

University College

Arteveldehogeschool

Graphical and Digital Media

# University College Arteveldehogeschool

± 9300 students (number 2 in Flanders)

± 980 staff

Campuses are spread city-wide  
(more than 15 locations)

In Flanders AHS is the market-leader in the majority of  
study fields

Regional association with the University Gent  
(„Ghent University Association“)

# AHS-departments

Audiology

Business Management

Communication Management

**Graphical & Digital Media (GDM)**

Midwifery

Nursing

Occupational Therapy

Office Management

Physiotherapy

Podiatry

Social Work

Speech and Language Therapy

Teacher Training for Early Childhood Education

Teacher Training for Primary School Education

Teacher Training for Secondary School Education

Continuing Education

Graphical and Digital Media

# Bachelor of Graphical and Digital Media

± 500 students

± 40 staff

3 years (professional bachelor degree)

180 ECTS-credits

Campus in **Mariakerke**



# Bachelor of Graphical and Digital Media

Industrial Sciences and Technology

4 degree programmes

Graphical and Digital Media

Graphical  
Media  
Management

Crossmedia  
Design

Graphical  
Media  
Technology

Multimedia  
Production

Graphical and Digital Media

# Bachelor of Graphical and Digital Media

## 1st year

1st semester

Basic courses

2nd semester

Common courses

CMD

GMM

GMT

MMP

## 2nd and 3rd year

3rd till  
6th semester

Common courses

CMD

GMM

GMT

MMP (proDEV – proDUCE)

# Choice at the start of the 2nd semester

## Graphical and Digital Media

**Graphical  
Media  
Management**

Crossmedia  
Design

Graphical  
Media  
Technology

Multimedia  
Production

Commercial or marketing job in graphical mediasector

Graphical courses

Management courses

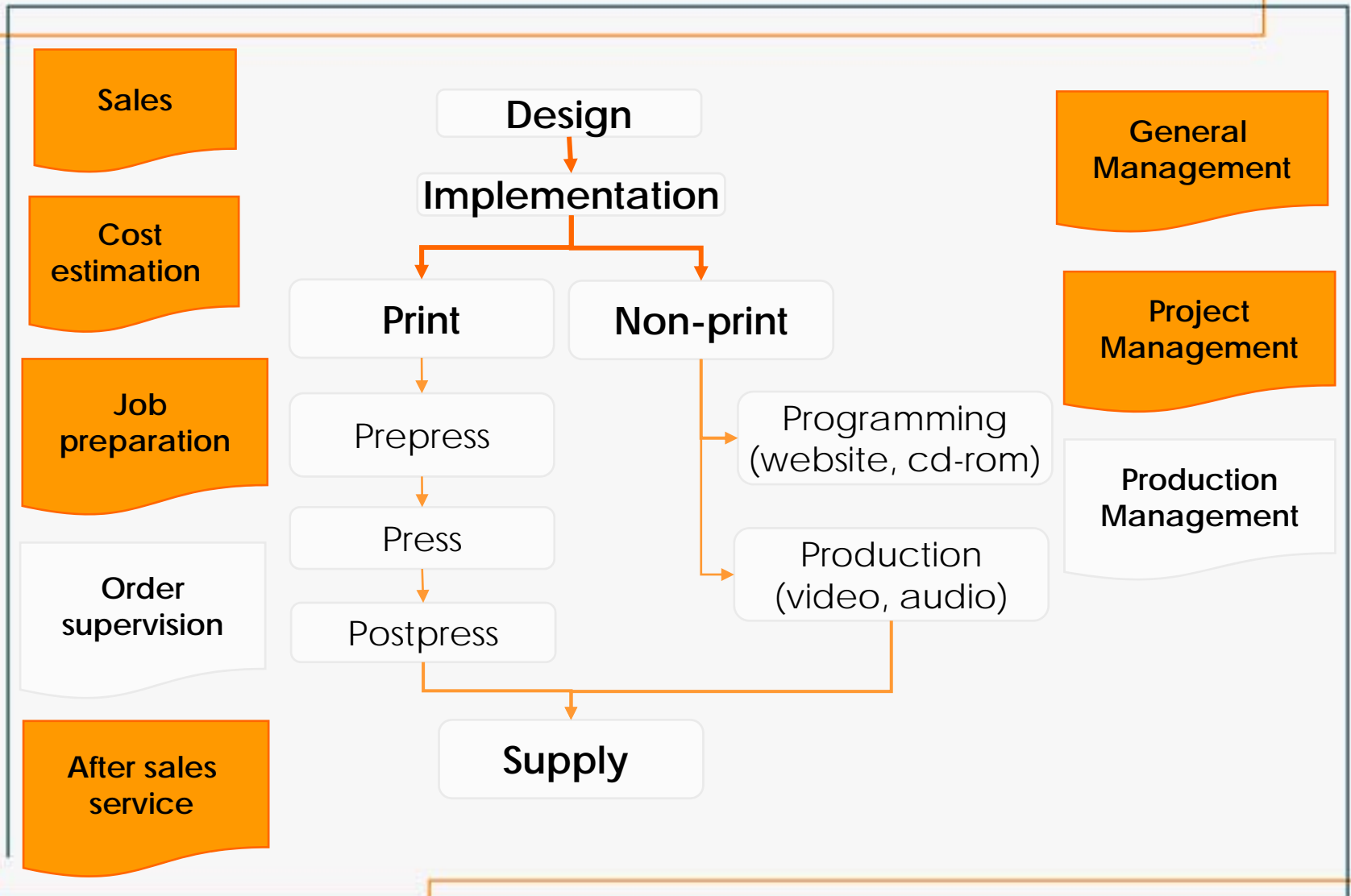
Communicative skills

Dealing with customer's wishes



## Graphical and Digital Media

# Graphical Media Management



Graphical and Digital Media



# Choice at the start of the 2nd semester

## Graphical and Digital Media

Graphical  
Media  
Management

**Crossmedia  
Design**

Graphical  
Media  
Technology

Multimedia  
Production

Design for print and non-print

Creativity

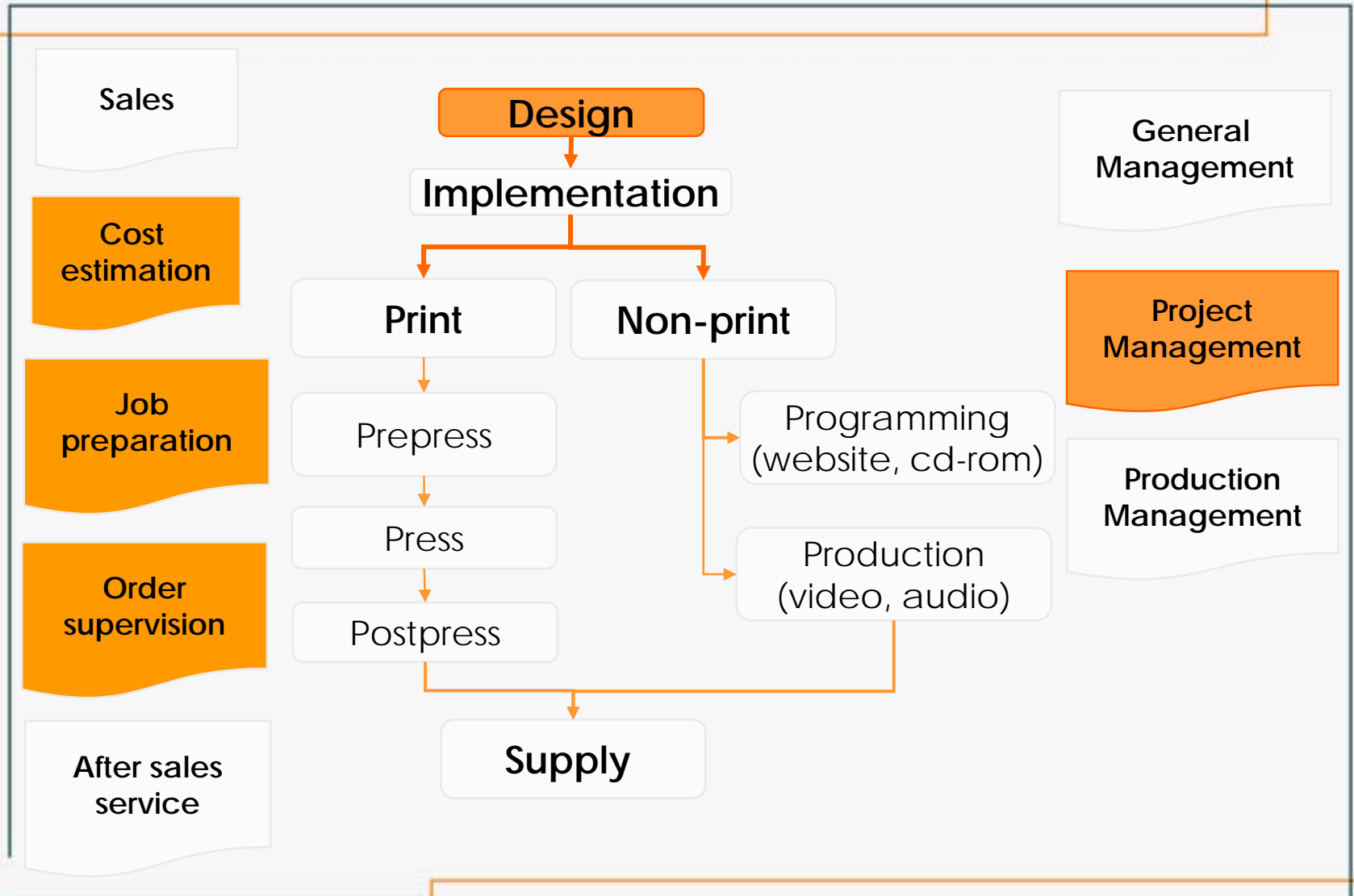
Processing assignments following the briefing

Graphical technology



## Graphical and Digital Media

# Crossmedia Design



Graphical and Digital Media

# Choice at the start of the 2nd semester

## Graphical and Digital Media

Graphical  
Media  
Management

Crossmedia  
Design

Graphical  
Media  
Technology

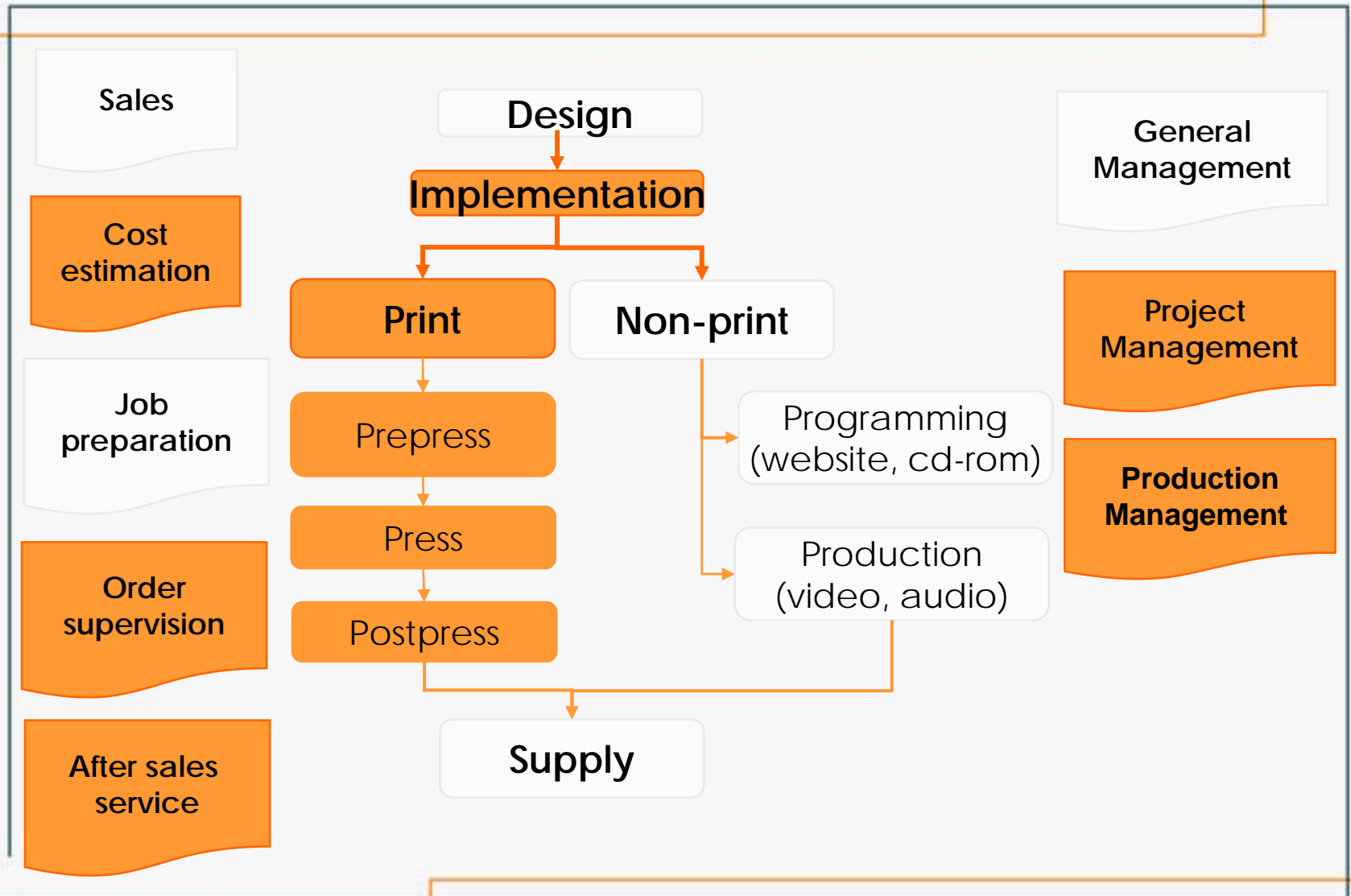
Multimedia  
Production

Technical and production directed jobs  
Graphical technology  
Production and workflow techniques  
Applied sciences



## Graphical and Digital Media

# Graphical Media Technology



Graphical and Digital Media

# Choice at the start of the 2nd semester

## Graphical and Digital Media

Graphical  
Media  
Management

Crossmedia  
Design

Graphical  
Media  
Technology

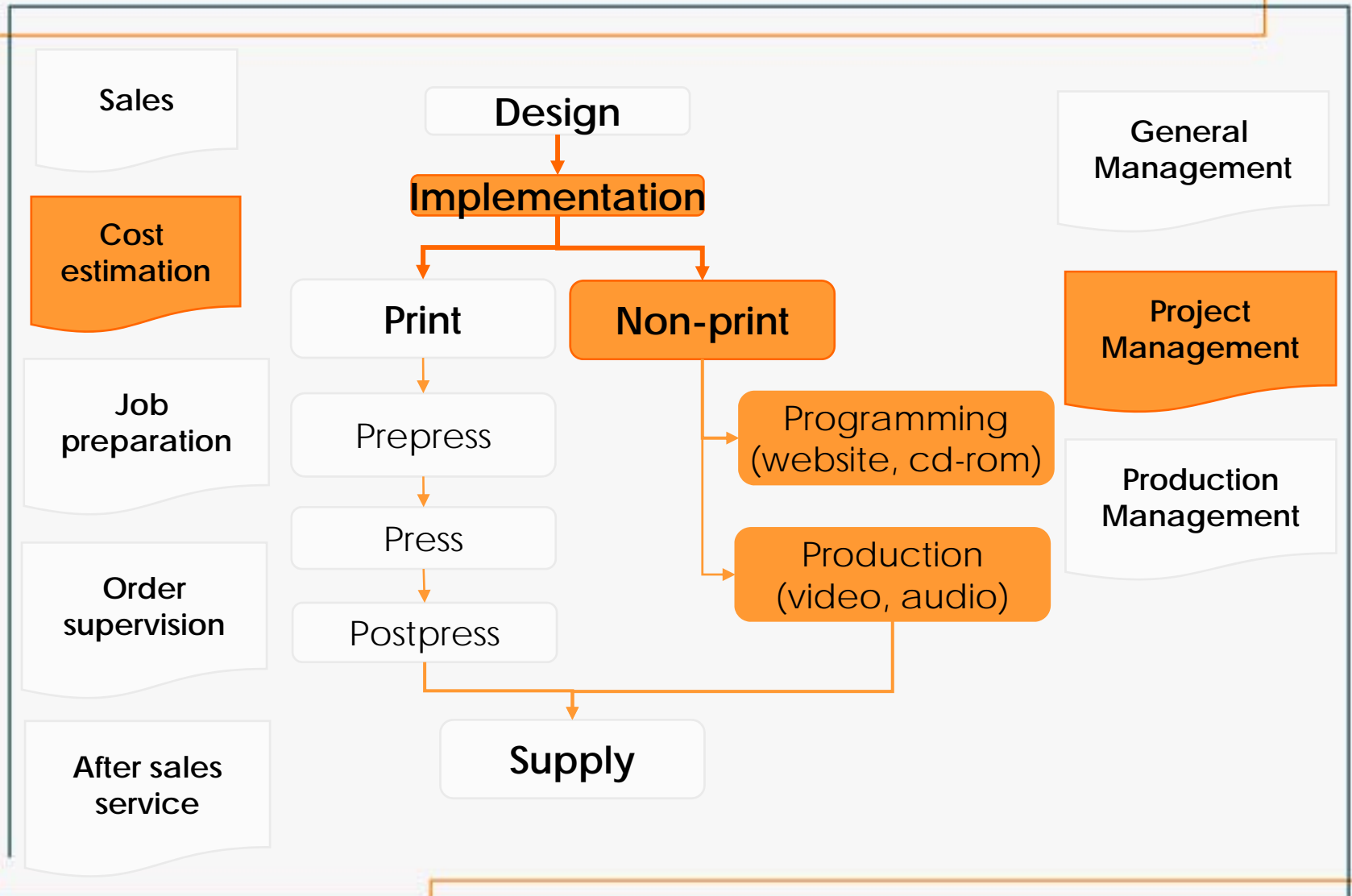
**Multimedia  
Production**

Production of multimedia products  
Technical support in developing interactive applications for Web, DVD, CD  
Graphical link - projects in cooperation with CMD  
Database management and integration with other publishing means



## Graphical and Digital Media

# Multimedia Production



Graphical and Digital Media



# Programme 1st year

## Graphical & Digital Media - year 1

	CrossMedia Design (CMD)				Graphical Media Management (GMM) (GMB)				Graphical Media Technologie (GMT)				MultiMedia Production (MMP)			
	CMD		CMD		GMM		GMM		GMT		GMT		MMP		MMP	
	sem1	credits	sem2	credits	sem1	credits	sem2	credits	sem1	credits	sem2	credits	sem1	credits	sem2	credits
1.1 General Technology	2	3			2	3			2	3			2	3		
1.2 Graphical Technology			2	4			2	4			2	4				
1.3 Multimedia Technology															2	4
1.4 Creative Formation of the Image	2	4			2	4			2	4			2	4		
1.5 Lay-out & Digital Make-up I	2	4			2	4			2	4			2	4		
1.6 Lay-out & Digital Make-up II			2	4			2	4			2	4			2	4
1.7 Project GDM			1	3			1	3			1	3			1	3
1.8 Image Processing I			2,5	6			2,5	6			2,5	6			2,5	6
1.9 Applied Informatics	2	4			2	4			2	4			2	4		
1.10 Web Technology I	2	3			2	3			2	3			2	3		
1.11 Photometry and Colorimetry	2	3	1	2	2	3	1	2	2	3	1	2	2	3	1	2
1.12 Professional Development	2	4			2	4			2	4			2	4		
1.13 Multilingual Communication I			3	4			3	4			3	4			3	4
1.14 Business Economics	2	4			2	4			2	4			2	4		
1.15 SME-management I GMM							4	8								
1.16 Graphic Design I			4	8												
1.17 Graphical Sciences											2	4				
1.18 Prepress Technology											2	4				
1.19 Animation Techniques															2	4
1.20 Programming															2	4
<b>Total:</b>	<b>16</b>	<b>29</b>	<b>15,5</b>	<b>31</b>	<b>16</b>	<b>29</b>	<b>15,5</b>	<b>31</b>	<b>16</b>	<b>29</b>	<b>15,5</b>	<b>31</b>	<b>16</b>	<b>29</b>	<b>15,5</b>	<b>31</b>

# Graphical and Digital Media

# New content and educational approach

To make degrees more **flexible, credit-rated and competence-based**

This operation is based on

- our educational development expertise
- experience gained from participation in different European projects
- (LLP/ERASMUS curriculum development projects)

Degree programmes are prepared to deliver **graduates ready for the European labour market**





# Why do students like GDM?

**Practice** is very much interwoven with theory

- Projects
- Visits to graphical companies
- Visits to graphical fairs home and abroad
- Seminars
- Final paper
- An 8 weeks' internship

**Modern** infrastructure and machinery

A **small-scaled** campus

"Normally" good **employment** perspectives

# Internationalisation short term mission (1)

- ❑ Internationalisation has to be **embedded in the curriculum** of all study fields
- ❑ There is a structural **dialogue** between the International Office and other central services
- ❑ The **procedures** used in the different departments are streamlined
- ❑ Next to the consolidation of existing activities, the first steps need to be undertaken to establish further **interdisciplinary co-operation in international projects**
- ❑ Students need the guarantee for full **recognition** of all kinds of internationalisation activities

# Internationalisation short term mission (2)

- ❑ The school has an active **job assignment policy** for its teaching staff as far as international activities are concerned
- ❑ **Internationalisation at Home** needs to be further and actively developed
- ❑ Departments need to be stimulated to collaborate intensively with **strategic partners**
- ❑ Departments need to be stimulated to evaluate through international contacts the **social relevance of the education programme**
- ❑ The International Office can, if requested, put its **know-how at the disposal of others**

# Examples of GDM international activities

## Student and staff mobility

### I@H

- International Day
- Attempts to incorporate English modules in the curriculum
- Foreign lecturers teaching at GDM

Cooperation in the international AHS module **Mocomma** (Module in Communication Management) via courses in:

- Visual literacy
- Typography
- Website development

Cooperation in the Intensive Programme **EDMM** (European Digital Media Management)

# Dutch language courses for incoming students

AHS offers language courses (Dutch) to all its incoming students **arriving in time** to attend them

Some International Modules – such as **MOCOMA** – (= Module in Communication Management) include a tailor-made language and culture course integrated in the module

Students are also offered the possibility to participate in **regular Dutch courses** on different levels and at different dates

# Housing of incoming students

The average price of a room in Ghent is **250 EUR** per month

The Housing Service is operated by **SOVOARTE**, the organisation of Arteveldehogeschool that is responsible for the Social Services offered to the students

For all information about renting a room via SOVOARTE: [www.sovoarte.be](http://www.sovoarte.be) (click on "Erasmus")

# GDM-information

Website:

<http://www.arteveldehs.be/emc.asp?pageld=2540>

Departmental International coordinator:

**Linda Bogaert**

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E-mail: [linda.bogaert@arteveldehs.be](mailto:linda.bogaert@arteveldehs.be)

**Any questions?**

Thank you for your attention 😊

Interested in **Belgium**? ...



# Belgium



# Belgium

## Landscape?

Coastal plain (Ostend)

Central plateau (Bruges, Ghent, Antwerp)

The Ardennes highlands (Liège, Luxemburg)

## Climate?

Mild and humid near the sea

Continental climate in the Ardennes



# Belgian politics

Constitutional/hereditary **monarchy**

**10 provinces**

**3 federal regions** with large autonomy

- Metropolitan region Brussels (bilingual)
- Flemish region (northern half, Dutch speaking)
- Walloon region (southern part, French speaking)

**3 official languages**

- Dutch
- French
- German



Graphical and Digital Media

# Belgian education

Schooling is **compulsory (6 to 18)**

Nursery schools can be attended at the age of 2,5

## **3 education networks:**

- community schools
- subsidized private schools (mainly catholic schools)
- subsidized official schools (organized by communes and provinces)

**Primary education** lasts 6 years

Another 6 year cycle of **secondary education**

Secondary education comprises three grades and starts at the age of 12

Secondary education includes **general, technical, artistic and professional** programmes

# Belgian society

The **social security system** works perfectly

**Health care** is among the best in the world

Almost 80% of Belgians consider their health to be (very) good

**10.666.866 inhabitants** in 2008

Most people are **roman catholics**

**Standard of living:**

Belgium is among the top countries in the world



# Famous Belgians (1)

## Visual Arts

Pieter Paul Rubens (1577-1644)  
Anthony Van Dyck (1599-1641)  
James Ensor (1860-1949)  
Constant Permeke (1886-1952)  
Paul Delvaux (1897-1994)  
Panamarenko (°1940)

## Architecture

Victor Horta (1861-1947)

## Music

Jacques Brel (1929-1978)  
Toots Tielemans (°1922)  
Axelle Red (°1968)  
Hooverphonic



# Famous Belgians (2)

## Cinema

Jean-Claude Van Damme (°1960)

Stijn Coninx (°1957)

## Literature

Georges Simenon

Hendrik Conscience

Hugo Claus

## Comic strips

Hergé (Tintin)

Marc Sleen (Nero)

Willy Vandersteen (Rikki and Wiske)

## Fashion

Ann Demeulemeester (°1954)

Dirk Bikkembergs (°1959)

Walter Van Beirendonck (°1957)



# Belgian festivals

## The Festival of Ghent

also known as „**Gensche fieste**” ,

a 10 days' city festival with street theatre and concerts in July

## Rock-popfestivals

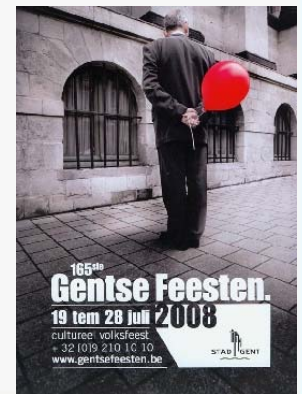
(Werchter and Pukkelpop in summertime)

## Festival van Vlaanderen

(September-October)

## Film Festival in Ghent

(October)





# The Belgian family

The family remains **one of the basic values** of Belgian society

Families in Belgium are becoming **smaller** and smaller

The fertility rate is **1.56 children** per woman

So Belgium is faced with an **ageing population**,  
15% of whom are older than 65

**Life expectancy:** 75 years for men, 81 years for women

# The Belgians or... “the red devils”?



Generally **modest** and **moderate**

Said to be **good hosts** and **bons vivants**

The innumerable cafés and restaurants are evidence

Considered to be **hard workers**

Productivity rate is one of the highest in the world

A reputation of having „**a brick in their belly**”

# Useful links

**Belgium**, the country

[www.belgium.be](http://www.belgium.be)

**Flanders**, the region

[www.visitflanders.com](http://www.visitflanders.com)

**Ghent**, the city

[www.gent.be](http://www.gent.be)

[www.weekup.be](http://www.weekup.be)

[www.use-it.be](http://www.use-it.be)

**Transport** to and in Belgium

[www.brussels-airlines.be](http://www.brussels-airlines.be) (air)

[www.b-rail.be](http://www.b-rail.be) (rail)

[www.delijn.be](http://www.delijn.be) (bus)

**Any questions?**

Thank you for your attention

More info: [linda.bogaert@arteveldehs.be](mailto:linda.bogaert@arteveldehs.be)