



WELCOME – AHS

GDM-PROGRAMME

CMD/MMP/GMT/GMM

PORTFOLIO



# Graphical and digital media department





Welcome at ...

## University College Arteveldehogeschool (AHS)

± 9 300 students

± 980 staff

17 departments offering 21 programmes in Gent

Campuses are spread city-wide

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

Regional association with the University Gent ("Ghent University Association")



Welcome at ...

## Graphical and digital media department (GDM)

Campus site in Mariakerke

Professional bachelor degree

Industrial Sciences and Technology

4 programmes: CMD – MMP – GMT - GMM



## Welcome in Gent!

### Gent, city of culture

Film (Kinepolis, Scoop, Sphinx)

Musea (Design Museum, S.M.A.K., ...)

Concerts (Vooruit, Culture Club, ...)

Events (Gentse Feesten, Filmfestival, ...)

### Gent, biggest student city in Flanders

Entertainment in Overpoort, at Korenmarkt

Student Kick-Off (end of September) with  
concerts at Sint-Pietersplein





## Graphical and digital media (GDM)

Preparing students for a job in the graphical industry or multimedia sector

Creative, commercial & technological training

Mix of theory and practice (also seminars, company visits, fairs, ...)



## 4 GDM-programmes

CMD, Cross-media Design

→ creative with strong technical basis

MMP, Multimedia Production

→ technological

GMT, Graphical Media Technology

→ scientific

GMM, Graphical Media Management

→ commercial





## GDM-programme

Bachelor degree programme = 3 years

1 year = 2 semesters = 4 periods

**1<sup>st</sup> year**  
semester 1

### BASIC COURSES

semester 2

### COMMON COURSES

**CMD**

**GMM**

**GMT**

**MMP**

## 2<sup>nd</sup> and 3<sup>rd</sup> year

### COMMON COURSES

**CMD**

**GMM**

**GMT**

**MMP (PRODEV – PRODUCE)**

## 3<sup>rd</sup> year, 6<sup>th</sup> semester

Work placement

Bachelor paper





## Cross-Media Design (CMD) Emphasis on ...

Design for print and non-print

Creativity

Processing assignments following the  
briefing

Graphical technology





## Cross-Media Design (CMD)

After graduating ...

Lay-outer

Graphical designer

Illustrator

Webdesigner

...



## Multimedia Production (MMP)

### Emphasis on ...

Multimedia publishing (websites)

Production of multimedia products (cd-roms)

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



## Multimedia Production (MMP)

### After graduating ...

Webdesigner

Multimedia designer

Multimedia programmer

...



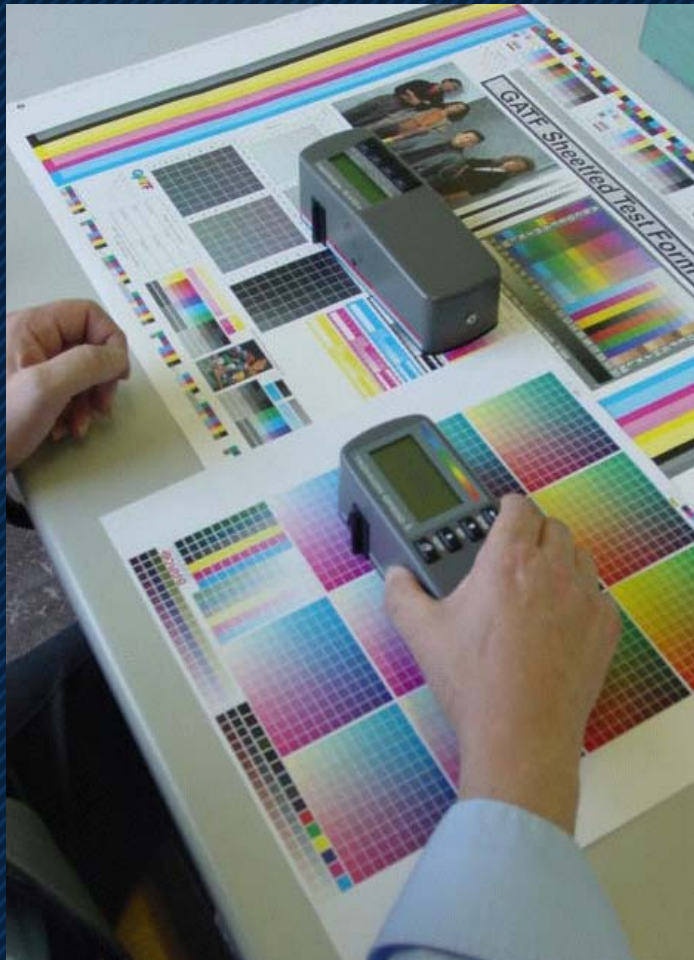


## Graphical Media Technology (GMT) Emphasis on ...

Graphical technology

Production and workflow techniques

Applied sciences



## Graphical Media Technology (GMT) After graduating ...

Technical and production directed jobs

Broad spectrum of prepress, presswork  
and finishing related jobs in the  
production and supplying industry

Software developer, research, etc.





## Graphical Media Management (GMM) Emphasis on ...

Graphical courses

Management courses

Communicative skills

Dealing with customer's wishes



## Graphical Media Management (GMM) After graduating ...

Commercial or marketing job in graphical  
mediasector

Web en print trainer

Sales account manager DTP & Prepress  
solutions

Sales representative

Order preparation and supervision

Customer service



## Job certainty after graduating?

Good employment perspectives

Job after 3 to 6 months

Highly in demand because widely employable in the graphical industry and in mediahouses





## BIZZ | MARCH 2008 | 21





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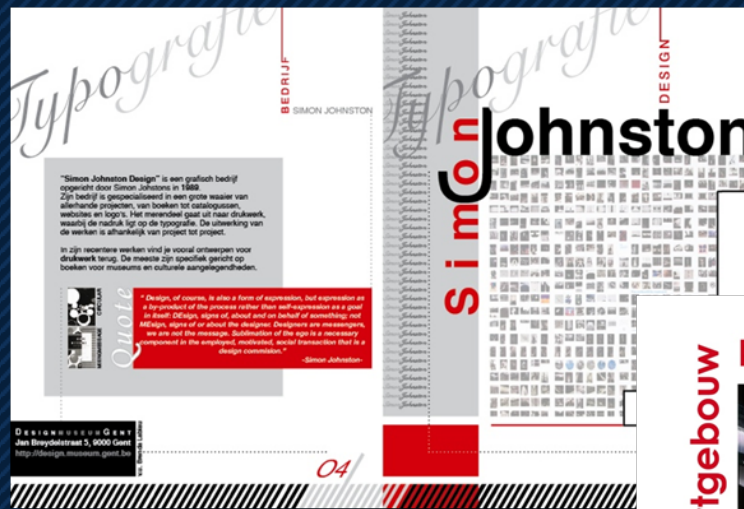
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Water painting



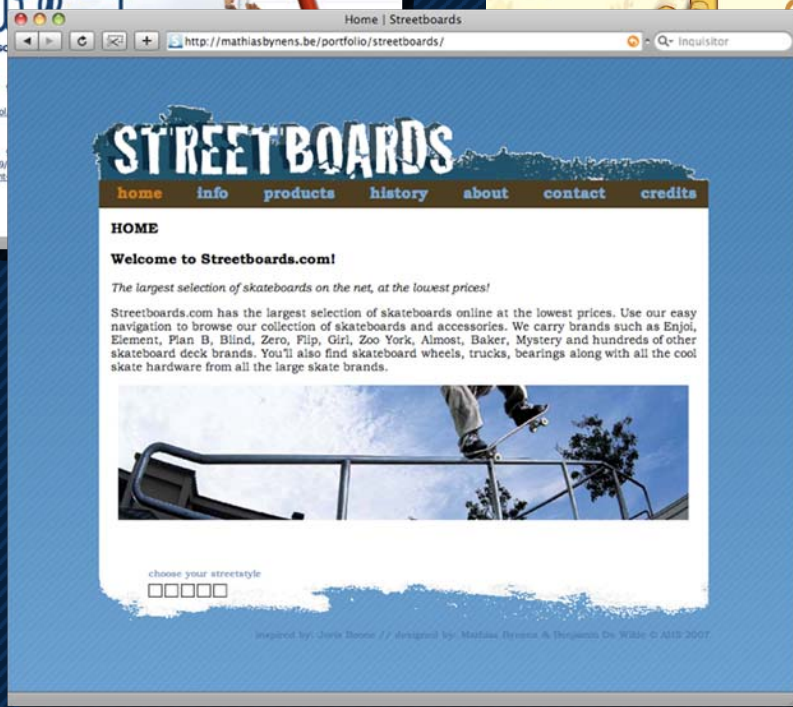


## Brugge Concertgebouw

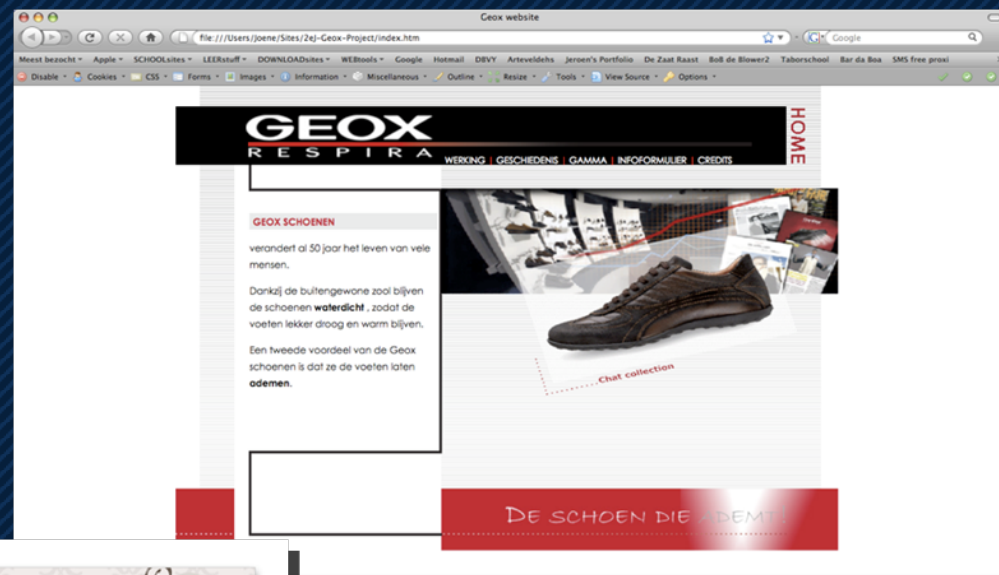


De winnaars van de internationale architectuurwedstrijd, Paul Robbrecht en Hilde Daem, ontwierpen een gebouw dat een harmonisch evenwicht nastreeft met de historische omgeving. Het ligt aan 't Zand, het grootste plein in de Brugse binnenstad, een plein dat ruimte en adem biedt De Concertzaal en de Kamermusiekzaal zijn modellen van creativiteit, vormgeving en functionaliteit. Hier hoort kwaliteit thuis!

Typographic  
poster, folder  
and article







Interactive  
CD/DVD







Thank you for your attention

Any questions?



## **Guided campus tour by...**

**Mrs. Annick De Laender (Russian tour)**

**Mr. Luc Berth (English tour)**

**Mr. Eric Van Gassen (German tour)**