



# INTERNATIONAL CLASS GRAPHIC AND DIGITAL MEDIA

## 3 EXPERT CLASSES TO CHOOSE, 1 MANDATORY PROJECT

	ECTS	WHAT	HOW
<b>Expert Class Brand Identity</b>	8	We rethink existing visual identities and explore how to give brands a fresh, contemporary voice. How do you analyze a brand deeply enough to uncover what should stay and what must evolve? How do you rebuild name, logo, and visual style into one coherent brand structure? And how do you design a flexible identity system that adapts across contexts while remaining unmistakably itself?	Based on a healthy mix of theory and design exercises, we tackle challenging, hands-on assignments. <b>Requirements:</b> We expect a solid foundation in strategic brand insight and an aptitude for graphic design. Proficiency in the core Adobe software is essential.
<b>Expert Class Brand Experience</b>	8	We focus on the 3-dimensional experiences that are part of brands and branding. We delve deeper into what is happening today in the field of Retail (brand) design, event design, experiential architecture, trade fair stands, exhibitions. We also pay attention to what's happening digitally and how digital and physical intertwine.	Lectures, case studies, guest lectures, site-visits, practical assignment, feedback moments, presentation, project work sessions. <b>Requirements:</b> Spatial awareness, strong interest in how brands create 3D experiences and physical customer journeys. (We do not focus on special software in this course. You're free to use software of your choice to create and visualize spatial experiences.)
<b>Expert Class Packaging</b>	8	You will gain insight into the packaging sector and the possibilities of creating a 3D consumer experience. We look beyond paper and cardboard and discover new materials and integrated communication applications that appeal to all senses. We go out and explore the parameters that are important in packaging.	Lectures, guest lectures, site-visits. <b>Requirements:</b> Good prior knowledge of Adobe Illustrator is required, experience with structural design is an advantage.
<b>Expert Class Coding</b>	8	We take a step into the world of back-end programming, we delve into databases & APIs. We link this back-end to a creative smartphone application we develop ourselves.	Lectures, exercises, development of an app <b>Requirements:</b> good prior knowledge of javascript is required, already fluent in coding and independently seeking solutions to the problems you encounter.

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<b>Expert Class UX/UI</b>	8	We work together on facilitating & completing workshops, discover how Figma can accelerate the design workprocess and gain new insights into the design thinking process together using behavioural design principles. We conduct a design sprint to support a real customer.	Lectures, interactive workshops, assignments, site-visit, design sprint. <u>Requirements:</u> For this expert class, you do not need previous experience in writing code, but you should have an open mindset toward applying UX/UI design principles and exploring how design decisions translate into code.
<b>Expert Class Realtime Motion Graphics</b>	8	We take a step further into the world of 3D production where we delve both technically and creatively into more advanced use of Unreal for projects with promotional and/or communication purposes.	Lectures and practical assignments, feedback moments, presentations, independent study <u>Requirements:</u> knowledge of Cinema 4D.
<b>Expert Class 2D Motion Graphics</b>	8	We take a step further into the world of 2D production, we delve further both technically and creatively into advanced use of several tools and animation disciplines.	Lectures, exercises, feedback moments, presentations, independent study. <u>Requirements:</u> good prior knowledge of After Effects software.
<b>Expert Class 3D Motion Graphics</b>	8	We take a step further into the world of 3D production delving both technically and creatively into more advanced use of C4D, VR and AR applications.	Lectures, exercises, feedback moments, presentations, independent study. <u>Requirements:</u> good prior knowledge of Cinema 4D and Unreal.
<b>Expert Class Immersive Storytelling</b>	8	You will learn how to tell a story in virtual reality (VR). By prototyping VR experiences, you will learn how to convincingly immerse the viewer in another reality through narrative techniques. Under the theme 'Merging Realities', we will explore how to merge the boundaries between reality and virtuality for the viewer.	Lectures, exercises, feedback moments, presentations, independent study. <u>Requirements:</u> prior knowledge in Adobe After Effects, Cinema 4D, Blender or 3D scanning techniques such as photogrammetry.
<b>Expert Class Video &amp; SFX</b>	8	We take a step further into the world of video production, we delve further both technically and creatively into advanced use of several video disciplines and special effects. We analyse films and existing advertising campaigns and delve into the technical aspects of special effects. We explore the conditions and camera settings that are essential to successfully achieving a specific special effect.	Lectures, exercises, editing existing and own video footage with special effects, discussing colour correction of video footage using DaVinci. <u>Requirements:</u> Good prior knowledge of Premiere and After Effects software.
<b>Expert Class Illustration</b>	8	We explore different aspects of illustrative design. Case studies of contemporary illustrators will cover various analogue and digital techniques (analogue printing techniques, digital drawing and painting, in-depth illustration software). We make the bridge between digital and analogue applications: a laptop is a tool, but the physical realisation of an image is just as important.	Lectures, exercises, site-visits, presentations, feedback moments <u>Requirements:</u> An aptitude for drawing is a nice touch, but not a requirement. The ability to tell a story with images is central.
<b>Expert Class Typography</b>	8	In this expert class you explore typography through the practice of type design and develop your own typeface. Starting from initial sketches, you translate your ideas into a digital font using professional type design software such as Glyphs. You investigate letterform construction, spacing, rhythm and character set development. The resulting typeface is applied in a typographic context (publication, website or animation).	Lectures, exercises, presentations, feedback moments, independent study, workshop. <u>Requirements:</u> Basic knowledge of typography and Adobe InDesign is recommended. An interest in letterforms and typographic detail is essential.
<b>Expert Class Photography</b>	8	You will become more comfortable with a camera, work in a professional photo studio and fully explore your creative potential. We not only teach the technical essentials of photography but also learn how to use photography in design assignments. Topics covered include: the exposure triangle, point of view, composition, image editing, concept & previsualisation, reportage & presentation.	Lectures, exercises, presentations, feedback moments, independent study, workshop <u>Requirements:</u> Basic photography knowledge (exposure triangle, composition, POV, lightroom).

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<b>Expert Class English for Creatives</b>	8	You will learn to discuss and present designs in English. You build experience in oral and written communication with clients. You further specialise in the typical information circulating in the future professional context through listening, speaking, reading and writing exercises.	Listening, speaking, reading and writing exercises. <u>Requirement:</u> ECC level B2 (on skills, grammar and vocabulary).
<b>International Multidisciplinary Lab</b>	6	You will work with your teammates over an intensive two weeks on a project that drives adrenaline to peak levels. This project will be briefed, supervised and assessed by international guest lecturers.	You work on conceptual projects that are related to the professional background of the guest lecturers, or depart from a central theme. In this setting, you are challenged to think outside traditional constraints and experience the added value of discussions with colleagues, lecturers and guest lecturers.

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Courses remain subject to change.

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