

COMMUNICATION PUBLIC RELATIONS

With 4,000 communications firms and 10,000 jobs in France alone, “PR” is a fact of modern life. Professional communications services are indispensable in many sectors: the arts, sports, advocacy, and politics, as well as in business—where they are differentiated between internal and external communications. Journalists continue to report the news, remaining faithful to varying degrees to the principle of objectivity, but communication specialists play a different role, that of creating and controlling images and perceptions. Journalists and communicators often share a common curriculum at the outset of their higher education but diverge gradually as they advance. Graduates in communications need to have a network of contacts and connections, which they must form very early on. Their indispensable attributes—some innate, some learned—include broad education, knowledge of communication techniques, editing and writing ability, and a good command of English. Programs differ widely; some are very costly.

Field: Communication and journalism
Also see the following profiles: *Journalism, Management, Marketing, Advertising, Human resource management.*

Professional opportunities:
Agencies: advertising director, consultant, media planner, strategic planner, writer-creator.
Corporations and organizations: director/manager of communications, public relations, or media relations; director/manager of financial communications, corporate social responsibility, sponsorships, or events; director/manager of sales promotions.

ORGANIZATION OF STUDIES IN FRANCE

Communications and public relations specialists often train as journalists or in less-specialized fields: political science, business administration, human resources, literature, or the humanities.

IUTs (university-based institutes of technology), universities, business schools, and specialized schools of communications offer programs too numerous to be listed here. All practice selective admissions.

BTS (*brevet de technicien supérieur*, a 2-year technical certificate offered by secondary schools) in business communication, with specializations in internal, external, commercial, and strategic communications.

DUT (*diplôme universitaire de technologie*, a 2-year technical diploma offered by universities) in information and communication (often known as “Info-com”): academic courses coupled with practical training (numerous internships). Many options are possible, from journalism to advertising, opening the way to a wide range of careers and opportunities for further study.

The **universities** also offer various programs leading to a DEUST (a 2-year technical degree) in information, communication, culture, and multimedia. Some areas of specialization are:

- Audio-visual communication
- Documentation
- Information sciences.

Licence in information and communication (a 3-year undergraduate program): general education, including history, economics, sociology, theories of communication (concepts, writing, information processing), and practical case studies. Students are advised to continue on for additional specialized training.

IUP (university-affiliated professional institutes, admission to programs after 2 years of postsecondary study). Curriculum leads to *diplôme d’ingénieur maître* (master engineer) in 3 years.

Two orientations are possible:

- Information and communication consulting and planning
- New management technologies or management information systems.

Masters degrees in information and communication sciences

All 2-year general master’s degrees include some instruction in media; those designed for future programmers focus exclusively on the technical aspects of media.

Research master’s programs pave the way to a doctoral program and a career in research (in a company or nonprofit organization) or higher education.

Individuals holding a *licence* in a related field are automatically eligible to enter the first year of a master’s program, but they must earn the right to continue on for the second year.

• CELSA Paris Sorbonne (University of Paris 4), <http://www.celsa.fr/>, is France’s best-known school of communication. Highly selective admissions to undergraduate and master’s programs in:

- Corporate and organizational communication
- Marketing, advertising, and communication
- Human resources and communication
- Communication, media, and media coverage
- *Magistère* degree in communication.

A research curriculum in information and communication sciences leads to the doctorate.

Schools of business and management

- Advancia (Paris), http://www.advancia.fr/advancia.nsf/id/FR_Accueil:entrepreneurialmanagement
- CERAM Euro-American Institute of Technology in Sophia Antipolis (near Nice), <http://www.ceram.edu/>:
4-year curriculum leading to a bachelor in communication
- ISEG executive program (offered at 7 schools in France), <http://www.iseg.fr/fr/index.php>:
5-year program with the possibility of specializing in advertising and communication beginning in the fourth year.

Specialized master's programs (*mastères spécialisés*) at schools of business (1-year programs for graduates of business programs) :

- ESCP-EUROPE, Paris, <http://www.escp-eap.net>: Marketing and communication, media, strategy and management of information systems.
- ESC Rouen, <http://www.esc-rouen.fr>: Corporate communications
- ESC Lille, <http://www.esc-lille.fr>: Communication strategy and management
- ESC Toulouse, <http://www.esc-toulouse.fr>:
Marketing, management, and communication
- ESC Dijon-Bourgogne, <http://www.escdijon.com>:
International financial communication
- IDRAC, <http://www.ecoles-idrac.com>: Communication and commercial development
- INSEEC, <http://masters.inseec-france.com>:
Communication and advertising, marketing, communication and commercial strategy.

Specialized schools

- EFAP (French school for press attachés), <http://www.efap.com/>: 4-year program leading to degree in communications, certified by the French government as equivalent to a licence or maîtrise.
- IICP (international institute of communication of Paris), <http://www.iicp.fr/>: 3-year program in public relations, journalism, or marketing/advertising.
- IRCOM (institute of public relations and communication), <http://www.ircom-asso.com>: admission to 1-year program for individuals holding 3-year undergraduate degree; level-2 communication specialist.
- ISCOM Paris (school of communication and advertising), <http://www.iscom.fr/>: undergraduate and graduate programs in journalistic, audiovisual, and multimedia communication and in global business communications. Applicants are accepted directly from secondary school or after 2 years of postsecondary study.
- ISCPA (media institute), Lyon and Paris, <http://www.iscpa-paris.com/>, journalism, production, communication. Communication track: a professionally oriented program at the licence level focusing on communication through the media and beyond the media.
- ISTC Lille (institute of communication strategies and techniques), <http://www.istc.fr>. Applicants are admitted after 2 or 3 years of postsecondary study.
- Sciences Com Nantes (school of communication and media), <http://www.sciencescom.org>: communication (through brands, social networks), journalism, new media. Selective admissions by examination of applicants who have completed 2 years of postsecondary study.
- Sup de Com (school of communication) in Lyon, Montpellier, Nantes, <http://www.ecole-supdecom.fr/>

Questions to ask before choosing a private school: How long has it been operating? Does it issue an official student ID card? Does the government recognize its degrees? Does it participate in the student program of the national health insurance system? Does it have an alumni network?

Institutes of political studies

France's IEPs (institutes of political studies) offer master's degrees in communication or journalism that are well-regarded in professional circles:

- Paris, <http://www.sciences-po.fr>: new media, international dimensions, firms
- Lyon, <http://iep.univ-lyon2.fr>: research, corporate communications, institutional culture
- Aix-en-Provence, <http://www.iep-aix.fr>: organizational communication at the international level
- Lille, : corporate institutional and financial communications
- Bordeaux, <http://www.sciencespobordeaux.fr>: public and political communication, public affairs, and interest representation
- Political communications may also be studied at ISMAPP (institute of public and political management), <http://www.ismapp.com/ismapp/>

Websites

- AACC, the association of communications consultants, <http://www.aacc.fr>
- French association of lobbyists and public affairs consultants, <http://www.afcl.net/accueil-1-1.htm>
- Association of media relations and communication professionals, <http://www.infopressecom.org/>
 - Interest groups accredited to the European parliament <http://www.europarl.europa.eu/parliament/expert/>
 - Guide to careers in communication and media <http://www.sciencescom.org/guide/metiers-communication.php>
- SYNTEC, union of public relations professionals <http://www.syntec-rp.com>

Keywords for more effective Internet searches

advertising – animation – art – books – business strategy – commerce – commercial art – commercial writing – communication – creative – digital arts – documentation – event management – external relations – graphic design – human resources – humanities and social sciences – illustration – image – information – information management and consulting – interest groups – internal communications – journalism – languages – literature – lobbying – management – marketing – media – mediation and conflict resolution – media relations – multimedia – networks – press relations – public affairs – public relations – publishing – radio communications – sound – spokesperson



Search for schools, majors, and degree programs on the CampusFrance website.

CampusFrance's online catalog contains information on every program in France—from the licence (bachelor) level to the doctorate.

[campusfrance.org](http://www.campusfrance.org) >academic programs and research opportunities in France

Licence and master level : Enter a field of study and academic level, and the search engine will tell you what degrees are offered and where.

<http://www.campusfrance.org/fr/d-catalogue/>

Doctoral level : search the directory of doctoral programs

<http://www.campusfrance.org/ecoledoc/index.htm>

CampusBourse : search the directory of scholarship programs:

<http://www.campusfrance.org/fr/d-catalogue/campusbourse/cfbourse/index.html>

DOCUMENTATION, RECORDS MANAGEMENT AND LIBRARY SCIENCE

Because documentation and records are part of every aspect of economic life, the functions of document specialists and records managers grow wider and more challenging every day. Those functions are no longer limited to the traditional sectors of publishing, journalism, and government; today they are indispensable in the most dynamic and competitive organizations. It is usually easy to obtain great quantities of information, but identifying what is most pertinent and authoritative, getting it into the hands of those who need it, applying it to decision-making, and retrieving it when needed again are subtle tasks that require sophisticated skills.

The tidal waves of information stimulated by the growth of the Internet and electronic messaging have overturned centuries-old methods of acquiring, sifting, storing, retrieving, and marshaling information and given rise, not only to new methods, but to new techniques, new tools, new functions, and new professional specialities. For today's organizations, acquiring and managing information is a matter of high-level strategy carried out by a new class of employees with titles like "knowledge manager" and "digital-records specialist."

Documentation and records management are no longer the purview of filing clerks. They are advanced specializations typically acquired in conjunction with studies of science, law, economics, or another discipline. Double majors are increasingly common.

Field: Communication and journalism

Also see the following profiles: *Public administration; History and archaeology; Journalism; Literature; Historic preservation, museums, and archives; Humanities and social sciences*

Professional opportunities: publishing, journalism, public service, corporate records and archives, cultural organizations

ORGANIZATION OF STUDIES

Universities

Programs in documentation and records management are available at all academic levels, beginning with the 2-year DUT (diplôme universitaire de technologie, a 2-year technical diploma offered by universities). Students pursuing a DUT in information and communication may choose the option in information and document management in organizations. The 2-year DEUST, a technical diploma, is another possibility. Opportunities for specialization widen at the licence, master, and doctoral levels.

A 2-year degree is the minimum required for professional work in documentation and records. Three-year professional licence programs allow students to specialize or to pursue a double major. At the master's level, students have a wide choice of specializations, with professional master's programs in information scanning and capture, corporate records, and technological innovations, and research master's programs in information, communication, and documentation sciences.

Specialized schools

A number of professional schools train specialists in the theory and practice of documentation and records management.

- INTD-CNAM, <http://intd.cnam.fr>

The national institute of documentary sciences and techniques offers programs at several levels—among them a 2-year program for document specialists, a professional licence program in databases and documentary resources, and a diploma program for future project leaders in document management.

- ENSSIB, <http://www.enssib.fr>

The École Nationale Supérieure des Sciences de l'Information et des Bibliothèques (national school of information and library science) trains future managers of information and documentation offices in scientific and technical organizations. It offers a professional master in information and library science.

- EBD, <http://www.ebd.fr>

The École des Bibliothécaires Documentalistes (school of library science and document management) is a unit of the private Institut Catholique de Paris. The school offers a 2-year diploma in information management (librarian/document specialist).

- École Nationale des Chartes, <http://www.enc.sorbonne.fr>

The 4-year degree in archives and paleography prepares students for careers as conservators of historic documents, maps and other images, and monuments. Subjects include the history of art, ancient writing, the history of writing and of the book, legal history, contemporary media, Latin and Roman philology, archival science, and archaeology. Students must write and defend a thesis. International applicants may apply for admission based on their academic record. The school participates in the ERASMUS program and maintains partnerships with universities in the Paris region.

RESEARCH THEMES

The functions of librarians, archivists, and other document specialists have changed greatly with the advent of multimedia, computer networks, the Internet, and digital databases. Increasingly specialized skills are required.

Web sites

- Ministry of Culture and Communication, <http://www.culture.gouv.fr>
- National Audio-Visual Institute (internships in audio-visual documentation), <http://www.ina.fr>

Associations and research bodies

- CNRS (Centre National de la Recherche Scientifique, national center for scientific research), <http://www.cnrs.fr>
- Association of Information and Documentation Professionals, <http://www.adbs.fr>
- Association des Bibliothécaires de France (French association of librarians), <http://www.abf.asso.fr>

General information

- Les Infostratèges (management, monitoring/scanning/capture, law, special reports), www.les-infostrateges.com
- ArchIMAG (“Strategies and resources for memory and knowledge”), a monthly magazine and Web site devoted to the management of knowledge, information, documents, records, libraries, and archives. <http://www.archimag.com>
- Veille (“Anticipate, innovate, and decide in the knowledge economy”), a magazine for people active in economic intelligence and the knowledge economy, <http://www.veillemag.com>
- Indépendoc, a network of independent professionals in information and documentation, www.independoc.net
- CEPID (employment, information), <http://www.cepid.com>

Key words for more effective Internet searches

administrative – animation – archaeology – architecture – archives – art – audience – audio-visual – book – commercial application – communication – consulting – culture – cultural heritage – database – design/conception – digital – documentation – economic intelligence – economics – editor – engineering – games – history – historic monuments – humanities – image – information – information science – information systems – innovation – knowledge – languages – law – library – literature – letters – library – management – manager – media – modeling – multimedia library – museums – music library – organization – paleography – paper – preservation – publishing – society – sound – speech and spoken word – technology – strategic information monitoring/scanning – technology scan – textual analysis – written word



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<http://www.campusfrance.org/fr/d-catalogue/>

Doctoral level : search the directory of doctoral programs

<http://www.campusfrance.org/ecoledoc/index.htm>

CampusBourse : search the directory of scholarship programs:

<http://www.campusfrance.org/fr/d-catalogue/campusbourse/cfbourse/index.html>

JOURNALISM

2009

Through detailed description and critical analysis journalists have helped to transform the world. But do they still deserve to be known as the fourth branch of government? Do they still mold public opinion? The journalistic profession is in a state of flux. Many of the young people entering the profession today still dream of becoming the witnesses and tribunes of their time, or the great investigative reporters who shape upset the established order through their words and images. Yet in France, as elsewhere, print journalism is in crisis. With the depoliticization of the French press, the leading newspapers have lost some of their former influence and prestige. After losing ground to television, print journalism (like television) is now yielding to the Web, where bloggers are challenging what they see as the monopoly of professional journalists over news and information. Meanwhile, free publications, supported by advertising, have sapped the revenues of the traditional press. The result is that today's journalism graduates may have better luck hunting for jobs in the digital arena, at professional and technical publications, or in the regional press than in the august organs of the national press. Students of journalism are likely to have had prior academic training in another discipline (such as political science, foreign languages, or even medicine) and to be very comfortable with information technology. They become journalists in professional schools or in specialized university departments.

SUBFIELDS:

Audiovisual arts, Library science, Information and communication, Journalism, Multimedia

Also see the following subject profiles: New technologies 1 - film and audiovisual arts; New technologies 2 - interactive digital arts; Library science, Humanities and social sciences, Communication – public relations.

ORGANIZATION OF HIGHER EDUCATION

Within the universities, formal studies of journalism do not begin until the third year. Available programs range from 2 years to 6 years:

- 2-year DUT degrees (diplôme universitaire de technologie) in journalism
- 3-year programs leading to the licence professionnelle
- professionally oriented master's programs

In 2008, a dozen institutions offered programs that were widely recognized among journalists:

4 private programs:

- CFJ, the Centre de Formation des journalistes (center for the training of journalists), Paris
- EJT, Ecole de Journalisme, Toulouse (the Toulouse school of journalism)
- ESJ, Ecole Supérieure de Journalisme (school of journalism), Lille
- IPJ, Institut pratique de Journalisme (professional school of journalism), Paris

8 public programs:

- CELSA, Paris (Paris 4)
- CUEJ, Centre universitaire d'enseignement du journalisme (university center for education in journalism), at Université Robert Schuman in Strasbourg
- EJCM, Ecole de Journalisme et communication de Marseille (Marseille school of journalism and communication) at Université Aix-Marseille 2
- ICM, Institut de communication et des médias (institute for communication and media) at Université Stendhal – Grenoble 3
- IFP, Institut français de Presse (French press institute) at Université Paris 2
- IJBA, Institut de journalisme Bordeaux Aquitaine (Bordeaux Aquitaine institute of journalism) at Université Bordeaux 3
- IUT Information-Communication (university technology institutes for information and communication) in Tours (Université François Rabelais) and Lannion (Université Rennes 1)

France's IEPs, or institutes of political studies, also offer training in journalism:

- master in journalism at Sciences Po Paris
- double degree programs offered jointly by the 8 regional IEPs and 3 schools of journalism

The institutions listed above also offer continuing education programs designed for practicing journalists and other professionals.

MAJOR RESEARCH THEMES

Over the past two decades French research on journalism has focused on:

- the demographics of the profession (background, education, employment, etc.);
- the characteristics of the profession (history, legal status, ethical codes, unionization, etc.) ;
- professional practices (relations with sources, fellow reporters, and the public; how information is sifted and reproduced; the effects of economic constraints and competition).

For a glimpse at research on these issues, you may want to visit a multilingual site devoted to journalism research, with posts in French, English, Spanish, and Portuguese: <http://www.surlejournalisme.com>

INTERNATIONAL STANDING

Agence France-Presse (with AP and Reuters) is one of the top three global news services. Working in German, English, Arabic, Spanish, Portuguese, and French, AFP has a presence in 165 countries.

Journalistic training in France is known for its strength in teaching:

- professional techniques as practiced in various media, imparted to students through internships with editorial units
- the history, rules, and legal bases of the profession
- awareness of journalism as a profession that contributes to the healthy functioning of democratic political systems.

USEFUL WEB SITES

- AFP, Agence France-Presse
<http://www.afp.com/francais/home/>
- association of professionals in journalism and business news
<http://www.ujjef.com>
- commission on press credentials
<http://www.ccjip.net>
- French federation of news services
<http://www.ffap.fr>
- Programs in France recognized by the journalism profession (another tab details the criteria for recognition)
http://www.snj.fr/rubrique.php3?id_rubrique=18
- General information on French programs in journalism
<http://www.onisep.fr>
- A Web site for French journalists and their French-speaking colleagues elsewhere in the world
<http://www.cyberjournalisme.net>
- French press portal
<http://www.portail-presse.com>
- Reporters sans frontières (reporters without borders),
<http://www.rsf.org>
- daily and regional press syndicate
<http://www.spqr.fr>
- national union of journalists
<http://www.snj.fr>
- List of 2-year preparatory programs in journalism
<http://www.synergieprepa.com/fr>
- Union des journalistes de sport en France (French sports reporters' union)
<http://www.ujsf.fr/>

KEYWORDS FOR INTERNET SEARCHES

animation – art – audience – audiovisual – book – chronicler – communication – content – culture – daily – designer – diffusion – digital – dissemination – documentary – economics – editor – editorial – electronic media – entertainment – freelancer – history – humanities – image – industry – information – intercultural – Internet – journalism – language – literature – book – magazine – management – media – multimedia – news – news service – print press – producer – production – public – publishing – radio – regional – reporter – sociology – sound – stringer – technology – television – weekly

ADVERTISING

2009

A symbol of emptiness and waste to some, advertising is nevertheless a mirror of ourselves—though sometimes a distorted one. Its dynamism is linked to economic prosperity, which it stimulates and on which it depends. Revenues from advertising support Web sites, periodicals, television programming, and many other services. In the club of large international advertising agencies and media buyers, two French groups stand out: Havas (the world's seventh-largest agency, with 14,000 employees in 44 countries), and Publicis Groupe (the world's fourth-largest communications group and second in media consulting and buying, with 200 offices in 82 countries that employ 10,000 people).

Subcontracting supports the survival of small advertising agencies, creative studios, and freelance artists and writers. Despite the rise of so-called rich media (online animated advertising), concentration and globalization in the communication sector threaten to reduce the role of creative and local staff and to amplify the role of management.

Campaign planners, account managers, and creative staff—these are the chief advertising functions, and they are quite different specialities. Representatives of each are found in agencies, media buying firms, and the advertising and public relations departments of manufacturers, service providers, government agencies, and nongovernmental organizations.

In addition to many different specialized professional programs, both short and long, a more general curriculum is open to students. The choice will depend on the personality and portfolio of each applicant. Internships are an essential part of the training and a way of building the network of connections that graduates will need.

Field: Communication and journalism

Also see the following profiles: *Applied arts, Plastic arts, Communication and public relations, Design, Computer science, Journalism, Management, New technologies (1) and (2).*

Professional opportunities: art buyer, advertising agency, communications firm, corporate advertising department, advertising director, creative, art director, head of accounts, digital designer, manager, graphic artist, layout artist, marketing, media planner, media buyer, strategic planner, campaign strategist, writer, TV producer, Web designer or manager

ORGANIZATION OF STUDIES IN FRANCE

Undergraduate programs

- **DUT** (*diplôme universitaire de technologie*, a 2-year technical diploma offered in universities, often leading in one more year to a *licence professionnelle*) in information and communication, with a concentration in advertising.

<http://www.iut-fr.net/>

Applicants for BTS and DUT programs and for the first year of university study should complete the postsecondary admission form at <http://www.admission-postbac.fr/>, as well as the CampusFrance online application form (if the student lives in a country where the CampusFrance procedure is obligatory).

- **Universities:** *licences* (both regular and professional) in information and communication focus more on marketing and communication than on advertising per se. See the programs at Aix-Marseille 1, Corte, Evry, Lille 1 et 2, Nantes, Nice, Poitiers, Strasbourg 3, Toulouse 1 and 3, Saint-Etienne, and Tours.

Master's-level programs

Individuals holding a licence in a related field are automatically eligible to enter the first year of a master's program, but they must earn the right to continue on for the second year.

- CELSA, a *grande école* of information and communication sciences affiliated with the University of Paris IV-Sorbonne <http://www.celsa.fr/>

A full line of programs in marketing, advertising, and communication at the licence and master's levels. Applicants may enter the third year of the program by passing a competitive examination. The professional master's program offers two tracks: marketing and strategic communications and marketing and brand strategy.

- The school of communication at Sciences Po Paris offers a master's degree.

http://www.sciences-po.fr/formation/master_scpo/mentions/communication/index.htm#2

- The institute of business administration at the University of Lille 1 offers a master's through its European institute of direct marketing, <http://www.iae.univ-lille1.fr/>

- France's schools of management (such as HEC and ESSEC) also offer paths into the advertising business with an emphasis on internships. For a list of schools : www.cge.asso.fr

Specialized schools and institutes

- Ecole Supérieure de Publicité (school of advertising), <http://www.espub.org/>

- INSEEC, <http://www.inseec-france.com/>

- ISCOM, Ecole Supérieure de Communication et de Publicité (school of communication and advertising), <http://www.iscom.fr/>

- Sup de Pub, <http://www.supdepub.com/>

Questions to ask before choosing a private school: How long has it been operating? Does it issue an official student ID card? Does the government recognize its degrees? Does it participate in student program of the national health insurance system? Does it belong to the CGE (Conférence des Grandes Ecoles)? Does it have an alumni network?

A degree in art opens the door to a career as an art director or assistant art director, graphic designer, layout artist, or specialist in signage or exhibit designer. For a list of 58 postsecondary schools of art, see www.cnap.fr

Vocational programs

-BTS (brevet de technicien supérieur, a 2-year technical certificate offered by secondary schools) in applied arts trains students to become graphic designers or Web site designers. The BTS in visual communication has 2 tracks (multimedia and design; and graphic design, publishing, and advertising)
Consult the directory of BTS programs in communication and graphic arts at <http://www.sup.adc.education.fr/btslst>

Postsecondary degree programs

The boundaries that formerly existed between fine art and commercial art have blurred. All of France's schools of fine arts, applied arts, film, and photography now offer programs in visual communication. Check out the CampusArt network at <http://www.campusart.org/fr/reseau/index.html>.

A postsecondary degree in art can be earned in 2 or 3 years at France's national and regional schools of fine arts, or at ESI (the Ecole Supérieure de l'Image) in Angoulême, <http://www.gipesi.net/>; EESATI (the École Européenne Supérieure des Arts et Techniques de l'Image) in Poitiers (same Internet address as for ESI); ENSA (the École Nationale Supérieure d'Art) in Nancy, <http://www.ensa-nancy.fr/>, and Dijon, <http://www.ensa-dijon.fr/>; and ESAC (École Supérieure des Arts et de la Communication) in Pau, <http://www.esac-pau.fr/>.

Degrees:

- DNAT (Diplôme national d'arts et techniques), 3-year program with concentrations in graphic design, space design, and product design.
- DNAP (Diplôme national d'arts plastiques), 3-year program with concentrations in art, communication, and design.
- DNSEP (Diplôme national supérieur d'expression plastique), 5-year program with concentrations in art, communication, and design.

Other schools of art

- Camondo, interior architecture, design, <http://www.ucad.fr/fr/07ecolecamondo/>
- École de l'Image (Gobelins), professional licence in consulting and project management related to communications and graphics, <http://www.gobelins.fr/>
- Écoles de Condé, <http://www.ecoles-conde.com/>
- ECV (École de Communication Visuelle), <http://www.ecv.fr/>
- ENSAD (École Nationale Supérieure des Arts Décoratifs), <http://www.ensad.fr/>
- ENSCI (École Nationale Supérieure de Création Industrielle), 1-year specialized master's programs in innovation through design, creation, and contemporary technology. CGE-accredited program admits art-school graduates who have completed 4 or 5 years of postsecondary study, <http://www.ensci.com/>
- ESAG Penninghen (École Supérieure d'Arts Graphiques et d'Architecture Intérieure), <http://www.penninghen.com>
- Estienne (graphic arts and industries), <http://www.ecole-estienne.fr/>
- IAV Orléans (Institut d'Arts Visuels), approved by the Ministry of Culture. Two tracks lead to the DNAT degree: design and communication; and space and product design. 3- and 5-year programs, <http://www.iav-orleans.com/>
- IIM (Institut National du Multimédia), program for project leaders, <http://www.iim.fr>
- Maryse Eloy, <http://www.ecole-maryse-eloy.com>
- Olivier de Serres: visual communication, multimedia options, <http://www.ensaama.net/>

► Useful Web sites

- CNAP (Centre National des Arts Plastiques): among its extensive information offerings, a complete list of art schools in France <http://www.cnap.culture.gouv.fr/index.php?page=infos&idCategPro=24&categorie=enseignement-et-etudes-d-art>
- Ministry of Culture and Communication, <http://www.culture.gouv.fr/>
- The ministry's office of plastic arts, <http://www.culture.gouv.fr/culture/dap/dap/html/ecole.htm>
- Decorative arts (Musée de la Publicité, museum of advertising), <http://www.lesartsdecoratifs.fr/>
- AACC, the association of communications consultants, <http://www.aacc.fr>
- IREP, the institute of advertising research, <http://www.irep.asso.fr/>
- Office of professional regulation for the advertising field, <http://www.arpp-pub.org/>
- UDA, the union of advertisers, <http://www.uda.fr/>
- Communication and media portal, <http://www.cbnews.fr/>
- Journal du Net, <http://www.journaldunet.com/ebusiness/publicite/>
- Havas, <http://www.havas.fr/havas-dyn/fr/>
- Publicis, <http://www.publicisgroupe.com/site/>

► Keywords for more effective Internet searches

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