



## College Of Art and Design

### Digital Design & Communication

#### Study details

**Course type:** Bachelor's degree

**Degree:** Bachelor in Digital Design & Communication

**Study mode:** Full time

**Duration:** 36 Month

#### Cost of study

**Cost :** 10 000 EUR

**Reg. fee :** 300 EUR

**Scholarship :**

**Insurance :** N/A EUR

#### Intake/s

Sep

#### Requirements

Preselected candidates are rapidly contacted to arrange an appointment for the selection interview in Brussels (which can be at any time from the Open Days at the end of February onwards). If need be, this interview can be conducted via Skype or FaceTime for candidates who live in a distant country.

For this interview, candidates will need to bring:

- (CESS or BACCALAUREATE all series + other possible diplomas);
- A copy of grades achieved in the last 2 academic years;
- 1 recent passport picture;
- A double-sided copy of his/her ID card or passport;
- A possible add-on to the artistic file

#### ENGLISH LEVEL

The CAD is an institution with an international outlook. As a result, classes are taught in English. This is why students must speak and read English fluently. For those whose mother tongue is not English, the level (as a second language) attained in high school is generally sufficient to start the first-year programme. The programmes are structured so the required level is reached in 2 years, if the student participates in all the courses, follows the English classes and carries out all the requested tests.

At entry, candidates must have an equivalent level of 5 pts in overall band score at the IELTS test (level usually reached at the end of high school). During the selection interview, a motivation questionnaire will be presented in English. An evaluation test will be organised at registration.

## Accommodation

N/A

## Speciality

For international transfers, bank fees are payable by the sender.

A staggered payment plan is possible for some residents (upon acceptance and subject to a surcharge of 300 EUR).

Tuition fees do not include cultural visits and study trips.

\*Registration fee: this amount covers general administrative costs as well as individual insurance (taken out by the CAD) in case of any accident on the school premises.

## Bank details of the CAD

– CDP-CAD ASBL – BNP Paribas Fortis : IBAN BE70 0019 6550 3825 – BIC GEBABEBB

## Additional information

# WHY IS TRAINING IN DIGITAL COMMUNICATION AND GRAPHIC DESIGN MORE INTERESTING THAN EVER?

Today's **advertising agencies** and their **creatives** must be able to offer **global communication**, **create advertising concepts** and then adapt them to **all new media**. The creative plays the role of **art director** to create a new brand identity, imagine a new logo, develop new packaging, create interfaces of websites and connected objects, mobile applications and more, in line with the real needs of consumers.

Finally, there is a growing demand for **motion design specialists**. This new communication tool consists of animating graphic elements (like images, photos, illustrations, typography and video) with sound. These animations are used for advertising films, interfaces for web and mobile, video productions (music clips, movie credits) or to create graphic realms in various fields (such as visual identities and video games).