chance to travel abroad for a study period we aim at developing Internationalization@home activities in the curriculum. As such a greater international dimension is embedded in our curriculum and more possibilities for an international experience for students are enhanced. This finally means that the degree programs better prepare graduates for the European labour market. We emphasize that students who do not enroll in any international project abroad, nevertheless get into contact with other nationalities and cultures. That's why annually we organize on the campus International Days during which students through all kinds of workshops get submerged in other cultural and international assets. To meet this aim we schedule lectures from foreign professors and representatives of industry.

Broadening our international activities. Within the framework of international cooperation, new projects and student exchange programs are constantly being explored. This often results in international curriculum development projects and the origination of international modules. To quote only one example: we cooperate in the international Module in Communication Management (Mocoma ≠ www.mocoma.be) which aims at developing communication skills of incoming students from partner universities. The target group are highly motivated communication/marketing/management students, preferably in their final year, with an excellent knowledge of English (required level = B1) and Microsoft Office. The Mocoma programme (54 ECTS in total) also includes visits to the cities of Antwerp, Brussels and Lille (capital city of Northern France). Equally, the programme offers 2 presentations of corporate communications programmes by a company. There is one new course which is called

students also depends on their knowledge of the language and culture of their host country, the University College Arteveldehogeschool offers language courses (Dutch) to all its incoming students arriving in time to attend them. Students are also offered the possibility to participate in regular Dutch courses on different levels and at different dates (40 EUR/course, all included).

The Housing Service is operated by 'SOVOARTE' (www.sovoarte.be), the organization of the University College Arteveldehogeschool that is responsible for the Social Services offered to the students. It is our policy to accommodate incoming students as much as possible in own rooms or in the rooms of our outgoing students. This ensures the best integration possible, even though perhaps the quality of rooms is not always comparable to that of the home country. Students with the right attitude however have always appreciated this approach! The average price of a single room in Gent is 300,- per month and for a studio 380,- per month. Students have to use the Housing Application Form to apply

for accommodation, to inform us about the exact date of arrival and departure and to provide us with other useful information regarding accommodation.

When hiring a room in the city centre incoming students either rent a bike to arrive at the campus in Mariakerke or use public transport, De Lijn bus number 65. It stops at Evergem-Rabotstraat. Timetables: www.delijn.be. The amount of living costs depends on student's life-style. On average, and according to former students, living expenses in Gent range from 600 to 800 per month, including accommodation in a furnished student room.

For additional information concerning accommodation, application forms, Dutch language training, etc., incoming students should turn to the officer of the main international office of the University College Arteveldehogeschool: anne.vanautryve@arteveldes.be. Foreign students develop their study curriculum by selecting courses of the 1st, 2nd and/or 3rd year in Graphical Media Management, Graphical Media Technology, Cross-Media Design and/or Multimedia Production. Based on their own interest and in agreement with the international coordinators and lecturers of both



Graphical and digital media (GDM) department

UNIVERSITY COLLEGE ARTEVELDEHOGESCHOOL

Arteveldehogeschool, one of Belgium's largest universities of professional education, is situated in Flanders' number one student city, Gent (www.visitgent.be). It offers a wide variety of study programs in the fields of teacher training, business and graphical education, health care and social work. www.arteveldes.be

GRAPHICAL AND DIGITAL MEDIA DEPARTMENT

The University College Arteveldehogeschool accommodates the oldest and largest print and non-print media education department in the country. Over the years, it has contributed towards the professionalization of thousands of young professionals in the print industry. As a result, this department can fall back on a vast network of contacts within both the Belgian and European print industry.

FACTS & FIGURES

Address: Industrieweg 232 · B-9030 Mariakerke (Gent) · Belgium
Tel. + 32 9 216 36 16. Fax + 32 9 216 36 17
Number of students: about 500. Number of staff: about 47
International departmental coordinator:
Linda Bogaert, linda.bogaert@arteveldes.be
Erasmus ID-code (for LLP-partners only): B GENT 39
Erasmus University Charter: 211355-IC-1-2007-1-BE-ERASMUS-EUC-1

PROFESSIONAL BACHELOR OF GRAPHICAL AND DIGITAL MEDIA

3 years · 180 ECTS-credits
We offer four degree programmes:

- Graphical Media Management
- Graphical Media Technology
- Cross-Media Design
- Multimedia Production

ORGANISATION OF THE ACADEMIC YEAR

The academic year starts approximately 20th September and is split up in 2 semesters (winter and spring). Each semester takes 12 course weeks. We organise an exam period after semester 1 and 2. The spring semester starts early February. We are enjoying summer holidays from the 1st July onwards.

THE FIRST YEAR OF OUR PROFESSIONAL BACHELOR: A BROAD AND GENERAL EDUCATION

In the first term of the first year, the division towards the separate study programs isn't realized. Starting in the second term the student opts for any of the four degree programs. At this stage, though, still a rather vast majority of subjects is common for all students.

OUR BACHELOR DEGREE PROGRAMS FROM THE SECOND YEAR ONWARDS

The study programs Graphical Media Management and Graphical Media Technology remain strongly related over the three years. Students in Graphical Media Management get more specialized in cost accounting, cost price calculation, order supervision and other commercial tasks related to the production of print and non-print media. The aim is to train students in such a way that they can provide commercial and financial support in graphical companies. Students in Graphical Media Technology more emphasize Prepress and System Technology aspects. Students gain a sound knowledge of the technical and management aspects in the production department of a graphical business. Knowledge of raw materials, the prepress, printing and finishing processes are their assets. These students also receive a thorough training in business economics. Cross-Media Design and Multimedia Production students have to be skilled in two fields. They need an understanding of technical matters as well as sufficient creativity to produce many different forms of graphical products. The study program Cross-Media Design prepares students for creative functions such as layout designer, illustrator, typographical designer etc. Multimedia Production is clearly still on the way up. New media and multimedia are still today's vogue words. In this program, students will learn how to create and construct multimedia products. Within this area, they can opt for a specialization in development or audiovisual production.

PROFESSIONAL PRACTICE IS OUR CORE BUSINESS

Practice is structurally very much interwoven with theory. That's why on our campus a vast computer network and highly sophisticated prepress, printing and binding/finishing equipment is readily available. This know-how on design, prepress, printing, binding/finishing and multimedia issues might as well be shared with all international partners on the spot, i.e. on the compound of the GDM-campus in Mariakerke. Through visits to companies and important graphical fairs home and abroad, students get acquainted with the graphical sector. We schedule several site visits



to several worldknown graphical companies having their headquarters or one of their subsidiaries in Flanders (EskoArtwork, Kodak, Heidelberg, Agfa Graphics, etc.). So, additional expertise can be gained from partners of the industry. This as well enables partner institutions abroad to enlarge their network of contacts with the industry. In the course of the third year all students prepare a final paper and undertake an eight week work placement in a company, which is closely followed by the school and by a supervisor assisting the students on the spot. Students also have the possibility to continue their studies at one of our partner institutes abroad.

OUR POLICY OF INTERNATIONAL COOPERATION

Belgium is a multicultural society and its economy is thriving on export of goods and services. The department therefore is mindful of the importance of learning how to work and live with other cultures and societies. Hence, we have opted for a policy of international cooperation and inclination.

Outgoing students. A large number of our third year students carry out a training programme abroad within the framework of the ERASMUS-program and other bilateral agreements. They may opt to spend some time (ranging from 3 up to 6 months) of their study in any of the European institutes with which our training unit made a contract for student exchange.

Incoming students. In return, we welcome students from other European partner institutes. Students from abroad should be aware that all courses in our training unit are taught in Dutch. Because of this reason and because we believe that a successful integration of exchange