



PARIS / SHANGHAI

MSc INTERNATIONAL BRAND DESIGN & STORYTELLING

The MSc International Brand Design & Storytelling offers an immersive training experience in an international context. Developing intercultural projects, creating innovative solutions and collaborating in interdisciplinary and international teams represent a real opportunity to strengthen one's capacities for an international career around the brand and creative worlds.

1 YEAR | TAUGHT IN ENGLISH | BACK TO SCHOOL IN JANUARY | BETWEEN PARIS AND SHANGHAI



L'École de design Nantes Atlantique, dedicated to the design and creation professions, and l'École W, expert in communication and storytelling, have joined forces to guarantee the quality of this program.

OBTAIN A DEGREE RECOGNIZED BY THE CONFÉRENCE DES GRANDES ÉCOLES (CGE)

The Master of Science (MSc) is a level 7 diploma accredited by the Conférence des Grandes Écoles (CGE) which provides a high level of specialized professional education resolutely focused on international markets.



ACQUIRE A DUAL EXPERTISE OF THE FRENCH AND CHINESE MARKETS

This one-year program taught in English allows these future professionals to acquire a dual expertise of the French and Chinese markets while developing their ability to work in a multicultural and international context.

In this program students learn how to communicate and create a distinctive identity through storytelling and brand content.

Thanks to a project-oriented pedagogy, students benefit from the expertise of professionals in order to develop their management and project management skills, which they will put into practice during their 4 to 6-month internship.

TEACHING

• January › March : acquire the fundamentals of storytelling

| École W Paris (France) |

327 hours / 30 ECTS credits

The first period at L'École W in Paris (France) allows students to develop their storytelling and communication skills in the context of a world-renowned creative capital.

- › Fundamentals of content creation and storytelling
- › Brand strategy
- › Luxury, fashion and arts industry

• April › June : immerse yourself in the cultural context of China

| China Studio/L'École de design Nantes Atlantique Shanghai (China) |

203 hours / 30 ECTS credits

The second period of the program continues in the China Studio of L'École de design Nantes Atlantique in Shanghai, to discover the diversity of forms of creation, communication and interaction emerging in Asia.

- › Fundamentals of the Design process
- › Chinese business, culture and creativity
- › Group business project

• From July: Internship and thesis

| Europe or Asia |

16 weeks minimum, 30 ECTS credits

- › Internship of 4 to 6 months (16 weeks minimum) in China, France, or any other European or Asian country. This internship leads to the writing of a thesis and a defense.

Tuition fees 2022: €12,100

Contact

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CAREER OPPORTUNITIES

The program prepares graduates for the field of **Brand Content Designer**.

It covers all or part of these functions:

- › Director of Communication
- › UX Designer
- › Social Media Manager
- › Editorial Project Manager
- › Innovation Director / Development Director
- › Consultant in Influence Marketing / E-reputation
- › Events Manager

THEY SUPPORT THE INITIATIVE

“The heart of our mission is the narrative approach to creation, valuing experience, ritual and brand culture. I fully support the training of these future professionals {...} capable of meeting the new challenges of digital communication for brands.”

Louis Houdart, Founder and CEO, Creative Capital

“Storytellers, UX designers and creative content producers are a rare strategic resource for our development. I therefore fully support the training of these hybrid profiles, open to the world and capable of meeting the digital communication challenges of brands.”

Eric Camel, President and CEO, Angie

