

Field of study **Arts, Literature and
Languages**

Training available in

Apprenticeship

Continuing education

Recognition of prior learning

How to apply :

<https://www.univ-gustave-eiffel.fr/en/formation/applications-and-enrolment/applications>

Course venue :

ECOLE Estienne - 18 Boulevard Auguste Blanqui, 75013 Paris
- Ecole Estienne: 18 boulevard Auguste Blanqui - 75013 PARIS -
Université Gustave Eiffel: Bât Copernic - 5 bd Descartes - 77420
Champs sur Marne

Calendar :

The course is based on a rotation of two weeks in-company / two weeks in classes.

Contacts :

Irène LANGLET
Academic coordinator - Université

Babette LEFEVRE
Academic coordinator - Ecole

Natacha BONJOUR
Academic secretary
lp.innovation@univ-eiffel.fr
Phone number : 01.60.95.71.03
Building : Copernic
Office : 3B030

ALLEBE Chrystel
Gestionnaire VAE
vae@univ-eiffel.fr

More information :

For further details :
<https://www.univ-gustave-eiffel.fr/international/etudiants-internationaux>

Service Information,
Orientation et Insertion Professionnelle (SIO-IP) :

sio@univ-eiffel.fr / Tel : +33 1 60 95 76 76



Professional Bachelor Book Careers: Publishing and Book Distribution Publishing - Digital Innovation



UFR de Lettres, Arts, Création, Technologies (LACT)

Professional Bachelor LP

TO GET THERE

To be admitted, students must have completed two years of higher education in the field of graphic communication:

- Publishing.
- Printing industries.
- Communication/graphic design or equivalent.

Prerequisites: knowledge of the design and printing process and mastery of software tools (InDesign and Photoshop)

ACQUIRED SKILLS

Techniques: Computer tools related to new multimedia technologies. Management of digital data flows (CAPE, XML, image streams, metadata, video streams, web, etc.). Control and quality management of different types of print and digital productions.

Cultural: Publishing and digital culture - Business English.

Project management: management of research and development projects in companies in the graphic communication sector. Implementation of innovative technical solutions.

YOUR FUTURE CAREER

Upon completion of this Professional Licence degree, graduates can work in publishing houses, communication agencies, departments/services managing the publishing and archiving of documents, the press, or printing/photo-engraving. They can apply to the positions of:

- Digital manufacturer / Digital book production manager.
- Digital publication project manager / Digital media consultant.
- Interface manager with development teams.
- Digital educational solution implementation manager.
- Project manager for research and development of digital solutions.
- Technical support manager / Quality manager.
- Head of pre-press / pre-media / digital department.

BENEFITS OF THE PROGRAM

14 students per year. Major involvement of the professional sector. A diverse range of teachers. Work/study course. Creation and monitoring of a real project in a company. Content updated every year according to market developments.

More information



PROGRAM

SEMESTER 1

Maitriser les enjeux de l'édition et du numérique

UE1 - Culture éditoriale (ECTS:3)

Communiquer

UE2 - Anglais - étude technique (ECTS:3)

Mener une étude, et coordonner un projet

UE3 - Gestion de Projet (ECTS:4)

Maitriser la qualité, les normes, certifications et labels

UE4 - Technologies en Édition (ECTS:5)

Appréhender les technologies du web

UE5 - Appréhender les technologies du web (ECTS:5)

Maitriser les données, les fichiers et outils numériques

UE6 - Innovation numérique pour l'imprimé (ECTS:5)

UE7 - Innovation numérique pour le digital (ECTS:5)

SEMESTER 2

Maitriser les enjeux de l'édition et du numérique

UE8 - Culture du numérique (ECTS:3)

Communiquer

UE9 - Communication (ECTS:2)

UE10 - Anglais 2 - Communication (ECTS:2)

Appréhender les langages informatiques

UE11 - Langages informatiques (ECTS:3)

Maitriser les données, les fichiers et outils numériques

UE12 - Innovation numérique crossmédia (ECTS:5)

Optimiser et automatiser la production

UE13 - Innovation numérique des flux (ECTS:5)

Mener une étude, et coordonner un projet

UE14 - Projet tutoré (ECTS:7)

UE15 - Expérience professionnelle en entreprise (ECTS:3)