



# INTERNATIONAL MASTER VISUAL COMMUNICATION IN LUXURY INDUSTRY

Qualification registered in the Répertoire National des Certifications Professionnelles (RNCP) under No. [39251](#), Level 7, by decision of France Compétences dated 27/06/2024 (NSF codes 132g and 320v), awarded under the authority of Écoles de Condé and ADE Holding.

## Programme delivered on the following campus:

Paris

### Programme Overview

This two-year international Master's programme trains future Art Directors for the luxury industry, capable of designing brand identities, packaging and visual campaigns with international reach. Intended for graduates of an undergraduate programme in graphic design, the course offers full immersion in the codes, challenges and transformations shaping contemporary luxury. The curriculum alternates theoretical input, sector monitoring, workshops and individual guidance. Students explore the history and trends of luxury, visual communication strategies, intercultural dynamics, as well as innovative practices in sustainable development. The second year places a strong emphasis on professionalisation, with the option to complete the programme through a work-study format and the development of a personal project presented to a jury.

### Career opportunities

This certification is positioned within the communication, marketing and digital sectors, either in design and/or advertising and communication agencies, or within client-side organisations.

#### Types of positions accessible:

Art Director  
Graphic Designer  
Creative Project Manager  
Creative Design Consultant  
Brand & Product Designer  
Brand Designer  
Creative Leader  
Chief Creative Officer  
Design Manager

#### NSF code(s):

132g: Applied arts in communication and audiovisual media  
320v: Multidisciplinary communication specialisations

#### Formacode(s):

45027: Applied arts  
46081: Graphic design creation

### Objectives and context of the certification

Visual communication refers to all communication techniques (illustration, graphic design, colour theory, symbolism) used to convey a message through images. As the true conductor of a visual identity, the Art Director leads visual communication projects and ensures that the graphic concept they develop — or have developed — translates a concept, values, an identity, a brand universe and a message into images and visual signs across a range of media: websites, applications, editorial materials, posters, packaging, animated images and visual elements (motion design, signage).

The artistic direction approach combines several complementary perspectives:

- a strategic perspective: illustrating the client's objectives while ensuring a distinctive visual message,
- a functional perspective: adapting the visual identity across different media according to needs,
- a logistical perspective: overseeing the creation of the visual identity and then developing it into a complete graphic system,
- a cost-related perspective: developing a complete graphic system while managing costs, timelines and environmental impact.

## Programme

The programme is delivered in English.

The training programme comprises 924 hours over 24 months, combining in-person teaching and digital learning.

Digital learning includes three teaching formats:

- Flipped classroom: The instructor integrates digital learning modules into the design of the in-person course. Assessment takes place exclusively during the in-person sessions with the instructor.
- Mandatory modules: These are completed alongside the in-person course and are subject to assessment.
- Supplementary modules: These are made available to students as learning resources within certain courses.

### Year 1

INTRODUCTION TO LUXURY CULTURE	
Sector monitoring and luxury market insight	Interculturality
Research methodology	History of luxury and evolving trends
Innovation and sustainable development in the luxury industry	
LUXURY MARKET ANALYSIS	
Luxury market analysis	International luxury brand image analysis
Sociology of luxury markets	Geographical economics of luxury markets
ART DIRECTION PROPOSALS	
Fashion industry	Jewellery and watchmaking industry
Perfumery industry	Digital design (UX/UI)
High-end manufacturing and prototyping	Introduction to advertising photography
Typography	
PROFESSIONAL PRACTICE	
Professional meetings	Discovery of craftsmanship and savoir-faire
Foreign language 1 (English or French)	Public speaking
Storytelling	Project management
Team management	

The first year of the programme comprises approximately 490 hours of training

### Year 2

LUXURY CULTURE	
Analysis of key players in the international market	Artificial intelligence and luxury markets
Innovation and sustainable development in the luxury industry	
PROJECT MANAGEMENT	
Advanced project management	Project budgeting ecosystem
Intercultural business negotiation	Team management
Storytelling	
ART DIRECTION PROPOSALS	
Fashion industry	Jewellery and watchmaking industry
Perfumery industry	Digital design (UX/UI)
High-end manufacturing and prototyping	
PROFESSIONAL PRACTICE	
Professional meetings	Foreign language 1 (LV1)
Entrepreneurship	Portfolio development
Personal branding	Digital communication

The Year 2 training programme comprises 462 hours delivered over 12 months, structured as follows:

- 418 hours of in-person teaching
- 44 hours of online training via Condé's digital learning platform.

## Training objectives by competency block

- Adopt a forward-looking approach to emerging uses and the strategic challenges of communication and mediation
- Develop the strategy and concept for visual communication
- Lead a visual communication project with positive impact
- Showcase one's expertise to consolidate a professional Art Director posture

## Assessment methods

**Formative assessments** (continuous assessment / knowledge checks): Each module is assessed through practical exercises, individual or group projects, or multiple-choice questionnaires (MCQs). The assessment method is defined in the educational brief associated with each module.

### **Certifying assessments:**

- Research portfolio: including a written report and an oral presentation.
- Oral presentation of a strategic recommendation.
- Written report on assignments carried out in the workplace, focusing on modelling project management processes.
- Oral presentation of a creative portfolio.
- Oral presentation of a portfolio (book) and a self-promotion action plan.

## Validation requirements

As part of an initial or continuing training pathway, whether work-study or non-work-study:

- Meet the attendance requirements as defined by the awarding body
- Complete a professional experience related to the certification, or a period of practical application in a company (work-study under a professionalisation or apprenticeship contract, internship, fixed-term contract, permanent contract, freelance work or volunteering) of at least 12 weeks
- Successfully validate all four competency blocks cumulatively

## Access pathways

This qualification can be obtained through individual competency blocks. This certifying programme includes a mandatory period of immersion in a company. The work-study format therefore allows several access routes:

- Apprenticeship contract
- Professionalisation contract
- Initial training (with an alternating internship)

This qualification is also accessible through VAE (Validation of Acquired Experience).

## Equivalences, pathways, further study and career opportunities

To obtain the certification, the candidate must successfully validate all competency blocks that make up the qualification, as specified in the RNCP record below.

Each block leads to a certification and can be accumulated. Validated competencies remain valid indefinitely.

For further information on equivalences, pathways, further study options and career opportunities, please refer to the following link: [RNCP39251](https://www.rncp.fr/fr/39251).

## Partnerships

The programme is enhanced through collaboration with:

- The Institut National de Gemmologie (ING)
- The École Supérieure du Parfum

These partnerships provide hands-on immersion in industry realities through real case studies, company visits and expert-led sessions.

## Programme schedule

The first year of the programme is delivered in a full-time initial training format. The second year includes immersion in a professional environment and follows a work-study schedule as follows:

- 1 day in training / 4 days in the company per week,
- 8 intensive training weeks per year, spread throughout the year, with a minimum of 3 weeks between each session.

Start date: October 2026

The detailed programme calendar may vary from one campus to another; if applicable, an updated schedule will be provided prior to the start of the academic year.

## Entry requirements

- Hold a Level 6 qualification (or equivalent) in a field related to graphic design
  - Provide evidence of at least two years of professional experience in the sector targeted by the certification
- Admission is based on an application file and a motivation interview. An English level of B2 is required.

## Accessibility for people with disabilities

Our facilities are accessible to persons with reduced mobility (PRM).

If you have a disability, accommodations may be offered by the campus disability advisor, following an assessment of your individual needs. Programme adjustments may be considered in order to take into account specific needs related to a disability or a disabling health condition.

Where internal resources are not sufficient, we will work with specialist partners in the disability sector to best meet each individual's needs.

Please do not hesitate to contact our campus disability advisor

## Technical, educational and supervision resources

The educational structure and coordination of the various instructors are overseen by the academic coordinator for each campus.

Group work, professional-led sessions and hands-on experiences enable learners to develop expertise and autonomy in line with the expectations of companies in the sector. The balance between school and workplace learning, together with the diversity of teaching methods used, ensures optimal conditions for skills acquisition.

The programme is delivered in blended learning, a hybrid training approach combining in-person and online learning.

Each campus's Corporate Relations team closely monitors the partnership with the host company and supports the learner throughout the duration of the contract. The team conducts follow-up meetings and/or company visits and monitors the work-study student's attendance.

In addition, each campus's academic department—dedicated to supporting students and teaching staff—acts as a liaison with the company regarding the educational projects implemented, enabling learners to apply the innovative methods acquired during the programme.