

MODULE DESCRIPTION – ACADEMIC YEAR 2026

Field	Design and Visual Arts	
Type of course	Certificate of Advanced Studies	
Name of program	CAS in Creative Leadership	
Module title	Creative communications strategies	
Code	CAS CL 3	DDI303131FE26
Semester	Semester 1	
ECTS credits	2	
Prerequisites	None	
Language	English	
Location	ECAL (on site) / online	

Skills targeted General learning objectives	<p>This module focuses on developing a communications plan tailored to an audience. Participants will learn practical tools and methods for improving the visibility of projects in various media, including relations with the press, and social networks.</p> <p>The program also encourages the creation of context-specific profiles to amplify the impact of communication, whether through lectures, trade fairs, or social network updates.</p> <p>Finally, it broadens participants' knowledge of AI tools for communication.</p>	
Teaching content and form	<p>The Creative communications strategies module combines theory with workshops, group discussions, and case studies.</p> <p>Taking a design-industry approach to communication and public relations, it trains participants in the use of contemporary communication tools, e.g. 360° communication plan, press relations, digital strategy, and influencer marketing.</p> <p>With privileged access to industry experts, participants learn how to promote a project in a strategic and targeted way, thanks to an in-depth understanding of the implications of image and brand identity in the world of design.</p> <p>The program also offers opportunities for inspiration through dialogue and exchange with professionals in the fields of design and communication.</p>	
Forms of assessment and validation	<p>At the end of the module, participants submit a personal essay, in French or English, focusing on the application in their own practice of the skills and knowledge acquired during the course. The work is discussed in advance with the head professor.</p> <p>Personal work must be assessed as "passed" in order to obtain credits. Participation on at least 80% of the courses is also required.</p>	
Remedial teaching	<p>Remediation is possible, according to terms to be defined with the head of the module. No repetition is allowed after remediating the module.</p>	
Professors	Romain Casella & lecturers	

Head of the module	Romain Casella		
Description validated on	21 January 2026	By	Daphna Glaubert