



Federation for **E**Ducation in **E**urope  
Fédération Européenne Des Ecoles



# EUROPEAN BACHELOR'S DIGITAL TECHNOLOGY AND MULTIMEDIA

Given the emergence of new technology and digitalisation, IT skills are increasingly important in the communication, marketing, education, art and culture sectors. Many organisations are keen to reach the public and develop their image using dynamic and innovative digital projects.

A range of diverse career opportunities in a variety of contexts are available for those possessing the solid technical and creative skills sought by employers in the sector.

## ✓ CAREER DESTINATIONS

- Multimedia Project Manager
- Web Application Designer and Architect
- Art Director, Web Designer
- Web Developer
- Motion Designer
- Multimedia Consultant



## KEY SKILLS

- Understand the different stages involved in creating a website
- Be familiar with the most common software and programming languages used in digital development
- Be familiar with the basics of various graphic codes and modelling techniques
- Understand modelling and 2D and 3D animation
- Use tools such as sound-treatment, video-editing and computer graphics software
- Use correction tools and special effects

Designed by experts and professionals in the field, the European Bachelor's in Digital Technology and Multimedia is an innovative, hands-on and up-to-date programme that provides students with the skills sought by employers in today's digital sector.  
Programme graduates acquire a range of interpersonal and technical skills needed for successful career growth.

# EUROPEAN BACHELOR'S

## Digital Technology and Multimedia

60 ECTS credits



### Admission requirements

The European Bachelor's in Digital Technology and Multimedia requires:

- either prior completion of a European Qualifications Framework (EQF) level-5 degree (120 ECTS credits);
- or official validation of equivalent experience (at least one year's recognised sector-relevant experience).

PROGRAMME CONTENTS

### 1 - Digital Culture and Project Management

Based on two modules, this unit ensures students:

- understand the importance of digital technology;
- can measure the impact of digital technology on the economic, social and political environments at the European and international levels;
- are aware of the different stages of an e-commerce web project;
- can track the activity of competitors and the emergence of new web development technology.

### 4 - Professional Experience

A strong point of FEDE European Bachelor's degrees is the requirement for students to consolidate their learning and gain a careers head start through hands-on work experience. The aim is to apply the knowledge and skills acquired during the programme and gain professional confidence.

By completing a work placement in their chosen field, students acquire direct knowledge of the sector and all-important experience in their future role. Students also carry out a supervised project. The project requires them to devise and implement a strategy for completing a professional assignment.

Students produce a dissertation or activity report and present their findings orally.

### 2 - Image Culture and Graphic Creation

Based on two modules, this unit ensures students:

- understand the basic concepts of various graphic codes;
- understand creative strategy as applied to digital publication;
- are familiar with modelling techniques;
- understand the importance of cross-media marketing;
- are comfortable with the most common software and languages used in digital development to structure and exploit sound and video.

### 5 - European Culture and Citizenship

This unit ensures students:

- have a solid knowledge of the workings, institutions, geography, geopolitics and economics of Europe;
- understand the European model and how it differs from other models in terms of history, regulations, law and culture;
- understand Europe in a broader sense (intercultural aspects, human resources, policies, religions, international trade, taxation etc.);
- have the tools necessary to do business in an EU country;
- understand relevant cultural codes and their impact on interpersonal relations;
- can supervise employees and encourage staff mobility in order to raise their international career prospects.

### 3 - Digital Design, Mobile Phones and Digital Television

Based on two modules, this unit ensures students:

- can design and develop websites;
- can create the graphics section of a website;
- can develop mobile applications;
- acquire the basics of digital television in terms of production and broadcasting and have a basic understanding of television channel broadcasting systems, security and interactivity;
- can carry out a professional project (role play, hands-on learning or tutored project in a group) (optional).

### 6 - Modern European Language

This module ensures students:

- have CEFR level B1 (writing and speaking) in a modern European language;

It results in the awarding of the FEDE Language Certificate; the Certificate is based on the CEFR and is recognised by the IFEF.

For more information:  
<https://www.fede.education/fr/nos-diplomes/>



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