

Field of study **Human and social
sciences, architecture, sport**

Training available in

Apprenticeship

Initial training

Continuing education

Recognition of prior learning

How to apply :

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

Course venue :

Campus Marne la Vallée - Champs sur Marne - Bâtiment Bois de l'Etang 5 Boulevard Descartes 77420 Champs-sur-Marne

Calendar :

Programme schedule: courses run from the beginning of September to the end of June. Work-study schedule: one week at university / one week with a company.

Contacts :

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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



UFR de Sciences Humaines et Sociales (SHS)

Master's degree M1 M2

TO GET THERE

M1: a Licence degree or equivalent (180 ECTS). The Master's in Web Careers and Cultures is primarily aimed at students with a non-scientific general Licence degree. No computer skills are required. In M2, applications are examined on the basis of computer skills and having passed the first year (M1).

Candidates must demonstrate the following qualities: very good knowledge of culture in general; an affinity for new technology in the digital and web industry; fluency in writing; a good level of English; method and rigour; a flair for teamwork.

ACQUIRED SKILLS

- Ability to understand and analyse the cultural, social, historical and economic issues of the development of the Web and the interactions between digital technology and society.
- Ability to use web languages to design, develop and publish a website online.
- Ability to use all the tools involved in creating websites and multimedia interactive experiences.
- Ability to manage a web project, mastering all of its implementation stages and methods.

YOUR FUTURE CAREER

Graduates of the Master's in Web Careers and Cultures can apply for the following jobs: operative web project manager; multimedia / transmedia project manager; IT consultant; Web Architect / Information Architect; e-CRM project manager; SEO / SMO project manager; Web designer / UX designer; Web artistic director

BENEFITS OF THE PROGRAM

The Master's in Web Careers and Cultures is a programme which is open to apprenticeship and prepares students for careers in web project management. This multi-disciplinary pathway combines 5 sets of classes: social and digital sciences; project/creation; coding; visual cultures and languages. It combines training through research and project-based teaching. In M2, students learn to master web projects and interactive documentary projects. Every year, a three-week study trip to South Korea is organised (in partnership with the Master's in Film Studies at Dong-Eui University in Busan), which leads to the production of a web documentary. The Master's programme hosts students from Korea every year. Option to spend a year of the course in South Korea as part of an international double-degree programme. Events are organised with former year groups.

More information



PROGRAM

SEMESTER 1

UE1 - Sociologie des mondes numériques (ECTS:3)

UE2 - Analyser en sciences sociales 1 (ECTS:6)

- 2.1 : Méthodologie du mémoire
- 2.2 : Séminaire de lecture et d'écriture

UE3 - Web design (ECTS:6)

- 3.1 : Graphisme orienté web
- 3.2 : Design interactif
- 3.3 : Atelier UX design

UE4 - Informatique pour le web 1 (ECTS:7)

- 4.1 : Introduction aux outils informatiques du web
- 4.2 : Bases de données (niveau 1)
- 4.3 : Langages HTML et CSS

UE5 - Anglais 1 (ECTS:2)

UE6 - Cultures visuelles 1 (ECTS:6)

- 6.1 : Cultures et usages de la photographie
- 6.2 : Cultures et contenus cinématographiques
- 6.3 : Images et néo-géographies

SEMESTER 2

UE7 - Analyser en sciences sociales 2 (ECTS:10)

- 7.1 : Suivi du mémoire
- 7.2 : Séminaire de lecture et d'écriture

UE8 : Méthodologie de la conduite de projet (ECTS:3)

UE 9 : outils de la conduite de projet (ECTS:3)

UE10 - Informatique pour le web 2 (ECTS:9)

- 10.1 : Bases de données (niveau 2)
- 10.2 : Algorithmique avec PHP
- 10.3 : Programmation web dynamique

UE11 - Anglais 2 (ECTS:2)

UE12 - Cultures visuelles 2 (ECTS:6)

- 12.1 : Ecritures interactives
- 12.2 : Atelier photo

SEMESTER 3

UE12 - Le web et ses usages vus des sciences sociales (ECTS:3)

UE13 - Projets web 1 (ECTS:9)

- 13.1 : Conduite de projet web
- 13.2 : Design sprint
- 13.3 : Suivi projets web 1

UE14 - Informatique pour le web 3 (ECTS:9)

- 14.1 : Programmation web avec PHP/SQL
- 14.2 : CMS
- 14.3 : Javascript

UE15 - Anglais 3 (ECTS:2)

UE16 - Réalisation documentaire interactif 1 (ECTS:4)

- 16.1 : Projet documentaire interactif
- 16.2 : Introduction à l'histoire coréenne

UE17 - Approfondissement (ECTS:3)

- 17.1 : Projet web
- 17.2 : Projet documentaire interactif

SEMESTER 4

UE18 - Projet web 2 (ECTS:7)

- 18.1 : Droit du numérique / veille numérique
- 18.2 : Suivi projets web 2

UE19 - Informatique pour le web 4 (ECTS:6)

- 19.1 : Environnements mobiles
- 19.2 : Intégration web

UE20 - Les métiers du web vus par leurs acteurs (ECTS:3)

UE21 - Anglais 4 (ECTS:2)

UE22 - Réalisation documentaire interactif 2 (ECTS:6)

UE23 - Approfondissement (ECTS:6)

- 23.1 : Projet web
- 17.2 : Projet documentaire interactif