

ECV

Erasmus Policy Statement 2021-2027

Overall presentation

ECV - Creative Schools & Community is the French reference school for design, animation, game and digital professions. Founded in 1984, the school is located on 5 campuses in France: Paris, Bordeaux, Nantes, Lille and Aix-en-Provence and counts 2,900 students enrolled each year in Preparatory, Bachelor and Master programmes.

The school engages its students in a community of creative talents, which nourishes them and helps them to progress. Today, they represent the largest network of creative professionals in France. By opening the doors of this network to its students, the school offers them the best opportunities for professional insertion. At ECV, students share more than a school: they share a state of mind and a great community.

ECV joined the AD Education network in 2018 and benefits from an active international department in the development of partnerships and international projects.

ECV's curricula are based on a precise knowledge of the market for which its students are prepared. This essential principle has guided the major orientations of its programs. The professionalism of its teachers, the many internship opportunities, the strong connections with agencies in France and abroad, the recognition of the school in the design and animation sectors and its alumni network all contribute to the success of its students. The graduates enter a professional world that is familiar to them and in which they are recognized for their skills and creativity.

The AD Education network, present in 10 countries in Europe, is made up of 20 Higher Education Institutions united around strong values linked to the transmission of knowledge, know-how and interpersonal skills for the cultural and creative industries sector. It offers excellent training programs, in initial or on a work-study basis, in the fields of design, audiovisual, animation & video games, culture and luxury, communication, marketing and digital. The diversity of its schools and its courses enables it to train more than 35,000 students each year with a single objective: **to help them successfully enter the workforce by making them agents of change.** Because today, a career is written and invented beyond the borders of one's own country, AD Education offers a range of programs in English, French, Spanish, German and Italian.

Internationalisation objectives

Since AD Education course programs are based on creative professions, the development of international academic partnerships was natural for the teams. The flexibility and speed of adaptation of each campus to understand international issues, whether in welcoming

international students or in building cross-disciplinary programs, allows the AD Education network to imagine new and innovative teaching formats each year.

The objective of the schools of AD Education network is to train future professionals capable of thinking about a career beyond the borders of their own country by allowing each of them to live an international experience during their study path.

Mobility within the ADE network, Erasmus exchanges and internships, blended intensive programs, staff mobility, joint programs, multidisciplinary workshops, summer sessions, learning expeditions are some activities organized within the AD Education network thanks to the dedicated and motivated teams of the schools and that ECV aims to develop.

Thanks to the Erasmus+ program, the AD Education schools are able to offer these enriching opportunities to the students. It guarantees supervised mobilities, offers tools allowing full recognition of activities and a funding for the mobility period spent in the host organization.

Strategic orientations

The internationalization strategy of ECV has 4 main priorities:

1/ Strengthening and developing academic and cultural industry partners

In today's border-less business world, training creative people who are mobile and open to the world is essential. At ECV, we translate this by encouraging our students to take advantage of international internships and exchange agreements, by creating partnerships with schools and universities and by participating in international networks and events.

ECV has around 40 international institutional partners who share the same pedagogical values and the same ambitions of quality education and organizes a large number of incoming and outgoing student mobility activities each year. It also works to strengthen its national and international business network by organizing meetings and workshops with creative and design professionals in order to create strong and permanent relationships with the world of industry, with the aim of improving employability, a major challenge in a Europe in crisis.

The school has set up a double Bachelor of Fine Arts with NYIT University in New York for design students and a Bachelor of Interactive Media with AIT University in Sydney for the animation section.

ECV also organizes workshops with partners such as institutions, agencies, associations and artists in France and abroad, notably in Brussels, Bologna and Turin, to work on creative projects that appeal to students' talents. This work allows them to work on concrete projects in real professional conditions and to enrich their portfolio. This inseparable relationship between theory and practice allows the students to benefit from an education in line with the expectations of professionals.

ECV is convinced that Erasmus+ program not only allows the students to study and train abroad, it also helps to strengthen European identity and increase employment opportunities. By expanding its network of partner universities, both in Europe and abroad, it aims to open up the field of training possibilities for its students. **Its goal is to foster the personal development of its students and to strengthen their skills to be more employable in a European and global job market.**

2/ Promoting students and staff mobility

ECV's priority is to make mobility for all. Its goal is to allow every student enrolled in its programs to benefit from an international opportunity during their studies. A special attention is given to the students with disabilities or chronic health problems. The staff takes care to identify medical needs beforehand when announcing the mobility project and puts in place the necessary support for the successful completion of the mobility in the host institution. ECV applies the financial complement linked to the inclusion and foreseen for this purpose to its outgoing students and grants a third time to the incoming students it receives in study mobility.

The international department communicates on the Erasmus+ program during the pre-start days on the different campuses. The open days and student fairs in France are also privileged moments to communicate on the participation of AD Education schools in the Erasmus+ program.

In addition, it is essential for the international department, who works at the AD Education network headquarters, to meet the students in order to create links. Every year, international conferences are organized on each campus to present the international mobility offer, the partner institutions and the Erasmus+ program. It can also count on a particularly lively and mobilized alumni network, which is very helpful in connecting the students who want to go abroad with those who have already benefited from this opportunity. They can exchange on their experience and share good tips.

In addition, ECV wishes to implement means to develop the mobility of its staff so that they can enjoy the many benefits of international mobility both personally and professionally and return with ideas to further internationalize the curricula, enrich their teaching and develop international projects. Faculty and staff also play a fundamental role in the internationalization and modernization of ECV, particularly those in charge of pedagogy and corporate relations. Aware of the benefits of mobility, they undeniably encourage the development of partnerships and international projects and thus contribute to the internationalization of our programs.

3/ Developing interculturality among staff and student community

ECV offers degrees in the fields of design, digital, animation and game and guarantees all its students a quality education. It aims to make mobility a means of enriching its curricula.

By renewing its participation in the Erasmus+ program, ECV intends to continue its mobility actions for incoming and outgoing students, but also to offer its administrative and teaching staff the possibility to train and teach abroad. The teaching and administrative staff of the school are real levers to promote the spirit of mobility among students and are in the front line to make training methods and systems evolve. ECV's objective within the framework of the new Erasmus+ program is also to develop staff mobility, to make them aware of the principles and functioning of the Erasmus+ program and of the benefits of international mobility in order to internationalize and modernize the school even more.

At ECV, students share more than a school: they share a state of mind and a great community. It is important and essential to create links between students and with the school's staff. This

is done through solidarity and commitment actions such as the organization of workshops and events, participative projects, sharing experiences with alumni and meeting with professionals from the creative and design industry.

ECV benefits from a particularly lively and mobilized network of alumni. In connection with the Student Office (BDE), the objective is to set up a Buddy Program for each incoming student, which would grant ECTS credits for the tutor, in order to welcome and accompany them when they arrive and for the duration of their mobility.

ECV, founded in 1984, had as a main objective to be strongly anchored in its professional sector, to build and maintain privileged links with a network of more than 1300 renowned agencies around the world. This network has been strengthened by the presence of ECV graduates within these same agencies. Thus, ECV is able to facilitate internships as well as the professional integration of its graduates. Students benefit from a network of contacts that grows with their studies and their professional career.

To promote the international actions of ECV and to capitalize on student experiences, the testimony of each participant is collected once the mobility ends, in the form of a written illustrated document or a video that the Community Manager broadcasts on the school's social networks and which are integrated into our communication media.

AD Education's philosophy: sharing experiences. Students become ambassadors of mobility. A student, in a partner institution or a company abroad, becomes a privileged contact for the student who wants to live an international experience in the near future. We put them in contact with each other during international conferences or by email. This system enables students to be better prepared for a mobility and completes the more formal and academic presentation of the international department.

In order to showcase the work done by the students during their mobility in the host institution, the school plans, during an Erasmus day, to gather a set of projects carried out by the students and to communicate on the international activities of the AD Education International department to the teams in order to arouse the interest of a mobility experience. The aim is to highlight the benefits of such an experience abroad and to bring an external viewpoint in the disciplinary and pedagogical approach that will nourish and enrich the work of the students and teams in the schools.

4/ Providing students with a high level of professional training in the creative industries

ECV aims to solicit the creativity of its students, in order to make them innovative entrepreneurs in the context of a European economy, increasingly based on excellence, inaccessible without a high level of lifelong learning.

The objective is for the students to be able to anticipate the profound societal changes, to engage in the transformation of the world, the digital revolution and of course the major ecological issues. Design and creation are powerful levers for inventing a resolutely new world. ECV is working hard to reduce its carbon footprint and in this sense to dematerialize as much as possible its files and its communication supports, and to digitalize its working methods and tools. In this context, the AD Education network is currently working actively on the deployment of the Erasmus+ digital process.

ECV supports the emergence of talents that enable students to find a career. The school sets up training programs that encourage initiative and autonomy with a framework where tutoring, coaching and individual and collective experimentation are central to meeting the needs of the job market, promoting entrepreneurship, excellence and innovation.

ECV's corporate partners can intervene in different ways on the campuses:

- Offer a brief during a workshop or a competition week
- Become a jury for the final exams of the year
- Offer internships or work-study programs and help to train future operational professionals

Participation in Erasmus+ Key Action 1

➤ Activities

Each year, ECV organizes a large number of incoming and outgoing student mobility activities and sets up numerous international internships, particularly within the framework of the Erasmus+ program. The school organizes also summer courses and workshops in the field of design, digital, animation or game open to all students whether they are students of the AD Education network or not. Those international experiences give the students the opportunity to work on creative projects that bring out their individual talents.

For a year now, ECV has been setting up blended mobilities. Internships in Europe in particular have been carried out since this short format is very well suited to the work-study programs of the school. This short-term mobility format allows a greater number of students and others who have fewer opportunities to have an international experience. Following this format, the AD Education network is planning to set up a Blended Intensive Program which would gather 3 partner Higher Education Institutions around a common academic project.

In addition, ECV aims to set up incoming and outgoing staff mobility. This is an activity that the AD Education network practices within other schools. The discussions and exchanges of practices are very enriching and formative for the teaching and administrative staff.

The school has set up a double Bachelor of Fine Arts with NYIT University in New York for design students and a Bachelor of Interactive Media with AIT University in Sydney for the animation section.

Finally, an English-language Bachelor degree in graphic design is opening in Paris and will complete ECV's international teaching programs. An attractive course program which trains to new techniques and tools essential to the implementation of a good visual communication.

➤ Impact

The reputation of the AD Education network schools is essentially built through the students, the true ambassadors of our schools, and the Erasmus+ program clearly helps us to gain visibility for French and international students interested in creative professions. ECV has gained reputation and visibility for French and international students wishing to study in an art and design program through international design networks (Cumulus and WDO). The selection process done by the admissions office allows the school to maintain a high level of expertise of its students, who then become ambassadors of the school.

ECV can count on a solid and motivated team, aware of international issues and involved in the actions of the Erasmus+ program. Thanks to the Erasmus+ program, it gained in

international visibility. This notoriety has allowed the school to recruit quality instructors who bring real international value to the course programs.

Moreover, we are convinced that staff mobility is a significant lever for the internationalization and modernization of our institutions. They can enjoy the many benefits of international mobility both personally and professionally and return with ideas to further internationalize the curricula, enrich the way they teach and develop international projects.

The AD Education network promotes quality education with an international dimension. Each institution and each country has different teaching methods. Comparing them allows the schools to enrich their own practices by opening themselves to other ways of teaching and acting.

Finally, bringing young people together is one of the virtues of the Erasmus+ program, which encourages all forms of personal enrichment. Our students, actors of today's and tomorrow's world, gain in open-mindedness. They acquire new knowledge and skills that will enrich and perfect their training. Spending time abroad shows a better adaptability and reinforced autonomy, skills that recruiters are looking for and we have noticed that the rate of employability is reinforced.

The Erasmus+ program gives ECV a lot of visibility on the international scene, as well as the method and tools to build international projects and to properly manage long-term and valuable partnerships.

The high success rate of the school's students in the selection process of partner institutions confirms that the courses taught at ECV correspond to the international criteria and requirements of partner institutions.