

# Branch : Handicrafts and crafts (hc)



**Code :** MUMEVC

**Option :** Multi-media visual communication.

**Level :** Bac Pro

**Prerequisites:**

**Opportunities:**

The holder of this vocational baccalaureate can apply for many jobs relating to the design of models, in communication agencies, design studios, publishing houses or the press. He or she can also work as a freelancer.

**Description :**

The multi-media visual communication option of the vocational training certificate in crafts and trades teaches the techniques of document layout. The holders can work in the advertising, publishing, press and multimedia sectors. They know how to execute a model based on the designer's project, and to produce 2D/3D illustrations, multimedia animations and graphic elements for the web.

**Quality and competences :**

In order to intervene in the graphic execution and finalisation of printed or multimedia documents, the student of the vocational baccalaureate in crafts and trades of art with the option of multimedia visual communication learns to carry out all the necessary operations: 2D/3D creations, multimedia animations, packaging, graphic elements for the magazine press and advertising, signage and visual identities.

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To do this, it is necessary to learn about specific software for page layout, image processing and animation and to acquire artistic and technical skills.

Graduates of this vocational baccalaureate take part in the creative thinking upstream of a graphic communication project and are capable of producing sketches, roughs and pre-models for preliminary studies, whatever the medium chosen.