

VISUAL COMMUNICATION

Class teacher

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THERE IS NO "I" WITHOUT "YOU".

As the source of communication, the relationship with others is also the basis of any questioning. It is via this relationship that the student is prompted to apprehend, define and progressively develop the concepts which find a concrete aspect in the form of messages and images. The elaboration of these and their relevance are conditioned by the knowledge of their own aptitudes, of their interlocutor (public), and of the medium (message, image, support).

The Visual Communication syllabus trains image designers and creators whose skills find outlets in the fields of advertising, graphics and art. The syllabus aims to install a critical and systematic approach, enhance meaningful communication of the project and deepen the questioning of each student's own approach.

Theoretical analysis tools allow the student to understand the details of the challenges of communication in order to develop their own concepts and messages.

Parallel to this theoretical approach, students are also encouraged to experiment with the tools necessary to create their images, in the framework of practical classes.

Students are regularly exposed to references in the fields of communication, art and design, during the individual meetings which are regularly held during the period of exercise within the workshop.

In addition to internal exchanges and external traineeships, students can also benefit from the organisation of international exchange programmes such as Erasmus, enabling them to broaden their experience to other creative approaches.

At the end of the syllabus, students demonstrate their maturity and the relevance of their message in the context of a comprehensive visual identity project, bringing together the various applications addressed throughout their artistic pathway. This involves reaffirming a position as a designer and artistic director, by confirming their graphic and visual practice, placing their work in the field of contemporary creation.

Students will demonstrate their ability to question what they have been taught through their personal creativity and sensitivity. They must be capable of making a full reflection, both in terms of the idea and its feasibility. They must demonstrate the ability to rigorously manage the organisation of the stages of their work throughout the project development process, and demonstrate autonomy.

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ADMISSION TEST

Entrance in B1 undergraduate course

Students must pass the admission test organised at the start of September. It takes place over the course of a week. It is open to all, no prior artistic training is necessary.

It is divided into two or three stages depending on the syllabus: an artistic test, a motivational interview during which the student can present a portfolio of works, and, in some cases, a theoretical test (writing a text).

Admission to the courses of the syllabus (B2 and B3 or M1 and M2)

Admission is organised in 2 stages:

- Analysis of the artistic dossier of the candidate, which is done by appointment with the teacher of the chosen course,
- Analysis of the administrative file of the candidate, which is done at the pre-enrolment stage.

PROGRAMME

BACHELOR 180 credits

The teaching time for students is split into periods of research, experimentation and concrete projects that are comparable with professional reality. Students work on the creation of pictograms, logos, and posters.

They also work on brand image, visual identity and publishing projects. Students are urged to participate in external competitions and projects.

Students report on the progress of their research in weekly interviews with teachers. They are regularly exposed to references in the fields of art and communication.

At the end of the project, all the students present the results of their work in a joint exhibition, during which everyone is encouraged to speak and explain their project to the class. This is followed by a critical discussion between teachers and students, summarising the progress of the projects.

MASTER'S 120 credits

The programme aims to guide the student towards autonomy, entry into professional life, or prepare them for personal research work. During the first year of their Master's course, students complete their traineeship externally. Throughout the syllabus, they are invited to participate in competitions and external projects. Students work on personal projects, enhanced with rich and well-argued reflection.

The teachers put students in contact with external guests to enable them to finalise their projects as well as possible. Students report on the progress of their research in regular meetings with teachers.

During the year, students present the results of their work in a joint exhibition, for which a pre-jury is organised. All students are encouraged to speak, and explain their project to the audience. This is followed by a critical discussion between the members of the pre-jury, the teachers and the students.