



UNIVERSITÉ
DE LORRAINE

IUT Saint-Dié

Bachelor's Degree in Technology

B.U.T. MMI

Multimedia and Internet Professions



PROGRAMME

1 DIGITAL CREATION

audiovisual focus or communication and graphic design focus

2 DIGITAL COMMUNICATION STRATEGY AND EXPERIENCE DESIGN

3 WEB AND INTERACTIVE DEVICE DEVELOPMENT



DEGREE COURSE

designed to train versatile technicians with special skills in design and production of multimedia products and services combining technical and aesthetic innovation.

A MULTIDISCIPLINARY COURSE

2D and 3D infographics, website development, audiovisuels, information, communication, digital economy, corporate management, community animation, project management, web design: a wide range of subjects are covered.

Thanks to these complementary skills, MMI graduates will be able to meet a company's digital communication needs and design overall strategic responses regarding the communication approach and production of innovative products and services alike.

A PROFESSIONALISING COURSE

- **SAÉ : Learning and Evaluations Situations): professional roleplay scenarios**, during which students put their newly acquired skills into practice on authentic practical cases from the professions they are being trained for.
- **600 hours of projects** over the 3 years
- **two professional placements** lasting a total of between 22 and 26 weeks in the 2nd and 3rd Year in order to put learning outcomes into practice.

CAREER OPPORTUNITIES

- Communication agencies
- Web agencies
- Companies' communication departments



I'm now a real web "Swiss army knife", I don't think I'd ever have been able to create and grow my company in this way if I hadn't taken this course.



Director of Agence Firewolf - METZ
Former student – class of 2020



INITIAL TRAINING OR SANDWICH COURSE

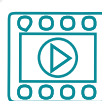
in 2nd and/or 3rd Year



2,600 hours
of training

50%

practical work and /
or learning situations



30%

of teaching delivered
by professionals

6

months of placements





An audiovisual platform

It's provided with two HD 4K control rooms, a sound stage equipped with HD 4K cameras, a lighting grid and a high-performance chroma keyer. The facility is also open to sector professionals in the context of projects facilitating students' learning in real-world situations.

SKILLS

UNDERSTANDING	ecosystems, users' needs and digital communication systems
DESIGNING	appropriate strategic responses to complex problems
EXPRESSING	messages with digital media in order to inform and communicate
DEVELOPING	for the web and digital media
ENTREPRENEURING	in the digital sector

What's SAE

Learning and evaluation situations

Over the course of the various training semesters, students will take part in several LES.

These are professional roleplay scenarios that help give meaning to what they have learnt, and enable them to acquire or improve their skills and evaluate them.

PROGRAMME

Second-Year

1 Digital creation

communication and graphic design focus

It prepares students for the posts of artistic director, interactive designer, web/UI, graphic designer, motion designer, infographic designer, etc. In this course, students will be able to make use of a varied range of resources in the field of digital creation. All a communication product's creative and technical aspects are covered, taking a conceptual approach. As a result, graduates are able to define dedicated communication strategies for specific organisations, companies, projects, events, products and brands, and design the media involved. They possess excellent communication skills and are proficient in the use of creation tools on printed and digital media, as well as in visual design, sound design, motion design, packaging and web design.

audiovisual focus

It prepares students for the posts of artistic director, motion designer, multimedia designer and other professions in the audiovisual sector. They will be able to set up multimedia communication projects relating to audiovisuals and manage all stages of creation.

They will be multimedia's creative talents. Graduates have sound knowledge of multimedia digital communication and possess advanced knowhow in the field of audiovisual production. They know how to design and make documentaries (writing, shooting, postproduction, titling, wardrobe, etc.) and design and create multimedia productions integrating video, graphic design, animation, special effects and sound.

2 Digital communication strategy and experience design

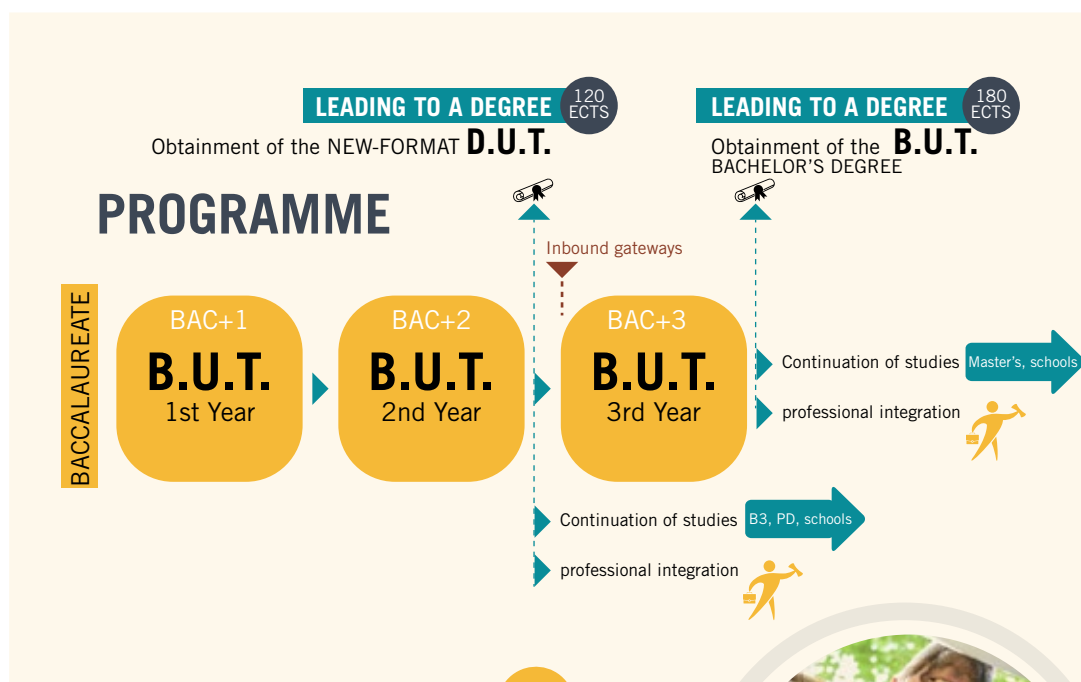
It prepares students for the posts of digital communication officer, project manager, product manager, UX designer, SEO specialist, web editor, community manager, analytics consultant, etc. Students will be trained in communication strategy, interaction design and project management techniques enabling them to provide quality experiences to users of the solutions they create (e.g. websites, applications). The course provides a wide choice of fields of application in which social media and multimedia solutions on the web play a key role.

3 Web and interactive device development

It prepares students for the posts of video game and web developer (front-end, back-end and full-stack), web integrator and virtual reality device integrator. Students will be trained in the various aspects of application and website development and become proficient in use of the computer tools and languages required for their design and management.

A part of the course focusing on video games enables students to acquire skills in a broad range of fields, from inventing storylines to creating and animating characters, set creation, sound creation and game development on Unity.

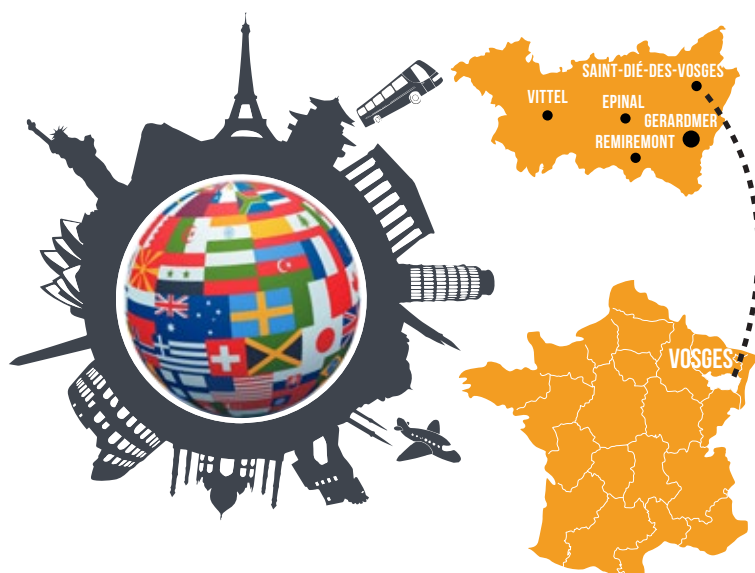
Another part focuses on web applications and provides students with the skills required to work at web marketing agencies.



IUT WITHOUT BORDERS

Université de Lorraine and Saint-Dié UIT in particular are wide open to the world, whether in the context of **bilateral agreements, European (Erasmus+) and international programmes or individual mobilities.**

The UIT welcomes a great many international students and provides assistance to students interested in study periods or placements abroad (Great Britain, Spain, Quebec, United States, Latvia, etc.).



STUDENT LIFE

at Saint-Dié-des-Vosges

Association of Students of the Déodation University Hub - AEPUD

A team of students is elected each year, tasked with livening up student life in Saint-Dié-des-Vosges:

sponsorships, parties, network games, sports activities, cultural outings, films, exchanges with students at INSIC (Higher Institute of Engineering and Design) and IFSI (Nursing Training Institute), and more...

A multitude of activities is also organised in partnership with the UIT's University Library!





CANDIDACY

Candidates are selected following study of submissions

(school curriculum, candidate's motivation and project, etc **into:**

BUT1

after a BAC

or

BUT3

after a BAC+2 years



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TYPES OF
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general, technological and professional

www.iutsd.univ-lorraine.fr

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iutsd-scolarité-contact@univ-lorraine.fr
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IUT of Saint-Dié UNIVERSITY INSTITUTE OF TECHNOLOGY

It's located on the banks of the Meurthe, between Nancy and Colmar. It's a modern, human-sized facility that combines rigour with conviviality. **The IUT is a component of Université de Lorraine and is part of the Collégium Technologie that includes all Lorraine's IUTs.**

It offers a wide range of technological university courses delivered by **teachers, teacher-researchers and professionals** and prioritising **small-group classes with continuous monitoring**, combined with a high proportion of practical work on open-access high-performance equipment.



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