



International Master
GRAPHIC DESIGN
FOR ART DIRECTION

100% IN ENGLISH

	International Master in Graphic Design for Art Direction
Level	MASTER
Terms and Conditions	100% face to face
Duration	Initial 2-year programme M1 - M2 48 to 50 weeks over 2 years. 32 weeks internship
Period	Start date: early October. End of course : M1: mid-May M2: end of March Dissertation: October - early November Internship : 32 weeks between March and October
EQF	7
ECTS	120 in total / 60 per year
Hourly Volume	Over 2 years 490 hours of classes 4 weeks workshop 7 months work experience
School	ECV Paris
Campus	27 rue Buffon 75005, Paris, France

Open to all students with at least a Bachelor's degree in graphic design or equivalent, the Master in Graphic design for Art Direction aims to **train Art Directors with international career ambitions**. Working on multi-cultural projects abroad or in international units. Art direction, graphic design and communication design are viewed through the prism of foreign countries and their specific **cultural characteristics**.

Based on **project-based teaching**, the 2-year Master in Graphic Design & Art Direction programme is made up of 7 modules of 6 weeks each. In each of these modules, students will have the opportunity to study **1 geographical area, 1 societal theme and 1 or 2 professional disciplines***. This programme is offered in Paris, a capital renowned worldwide for its influence in the creative professions.

*All the items change with each new module.



KEY POINTS OF THE PROGRAMME

Training in the form of modules
Project-based teaching

Training in
International Design

Opening up to the world
Multicultural pathway

● Recognition of the programme :

This programme gives access to the RNCP title n°34364 Designer - project manager level 7 (Bac+5 level) registered by decision published on 16/12/2019 - Certificateur EDC
[Find out more about the RNCP](#)

● Educational aims :

- Strengthen the student's creativity
- Manage and drive art direction international projects
- Acquire team management and strategic skills for international market
- Understand the stakes of the environmental transition

● Erasmus Charter:

Thanks to the Erasmus plus charter, ECV's Masters programme offers students the opportunity to obtain grants during their placements abroad*.
[More about Erasmus](#)

**Grants are awarded for placements in one of the 33 participating countries.*

● Career paths

- Artistic Director,
- Creative Director,
- Advertising Art Director...

PROGRAMME

2 years
7 modules of 6 weeks each.
1 module is composed of 70h : project / tutoring / conference etc.

Course description (target skills & programme) of 1 module

- 4h : Conference with foreign partner + Brief

Brief = 1 geographical area / 1 societal theme / 1 discipline

- 20h design culture geographical area / societal culture / case study

- 18 h of business classes

- 18h project coaching

- 4h project management

- 3 hours dissertation tutoring

- 3h Jury presentation

Workshop at ECV Campus in Aix en Provence or Bordeaux.



Courses	Hours M1	ECTS	Hours M2	ECTS
Design culture, intercultural and business market	80	10	60	10
Branding (identity, typography, etc.)	18	5	18	5
Advertising (social design, media ad, video, etc.)	18	5		
Digital design (UI, motion design, VR, etc.)	18	5	18	5
Editorial design (publishing, illustration, photography)	18	5	18	5
Project coaching	72	10	54	10
Project management	16	4	12	5
Dissertation tutoring	12	4		
PFE tutoring			12	4
Conferences	16	3	9	5
Jury/evaluations	12	5	9	15
Annual total	280		210	
Total number of hours	490 hours			
Total ECTS		60		60

EVALUATION

Certification is obtained by validating all the blocks identified in the reference system as well as :

- Mission report
- Professional project
- Presentations

GRADING SCALE

Grading scale based on 20

- 19-20 / excellent
- 16-18 / very good
- 13-15 / good
- 10-12 / adequate
- <10 / failure



LANGUAGE REQUIREMENT

ECV Paris requires a **B2 - C1 level** or equivalent in English to apply in an international art direction Master programme. An **interview in English** is scheduled with each student interested by the programme.

Test	Score équivalent au niveau B2 ¹
EF SET	51 - 60
IELTS	5.5 - 6.0
TOEIC (R&L) Total	785 - 940
Échelle d'anglais de Cambridge	160 - 179
TOEFL iBT	72 - 94
Échelle globale d'anglais (Pearson)	59 - 75

FEES AND TERMS OF PAYMENT

Tuition fees: €10,000 / year
Registration fees: EU
from the EU: €450 Students
from outside the EU: €1,200

HOW TO APPLY?

Our International Office is on hand to guide you through the admissions process.

GLOBAL EXAM PLATFORM

Students enrolled in the Master in Graphic Design & Art Direction programme at ECV can all apply for access to the Global Exam platform, which provides students interactive courses (FLE), exam simulations and personalized analyses, enhancing preparation for international exams.

[More about Global Exam](#)



FEES AND TERMS OF PAYMENT

- First payment, registration fee + deposit: €3,200
- Second payment: €8000.
Scholarships are not available for international students.

PREREQUISITES

- Bachelor's degree or equivalent RNCP level 6 qualification in Graphic Design
- Level of English: B2 - C1
- Portfolio: Ideally - Branding, Publishing, Digital, Motion, Photo, Video, Advertising



ADMISSION PROCESS

September: international admissions open. We accept applications throughout the year depending on the number of places available. Non-European students are advised to apply before the end of June to facilitate consular formalities.

Our international admissions procedure consists of 4 stages.

1

PREPARING THE APPLICATION

Download the application form and send it by e-mail to the following address:

admission@ad-education.com, together with all the required documents. Check again if you don't just click on the «apply» button.

2

VALIDATION OF THE APPLICATION AND INTERVIEW IN ENGLISH

An initial interview with the admissions officer to assess the applicant's level of English.

3

ADMISSION TO THE PROGRAMME

The student's admission is confirmed. Students have 15 days (flexible deadline) to confirm their enrollment.

4

REGISTER FOR THE PROGRAMME

- EU students:

Once you have paid the registration fee of €450, l'ECV will confirm your definitive enrolment.

- Non-EU students:

Confirmation of definitive enrolment after payment of the enrolment fee + deposit: €3200

An official notification of registration will be sent within 72 hours, which will enable you to start the consular procedures and obtain the corresponding VISA.

Any question ?
international@ecv.fr