

UNDERGRADUATE CURRICULUM
(1ST, 2ND, 3RD YEARS)



Multilingual and intercultural course
INTERCULTURAL DIGITAL DESIGN

2018 - 2019

www.isitinternational.com

FIRST YEAR - ECTS CREDITS: 60

Essentials

- History of art
- International economics
- Introduction to NICT** law
- Social media
- Methodology
- Basic web browsing
- Basic computer coding
- Graphic design (sketching, colours, perspectives, typography)
- **Design Workshop** - Multilingual team project
E.g.: Creation of web pages for a product intended for 2 or 3 different geographical regions.

Intercultural studies and multilingualism

- General translation into your A language**
- Written expression (all languages)
- Oral expression (all languages)
- Language reinforcement

Preparing your professional career

- Personal development support
- Participation in an association (community life)
- 1 month minimum internship abroad to discover the working world

SECOND YEAR - ECTS CREDITS: 60

SEMESTER ABROAD OPTIONAL

Essentials

- Web communication
- Web marketing/SEO
- Advertising design
- Intellectual property law
- Introduction to financial accounting
- Web writing techniques
- Website creation
- **Design Workshop** - Multilingual team project
E.g.: a multilingual website for target users of different cultural backgrounds.

Intercultural studies and multilingualism

- Business language
- General translation into your A and B languages***
- Written expression (all languages)
- Oral expression (all languages)
- Language reinforcement

Preparing your professional career

- Personal development support
- Participation in an association (community life)
- A minimum 6 week internship abroad at the end of the academic year to discover the working world and foster personal development

THIRD YEAR - ECTS CREDITS: 60

Essentials

- Applied design (graphics, spacing, products)
- Trademark and Image Rights law
- Market surveys
- Marketing/advertising
- Communication
- Visual layout of information
- Computer tools (3D skills, etc.)
- Photo and video techniques
- **Design Workshop**
Multilingual team project and viva
E.g.: Creation of a multi-support communication campaign for a brand, a product or a famous person.

Intercultural studies and multilingualism

- General and specialized translation into your A & B languages***
- Business language
- Written expression (all languages)
- Oral expression (all languages)
- Language reinforcement

Preparing your professional career

- Personal development support
- Participation in an association (community life)
- A minimum 2 month internship at the end of the academic year to define your professional project

International

A semester at ISIT and a semester abroad in a university or in internship

* Any other language may be subject to an exam validated at the end of the undergraduate studies.

**NICT: New Information and Communication Technologies

*** A language = mother tongue
B languages = other working languages

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all our courses
online at**

www.isitinternational.com