



- . FILM AND TELEVISION
- . DESIGN & MULTIMEDIA
- . SOUND AND MUSIC
- . ANIMATION AND VIDEOGAMES
- . PHOTOGRAPHY
- . DIGITAL MEDIA
- . DIGITAL MARKETING
- . JOURNALISM AND NEW MEDIA
- . EVENTS
- . FASHION



The School

"Students choose ETIC to do things. Their goal is to grow as professionals and fulfil their dreams."

Manuela Carlos, ETIC Founder and Chairwoman



SCHOOL OF TECHNOLOGIES INNOVATION AND CREATIVITY

*AT ETIC WE ARE
PASSIONATE ABOUT
CREATIVITY AND
INNOVATION.
WE COMBINE
TECHNOLOGY AND
ART BY EXPLORING
DISRUPTIVE
APPROACHES AND
ENCOURAGING NEW
WAYS OF CONCEPTUAL
THINKING.*

ETIC has a solid 25-year experience in training across different areas within the creative industry. The school is widely recognised as an innovative educational project, which aims to contribute to the development of a better and happier society. At ETIC, students play the “leading role”. The teacher’s part is to motivate learners while providing support at every step of their path to achieve the goals they have set for themselves.

The mission of ETIC is to deliver training and education that will prepare future professionals to successfully overcome the challenges of the labour market, nationally and internationally, promoting a fruitful exchange with the community, businesses and institutions.

Our study programmes are designed to respond to the demands of an industry in constant development. Our distinctive pedagogic model interacts with various contents and converges on projects that combine technology, creativity and personal skills.

Experimentation and disruptive thinking are crucial. The learning content is explored across increasing levels of complexity before project completion.

At ETIC, training is strongly oriented to achieving technical proficiency and practical learning. The course is “hands-on” and students get the opportunity to work on real-life projects. ETIC promotes other essential skills such as team work, client focus, self-promotion and portfolio development.

Entrepreneurship and networking are also encouraged. ETIC’s faculty members includes professionals and experts across many areas but also artists, all bringing who bring to the school a wide range of real-life experiences, proportionating students with a broader view of the realities that shape modern societies.

The School endorses the establishment of close links with companies and institutions that bring projects to be developed by the students. This way, the school encourages the proximity to the labour market and the industry while simultaneously feeding into the talent and professionalism of the students.

ETIC is located in the heart of vibrant Lisbon, a hub for creative people and new businesses, which experimented a boom in recent years. The city is a creative laboratory definitely worth exploring. We believe that students develop their critical thinking not only in the classroom but also while part of a diverse and cosmopolitan community.



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REASONS

TO CHOOSE



1

EXPERIENCED

Established in 1991, ETIC is a pioneer school facilitating learning across different areas of the creative industry. The school prides itself on having a vastly experienced staff and to have developed its own educational innovative project. It is widely recognised as a benchmark institution in Portugal.

2

PRACTICAL

At ETIC, education is strongly oriented to practical training. Students learn most-wanted tools and skills by the labour market. Learning by doing is our motto.

3

INNOVATIVE

Daring and disruptive, ETIC is recognised by its flair for innovation. The school is constantly updating its programme content in order to respond to market trends and social transformations.

4

CREATIVE

Creativity is at the heart of ETIC. The school challenges individual talent and encourages new and disruptive thinking. By promoting a relaxed environment for everyone, the School is also facilitating extraordinary ties among teachers, staff, and students.

5

PROFESSIONAL

ETIC teachers are renowned specialists in e and protheir areas of expertise. They share both knowledgfessional experience. They are actively connected to the creative industry.

6

SKILLED

Beyond an emphasis on technical proficiency, through real world projects, ETIC promotes other essential skills such as team work, client focus, presentation abilities and portfolio design. Entrepreneurship is systematically encouraged.

7

GLOBAL

ETIC is certified by PEARSON BTEC - Business and Technology Education Council, a leading awarding organization delivering academic and vocational qualifications that are globally recognized. The HIGHER NATIONAL DIPLOMA is accredited in more than 90 countries and allows a great choice of international career opportunities.

8

HANDS ON

ETIC provides a clear understanding of the industry context, preparing the student for the professional world. School projects are multidisciplinary and developed in collaboration with real world brands and organizations.

9

FULLY EQUIPPED

ETIC facilities are exceptional. The school is equipped with state of the art resources and technologies. Our professional equipment is available to the community of students, teachers, alumni and partners.

10

HIP LOCATION

ETIC has a privileged location in the heart of vibrant Lisbon. It is located in a trendy neighborhood where startups and creative entrepreneurs are coming to establish their enterprises. In addition, ETIC welcomes many events such as concerts, exhibits, conferences and performances.

ABOUT US

ETIC was established in 1991 and has become a reference for its innovative approach to pedagogy and practical training.

Film and Television, Design, Sound Design, Music Production, Photography, Interactive Media, Digital Marketing, New Media and Journalism, Events, Fashion, Animation and Video Games are among ETIC's areas of study.

In Portugal, we have always been at the forefront of teaching in the technical fields of the creative industries. Today, we continue to innovate, providing programmes that constantly adapt to the industry's demands.

ETIC's teaching environment is accessible and relaxed but rigorous and demands excellence.



Campaign ETIC 2003/2004



CLOSE TO THE INDUSTRY.

As important as our experience is the close relationship with companies and all the players in the creative industry. Our goal is to know what the market expects from future professionals and to adapt our programmes responsively.

SHARING EXPERIENCE AND KNOWLEDGE.

Availability to learn, critical thinking, curiosity and a global vision are basic qualities for learning. These are acquired through the expertise and experience of our teachers, who are all specialists in their own fields.

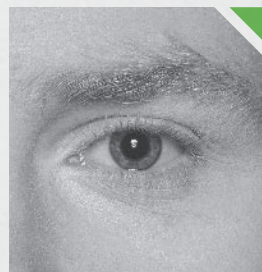
PROJECT ORIENTED, HANDS ON LEARNING.

ETIC areas demand a very practical approach – in order to experience it, one must attend and finish – hence our project oriented methodology is required. Companies and experts are regularly invited to meet the students, and to challenge and comment on their work. The school is also a laboratory where failure and experimentation are welcomed.



MAKE IT HAPPEN

Our aim is to prepare the student for a professional career so we foster sense of responsibility, team work, client focus and promote multitasking and networking skills. Entrepreneurship is encouraged and students receive support for their projects or business ideas.



SOFT SKILLS

At ETIC we take pride in preparing students beyond their technical and creative skills. To present a project, defend a concept, communicate an idea or to make a proposal to a client are all differentiating skills valued in the creative industry. Therefore we integrate projects in our programmes launched/ funded by companies, brands and institutions, which our students are encouraged to get involved with, producing work that will be assessed by real world experts. Thus, we provide tangible experiences where students can directly acquire communication and career ready skills.

WHAT DRIVES US

*THE FOUNDER'S VISION:
A SCHOOL WHERE
LEARNING BY DOING
AND CREATIVITY
HAPPEN. A SCHOOL
CENTERED IN THE
STUDENT AND
HIS FUTURE.*

At ETIC what drives us is the student, and to know that he is achieving his professional goals. We believe that a school must be a place for discovery and growth, for research and experimentation. It must embody in the creative and cultural industries, able to anticipate and set trends. It has to respond to market demands by offering accurate knowledge, technical skill, conceptual vision, technological tools and the right

attitude. The school is responsible for the construction of new mentalities and must be aware of the its impact in the development of a better and happier society.

ETIC was founded by Manuela Carlos in 1991. Her previous and remarkable career, in Performing Arts and Culture (Cinema, Theatre and Television) as well as her humanist vocation, has certainly influenced such audacious entrepreneurial venture. Vision, pragmatic sense and

passion created and shaped ETIC educational project. "Restless" is the expression that better describes the Director's attitude reflecting her innovative, yet unsatisfied spirit. Manuela's systematic questioning enhances the school's continuous renovation and its pedagogy.

create an environment of freedom in which the student can grow as a

person and as a professional. Her accomplishment is to help students fulfilling their dreams.

MANUELA CARLOS
Founder and Chairwoman of ETIC - Grupo de Educação (Colégio Cesário Verde; EPI - Escola Profissional de Imagem; ETIC - Escola de Tecnologias, Inovação e Criação). Executive director of ETIC; Manuela Carlos has a Master of Bussiness Administration by Universidade Nova de Lisboa.

FACILITIES

A CULTURAL VENUE

ETIC plays an active role amongst the creative community and hosts events, shows and other cultural happenings.

Throughout the year, several exhibitions, conferences, business events and concerts are held at 'Atmosferas', a 400 sqm multipurpose room equipped with audio and video system, used also by the students for their festive moments.

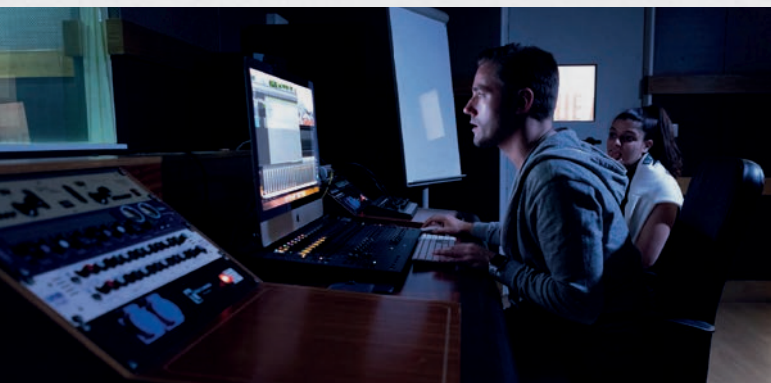
PREPARED FOR THE FUTURE

Our creative working spaces combine all the technological means to reach the students' needs. They use ETIC rooms as their own working space or studio, the place where they create freely.

AN ATTRACTIVE ENVIRONMENT

ETIC facilities run across approximately 5000 sqm and comprises two original industrial architecture buildings; they were totally refurbished and adapted for setting up a creative and modern school.





STUDIOS

- > Multimedia Studio with virtual system Augmented reality and Motion Capture
- > Video/Audio Professional HD Régie
- > Photographic Studios and Lab
- > HD Sound Studios
- > Mix Room (Record, Audio post Production and Mix)

COMPUTER LABS

(Mac and PC)

- > Post -production Audio rooms
- > Post -production Video rooms
- > Design Rooms
- > Animation and Videogames rooms

WORKSHOP LABS

- > Fashion Lab
- > Styling & Make Up room
- > Drawing tables room

OTHER ROOMS

- > Classrooms with projection and sound system (average of 50 sqm./24 seats)
- > Library
- > Cafeteria
- > Auditorium (400 sqm. multipurpose facility)



Courses

HIGHER NATIONAL DIPLOMA

TOP UP YEAR - B.A. (BACHELOR OF ARTS)

ETIC COURSES

*Design is not important.
It looks like and feels.
Design is how it works.
Steve Jobs*

HIGHER NATIONAL DIPLOMA

- > *International Certification*
- > *2 years*
- > *Level 5 (120 credits)*



HND - Higher National Diploma courses offer solid and universal knowledge that opens doors to an international job placement.

These courses enable to step into the working world or, alternatively, to progress for a B.A. Degree.

- > **INTERNATIONAL QUALIFICATION**
- > **PROFISSIONAL AND ACADEMIC RECOGNITION IN MORE THAN 90 COUNTRIES**
- > **120 CREDITS/ LEVEL 5 (HIGHER EDUCATION WITH HND RECOGNITION)**
- > **OPTIONAL PROGRESSION FOR A B.A. DEGREE (+1 TOP UP YEAR)**
- > **PARTNERSHIPS WITH INTERNATIONAL UNIVERSITIES**

 **BTEC**
Approved Centre from Pearson

HND HIGHER NATIONAL DIPLOMA

ETIC delivers HND 2 Year Programmes certified by BTEC - Business and Technology Education Council. These are career-based qualifications equivalent to the first and second years of a university degree, providing progression to both university and employment.

BTEC - HND develops a range of practical knowledge and skills which help learners to prepare for their chosen career. Classroom teaching combined with project work and practical, work-related activities, help to develop students' behavioural skills, which can include teamwork, creative thinking and presentation skills.

More than 90 countries certify and recognize the HND Diploma – United Kingdom, USA, Canada, Germany, Australia, Denmark, Spain, Netherlands, Ireland, Italy, Czech Republic, Brazil, among others.

The Higher National Diploma grants 120 Credits/Level 5. Optionally, in order to obtain a B.A. Bachelor of Arts degree (Level 6), the student can apply to a Top Up Year (1 year) in one of the numerous universities and schools worldwide which recognize the BTEC/HND certificate.

ETIC has HND Progression Agreements, with prestigious universities in Europe, which allow the students to obtain a B.A. in their corresponding areas of study. Admissions depend on each university entry requirements.

SOLENT
UNIVERSITY
SOUTHAMPTON





ETIC HND COURSES (2 YEARS)

- > ANIMATION AND VIDEO GAMES
- > FILM AND TELEVISION
- > COMMUNICATION AND MULTIMEDIA DESIGN
- > COMPUTER SCIENCE
- > FASHION DESIGN
- > PHOTOGRAPHY
- > JOURNALISM AND NEW MEDIA
- > MUSIC CREATION AND PRODUCTION
- > SOUND DESIGN FOR NEW MEDIA PRODUCTION

BTEC HND COURSES
HIGHER NATIONAL DIPLOMA
ALLOW 2 OPTIONS:





higher national diploma

ANIMATION AND VIDEO GAMES

TO DEVELOP A NATIONAL AND INTERNATIONAL CAREER
WITHIN THE CREATIVE INDUSTRY OF INTERACTIVE MEDIA
AND GAMING INDUSTRY.



Approaches the construction of a video game as an integrated, multidisciplinary design; throughout 2 years, students learn different animation techniques applied to video games and develop artistic skills in digital animation. Includes video game planning as a product for different media (PC, console, mobile).

Career Opportunities:

Concept Art Artist; 2D Artist; 2D Animator and User Interface in the Video Game area. 3D Modeller; 3D Animator; Environment artist.





higher national diploma

FILM AND TELEVISION

DEVELOPS TECHNICAL AND CREATIVE SKILLS FOR CREATING AUDIO-VISUAL CONTENT FOR VIDEO, CINEMA, TELEVISION AND ADVERTISING.

Conveys understanding of camera operation, directing, producing, post-production, editing, lighting and sound. The course promotes research and analysis of issues related to the creation of audio-visual content, and develops professional skills to integrate the audio-visual working environment. A process where creativity and team work run side-by-side.

Career Opportunities:

Film and video production companies; diverse functions in television networks and theme channels such as cameramen, image and sound assistants, assistant director, régie and production, post-producer and video editor.



higher national diploma

JOURNALISM AND NEW MEDIA

SKILLS IN ALL AREAS OF JOURNALISM
- PRESS, RADIO, TELEVISION AND NEW MEDIA.

Journalism and the media industry are living under a new paradigm which brings new challenges. The course develops the journalist's profile and trains the necessary skills to pursue a career in journalism and communication.

The programme focuses in digital communication, key in the new communication model, and prepares the student to build a professional career in the area.

Career Opportunities:

Professional Journalism - press, radio, television and multimedia; Content Management, Information or Entertainment; Journalism of Investigation.



higher national diploma

COMMUNICATION AND MULTIMEDIA DESIGN

DESIGN FOR COMMUNICATION WHERE
PHOTOGRAPHY, VIDEO, AND GRAPHIC DESIGN
ARE THE ESSENTIAL TOOLS.



Miguel Leça

It considers Design and Multimedia from a creative perspective, focused on the professional market. Amplifies the potential of Design with varied creativity tools which awaken to new ideas and concepts. Students are challenged to create their own artistic language designing projects for different media.

Career Opportunities:

Design Studios, Advertising Agencies, Design and/or communication areas in company. Managing a private own company.



Fábio Figueira



Orlando Rodriguez / Gonçalo Barros

higher national diploma

SOUND DESIGN FOR NEW MEDIA PRODUCTION

TECHNICAL AND CREATIVE SKILLS IN SOUND DESIGN FOR MUSIC RECORDING, DIRECT SOUND, POST-PRODUCTION, LIVE SOUND, SOUND FOR FILM AND TELEVISION AS WELL AS HOME STUDIO.



Prepares students for the creation and production of music with the necessary skills to manage sound design in multimedia projects, films or videogames. Develops technical and creative skills to work sound for different purposes at different stages of the process, in studio or outdoors. Promotes knowledge about the technologies and Software used in the industry.

Career Opportunities:

Sound Designer, Sound Assistant (in professional studios, post-production studios audio, movies, concerts, theatre, dance and also in the videogame industry.)

Sound Designer specialized in sound post-production for multimedia, radio techniques, audio mastering, archive, audio restore in cinema and old audio formats.





higher national diploma

PHOTOGRAPHY

PREPARES PROFESSIONALS WITH ALL THE CREATIVE AND TECHNICAL SKILLS NEEDED TO UNDERTAKE AN ENTIRE PHOTOGRAPHY PRODUCTION.



Photography is everywhere: from social networking sites to fashion, from newspapers to advertising campaigns. It is part or even a central element in creative artworks, keeping its emotional, social function and mostly as a register purpose. The course offers photographic practice applied to various contexts: Advertising, Fashion, and Photojournalism; It creates awareness of the use of photography as a form of visual and artistic communication and conveys accurate knowledge of the entire photographic production process, from planning to printing.

Career Opportunities :

Photographer; freelance reporter; fashion/advertising photographer assistant.





higher national diploma

FASHION DESIGN

**BUILDING A CAREER IN
THE FASHION WORLD BY
DEVELOPING BUSINESS
IDEAS AND CREATING
INNOVATIVE AND
SUSTAINABLE PRODUCTS.**

Fashion Design combines art and functional design. This course has a creative approach where the consumer is at the centre and the process of creation emphasizes sustainable approaches. The fashion designer of the future develops his or her talent and technical skills through the year but also designs a business model with a defined business strategy and a well-articulated explanation of the conceptual story behind the product.



Career Opportunities:

Fashion Designer; Fashion Creative Director; Fashion Marketeer.
Fashion Innovation Manager;
Fashion Trend Analyst;
Entrepreneur.



higher national diploma

MUSIC CREATION AND PRODUCTION

TO DEVELOP A CAREER AS
A PROFESSIONAL IN THE
TECHNICAL AND CREATIVE
AREAS OF MUSIC CREATION
AND PRODUCTION .



Creating and producing music is a complex job which requires a vast knowledge of theory and practice. This course focuses on the artistic side of music, from the creative process to production and recording.

Career Opportunities:

Music producers; Musicians and Composers; Music Project Managers.



higher national diploma

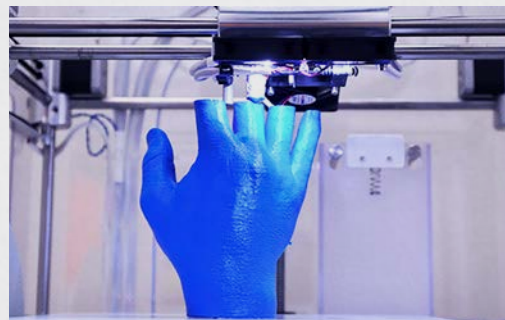
COMPUTER SCIENCE

*TRANSFORMS IDEAS IN
DIGITAL INNOVATION
THROUGH CREATIVITY, LOGIC
AND COMPUTATIONAL CODE.*

Students learn about the structure, design and development of any application, from the beginning of the project to the end: architecture and database systems, functional programming, prototyping, 3D printing environments and arduino, webdesign and security (frontend/backend). Virtual reality, augmented reality and game development are some of the areas covered.

Career Opportunities:

Software Programmer, Web Developer, software Analyst, Project Manager, IT Technician, IT Security & Systems Expert .





Courses

HIGHER NATIONAL DIPLOMA

TOP UP YEAR - B.A. (BACHELOR OF ARTS)

ETIC COURSES

TOP UP YEAR BY SOLENT UNIVERSITY AT ETIC

- > B.A. at ETIC with Solent University Southampton
- > Level 6
- > 180 credits



A Top-up degree is equivalent to the final year of an undergraduate degree. This course is aimed at students who have previously completed an HND – or equivalent – and provide a route for students to achieve a Bachelors degree (B.A. (Hons)-Bachelor of Arts.). A B.A. is a widely recognized diploma and students achieve level 6/180 credits.

The Top Up Years at ETIC are provided by Solent University and the diploma is awarded by this prestigious British University.

The Top Up Years of Solent University held in ETIC are:

- GRAPHIC DESIGN
- MEDIA PRODUCTION
- POPULAR MUSIC PRODUCTION

SOLENT
UNIVERSITY
SOUTHAMPTON



Courses

HIGHER NATIONAL DIPLOMA

TOP UP YEAR - B.A. (BACHELOR OF ARTS)

ETIC COURSES

ANIMATION AND VIDEOGAMES:

- > 2D Animation
- > 3D Animation
- > Concept Art

FILM AND TELEVISION:

- > Film Making
- > Digital Cinematography
- > Video and Graphic Post-production
- > Production
- > Audiovisual Technician
- > TV & Radio presenter

DESIGN:

- > Graphic Design
- > Motion Design
- > Illustration for New Media

EVENTS:

- > Events Production

FASHION:

- > Fashion Production
- > Styling & Make-up

INTERACTIVE MEDIA:

- > Web Design/Responsive Web
- > Web Development

JOURNALISM:

- > Journalism and Audio-visual communication

DIGITAL MARKETING:

- > Digital Marketing & Social Media

SOUND & MUSIC:

- > Electronic Music
- > Musical Production and Creation
- > Hip Hop
- > Sound Designer

PHOTOGRAPHY:

- > Photography

ETIC COURSES

IN A CREATIVE ENVIRONMENT, ETIC 1 YEAR COURSES PROVIDE THE NECESSARY SKILLS TO DEVELOP A PROFESSIONAL CAREER.

ETIC provides an inspiring creative environment for future film directors, producers, designers, journalists, musicians and other creative artists to work in team projects where the learning experience matches the working world.

LEARNING IN A WORK-RELATED CONTEXT

THE RIGHT MIX OF SKILLS DEMANDED BY THE MARKET

HANDS ON LEARNING PROCESS

TEACHERS WITH A CLOSE RELATIONSHIP WITH THE INDUSTRY

REAL PROJECTS LAUNCHED BY COMPANIES AND BRANDS

ETIC Courses offer practical skills and solid knowledge to start a professional life. From beginning to end, the student explores, experiments and practices his future profession.

ANIMATION

2D ANIMATION

CREATING ANIMATED IMAGES AND CHARACTERS FOR TV, WEB, CINEMA AND VIDEOGAMES ANIMATION IS ONE THE MOST REQUESTED FIELDS IN THE CREATIVE INDUSTRY.

The expertise and techniques required in terms of movement, colouring and sound; students develop creative and technical skills for designing with digital technology; Work-based projects promote the development of student's autonomy in accomplishing their own projects.

Career Opportunities:

Animator layout artist; animation specialist; animator/associate animator; managing his own business.



3D ANIMATION

DIGITAL PAINTING, 3D ANIMATION, VISUAL EFFECTS AND POST-PRODUCTION MAKE-UP: THE WORKSPACE OF A COMPETENT PROFESSIONAL IN THE WORLD OF COMPUTER ANIMATION.

Form, colour, typography, motion graphic, environment and light are all essential elements in conceiving and designing a digital animation project. By understanding and applying 3D modelling production processes, the students create the narrative structure for a digital animation.

Career Opportunities:

Designers and creators in Graphic Design, Cinema and Multimedia areas; 3D Modeller; 3D Animator; managing his own business.

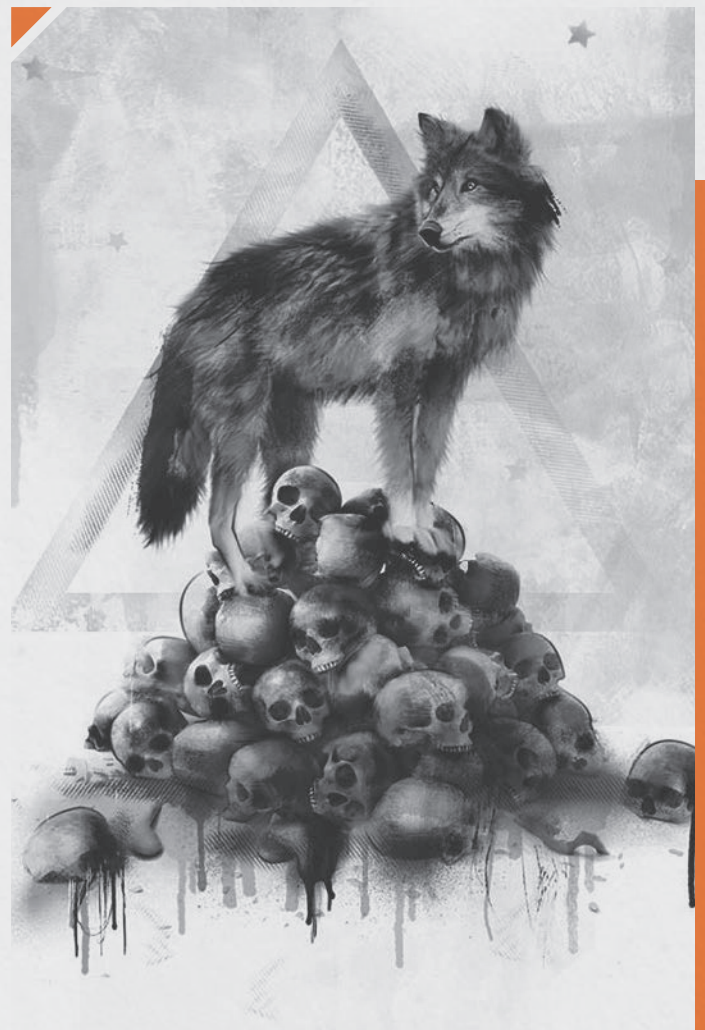
CONCEPT ART

DESIGNING FIGURES, OBJECTS AND SCENERIES THAT INTEGRATE THE CONCEPTUAL ART OF ANIMATION AND VIDEO GAMES.

Develops the skills in using tools for virtual design to efficiently develop conceptual designs; Prepares students for the creative methods of conceptual designs that may serve as a base for the development of video games, or for animations; transfers knowledge about the organisation of developing conceptual works and optimising them.

Career Opportunities:

Artist for the Video game/Film or Television industries



FILM AND TELEVISION

The industry of Film and Television require a mix of different specialties and, therefore, demands team work. Such process starts at school level, where real life assignments are developed in a collaborative manner, gathering students from the different audiovisual areas. The range of the courses held at ETIC respond to the most important needs of a cinema or television project. The courses have common projects and share the same learning zone.

REALIZAÇÃO

REALIZAR É IMAGINAR, CRIAR, CONTAR A HISTÓRIA, PASSAR A EMOÇÃO.

The course covers all the various genres: fiction, documentary, advertising or report. The students work collaboratively and present their work before a jury of industry professionals. Along the course, they build a portfolio that helps finding a way for future specialization.

Career opportunities:

Film production, television, advertising, video and digital content. Television stations. Create and manage your own business and/or as a freelancer.

PRODUCTION

PRODUCTION IS MAKING THINGS HAPPEN. THIS COURSE OFFERS SOLID TRAINING IN THE AUDIOVISUAL INDUSTRY, IN THE AREAS OF CONTENT AND EXECUTIVE PRODUCTION.

The course approaches the audiovisual language in its technical and aesthetic components. Students develop ideas and content for producing every phase of their projects in areas such as film making, TV, video or advertising.

Career Opportunities:

Assistant producer or content producers for Film, Video, Advertising or Production companies.

VIDEO POST- PRODUCTION AND MOTION GRAPHICS

POST-PRODUCING IS TO GIVE SHAPE AND MEANING TO IMAGE AND SOUND.

Creation of digital audio-visual content: editing images and sound, creating motion graphics and digital effects, recording images and sound; Collaborative work with multidisciplinary teams is stimulated, as well as their autonomy when it comes to managing their own projects.

Career Opportunities:

Film, Television, Video and Advertising Industry; Managing a private company.

DIGITAL CINEMATOGRAPHY

A GOOD IMAGE IS WORTH A THOUSAND WORDS! SOLID TRAINING IN THE IMAGE-MAKING INDUSTRY.

The course involves the creation of audio-visual content in digital video through Indoor (studio) and outdoor shoots and lighting practice. Students gain experience with video editing and do collaborative work with colleagues from the Video Post Production and Motion Graphics courses.

Career Opportunities:

Cameramen (studio and outdoor). Assistants and Lighting technicians; technical assistants in producing film, television, advertising areas, video and digital content. Create and manage your own business and/or as a freelancer.



APRESENTADOR DE TELEVISÃO E RÁDIO

PREPARES THE FUTURE TELEVISION PRESENTERS AND OTHER PROFESSIONALS WHO USE IMAGE AND VOICE IN PUBLIC.

In real environment of a multimedia studio and outdoors, this specialised course addresses the intensive practice of communication techniques,

voiceover and presentation for radio and television. The practical exercises are developed together with a reporting crew and video production and post production equipment.

Career opportunities:

Television networks. Producers of audiovisual content. Advertising agencies. Events production. Marketing teams and corporate communication.

AUDIO-VISUAL TECHNOLOGY

TRAINS PROFESSIONALS WHO WISH TO STEP INTO THE AUDIO- VISUAL PRODUCTION AREAS: WORKING FOR TV CHANNELS, VIDEO AND ADVERTISEMENT PRODUCTION COMPANIES (LIGHTING AND CAMERA OPERATOR, PRODUCER,

POST-PRODUCTION, GRAPHIC COMPOSITION AND SOUND).

The course considers: Indoor (studio) and outdoor shooting; Video-editing; Technical knowledge of lighting; Sound recording and post-production; Team-based hands-on projects.

Career Opportunities:

Assistant and Cameramen; Assistant and Lighting technicians. Film, Television, Video and Advertising Industry.

DESIGN

GRAPHIC DESIGN

THE DEVELOPMENT OF VISUAL COMMUNICATION FOR PRODUCTS, BRANDS AND SERVICES.

Creative and technical expertise for the production of visual concepts in branding, advertising, packaging, digital graphics and editorial for brands; teaches specialized skills to use graphic tools for image editing, typeface and vector design. Students create and execute real projects that communicate ideas and concepts.

Career Opportunities:

Design Studios; Advertising Agencies; Design/Communication departments in companies; managing his own business.

ILLUSTRATION FOR NEW MEDIA

DEVELOPS STYLES AND PRODUCTION TECHNIQUES FOR BRANDS, PRODUCTS OR PROJECTS FOR DIGITAL MEDIA.

Students learn the illustration techniques and image production skills to develop the creative process. With practice, they apply the technology in communication concepts which involve usability, layout and typography.

Career Opportunities:

Illustrators in Advertising agencies, Newspapers and Magazines. Authoral illustration for diverse digital media.

MOTION DESIGN

PRACTICAL COMPETENCIES IN ANIMATION, POST-PRODUCTION, SPECIAL EFFECTS AND MOTION GRAPHICS.

How to animate objects, images and graphics? How to create objects that don't exist but seem real? How to add special effects that make everything seem real? The answers are in this course. It combines essential design notions to the use of technology; experience with using and designing software for the up-take, generation, modulation and animation of images; develops the creative and conceptual capacity to follow through from the initial briefing to the final artwork.

Career Opportunities:

Areas of animation, motion graphics, post production and video in the creative industries; managing his own business.



Mia Persson



PHOTOGRAPHY



PHOTOGRAPHY

*PREPARES FOR
THE PRACTICE OF
PHOTOGRAPHY IN
ALL THE DIFFERENT
BRANCHES OF THE
CREATIVE INDUSTRY.*

Foundation training in Photography applied to the different fields of Fashion, Advertising, Photojournalism and also Portrait Photography. The course develops a theoretical understanding of Photography and image post-production techniques as well as a practical understanding of the equipment.

Career Opportunities:

Social and event Photographer;
Fashion and Advertising
Photographer.

EVENTS



EVENTS PRODUCTION

*ORGANIZES AND MAKES
EVENTS HAPPEN, MANAGES
TEAMS AND DEALS WITH
PERFORMING ARTS
BASED ON STRATEGY AND
CREATIVITY.*

So as to effectively create, produce and promote an event, the student learns how to structure plans and the strategic thinking required to work with the brands and clients he or she is going to work with.

Preparation of the Marketing and Communication plan and budget plan; throughout the school year the students participate in real life events to practice all the knowledge they have learned.

Career Opportunities:

Event companies, show promoters,
organisation of festivals/concerts.
Marketing and Communication
Teams.produtoras de televisão.

JOURNALISM

JOURNALISM AND AUDIO-VISUAL COMMUNICATION

TRAINS JOURNALISM PROFESSIONALS WHO WISH TO STEP INTO A DEMANDING FIELD WITH MANY PLATFORMS.

The course offers specialised skills for the drafting and editing of journalistic writing (press and online) and audio-visual media; it develops technical and creative techniques necessary to carry-out multidisciplinary journalistic projects while working within a team; theory is adapted to the practice of press journalism, radio and television, according to the market and digital new standards.

Career Opportunities:

Media. Creation of new media projects. Communication companies, public relations and media planning.



DIGITAL MARKETING

MARKETING DIGITAL E SOCIAL MEDIA

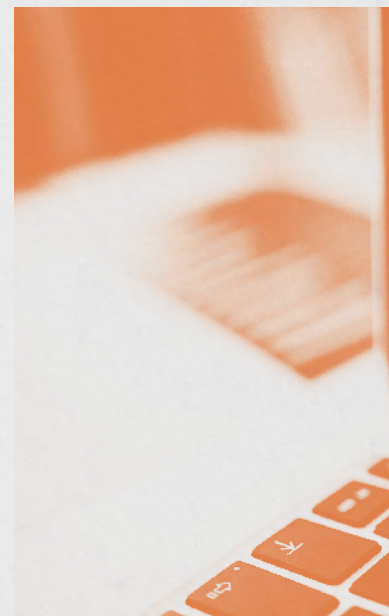
DIGITAL MEDIA ARE NOW THE MOST IMPORTANT MEANS OF COMMUNICATION FOR BRANDS, PRODUCTS, COMPANIES, CAUSES AND CELEBRITIES. THIS COURSE TRAINS PROFESSIONALS FOR THE CREATION, MANAGEMENT AND OPTIMISATION OF DIGITAL COMMUNICATION.

O curso alia a teoria à prática no

This 1 year course provides Web Analytical skills know-how and knowledge of what to measure in the digital data world. Develops skills for managing AdWords and Facebook Ad campaigns, combines theory into practice and monitors results. The course also prepares professionals for optimising websites for search engines – SEO Definition of practical and strategic KPI.

Career Opportunities:

Digital Marketing agencies, Media Agencies, Creative Agencies, Marketing Digital departments in companies. Freelancers or entrepreneurs in the area of digital communication.



INTERACTIVE MEDIA

WEB DESIGN/ RESPONSIVE WEB

*DIGITAL STRATEGY,
FRONT END DESIGN AND
DEVELOPMENT.*

The skills necessary to think graphically, to design and conceive ideas for digital media: web, mobile, games and social networking sites. Teaches the tools and methods for the structuring and production of digital media platforms; with specialised software of image creation and editing, students create graphical models and processes which allow testing, validation and implementation of interactive solutions.

Career Opportunities:

Visual Designer, User Interface Designer; Interaction Designer, User Experience Designer; Front End Developer. Managing a freelance career or managing his own business.



WEB DEVELOPMENT

*SKILLS AND TOOLS FOR
PROGRAMMING WEBSITES
AND WEB APPLICATIONS.*

The course develops the necessary expertise to plan, develop and test websites and applications across different platforms; promotes creative competences and the logical thinking necessary for programming and provides a solid understanding of the technological context and its different tools.

Career Opportunities:

Web Developer; Backend Developer; Programmer; Managing a freelance career or managing his own business.





FASHION PRODUCTION

PREPARES PROFESSIONALS FOR THE COORDINATION OF A WIDE RANGE OF AREAS RELATED TO A FASHION PROJECT.

Transferable and related to other areas such as Photography, Video, Styling and Make Up, this course prepares the student for several job functions in the fashion world. With an integrative approach, students develop creative and management competences for the fashion business environment.

Career Opportunities:

Fashion producers; wardrobe assistants in film, television, theatre, events, advertising, editorial projects and fashion shows.



STYLING & MAKE UP

TRAINS PROFESSIONALS CAPABLE OF ASSURING QUALITY WORK IN THE FIELD OF STYLING & MAKE-UP.

Develops competencies to take-up the styling and make-up of any project; develops creative competences for the styling and make-up industry. Prepares the student to become a fashion stylist or image consultant.

Career Opportunities:

Stylist; Make up Artist.

MUSIC CREATION AND PRODUCTION

TRAINS PROFESSIONALS IN THE TECHNICAL AND CREATIVE AREA OF MUSIC CREATION AND PRODUCTION.

Delivers the necessary technical and creative skills for the creation and production of music for different media and industries: Music, Cinema, Television, Multi-Format Media; Develops a theoretical, practical and aesthetic understanding of the field and prepares for the management of any given music project.

Career Opportunities:

Producer/ Music Composer. Mastering Technician. Producer/ Composer for audiovisual projects.



SOUND DESIGN

THE TECHNICAL AND PRATICAL KNOWLEDGE TO BECOME A PROFESSIONAL SOUND DESIGNER TO OPERATE SOUND IN DIFFERENT ENVIRONMENTS AND FOR DIFFERENT PURPOSES.

Develops the necessary technical skills to manage live sound and studio recordings; sound recordings, post-production and mastering for the creative industry; promotes the awareness of sound and its importance and integration with the different media: Cinema, Theatre, Radio, among others.

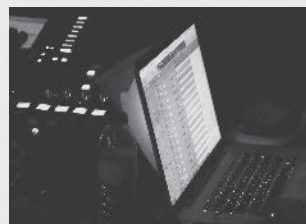
Career Opportunities:

Sound Designers specialized in studio recording, live concert, radio, television, theatre, sound design; activities related to sound and audio.

PRODUÇÃO E CRIAÇÃO DE HIP HOP

Hip Hop is one of the most important genre in music nowadays. The course comprehends the key areas of beatmaking, Rap, DJing and Studio recording in a more technical aspect. The student learns the foundations and history of Hip Hop but also the new rules of marketing and artist management strategies that are essential in the music scene today.

The course is developed in partnership with Rimas e Batidas, the most important platform in the dissemination and critical thinking about Hip Hop in Portugal.



ELECTRONIC MUSIC

TRAINS PROFESSIONALS FOR THE CREATION AND PRODUCTION OF ELECTRONIC MUSIC.

Develops skills for the creation and production of electronic music; Prepares professionals for the creation of music with technological resources: specific software and equipment; Promotes musical knowledge and encourages creativity for the innovation in the context of music.

Career Opportunities:

Producer/Composer. Creator of new music projects. Producer/ Composer for audiovisual projects.



*CLIMATE CHANGES,
SOCIAL AND ECONOMIC
INEQUALITY, GENDER
EQUITY.*

*ETIC'S SUSTAINABILITY
AND INNOVATION
PROPOSAL DEFIES TO
MAKE A DIFFERENCE*

ETIC4GOOD

CREATIVITY WITH RESPONSIBILITY.

In 2015, the UN launched the 17 Sustainable Development Goals (SDG), with the purpose of fulfilling each of them until 2030. This challenge was released globally and reaches each of us individually, as well as all forms of social organization in which we operate: countries, cities, companies, institutions - and especially schools, that have been and are special places of growth for everyone.

ETIC wants to take commitment on building a better tomorrow. We want people to be innovative and aware of their impact and power of intervention in society and in the planet. ETIC 4 good intends to look at each SDG and realize the impact we create, and what can we do in order to take action.

We have engaged the entire school community with the support of experts in this area. The goals of sustainable development are the basis for every project developed in our school.





*FROM SCHOOL INTO THE
WORKING WORLD*

*THE CREATIVE
INDUSTRIES: WHAT DO
THEY EXPECT?*

*WHAT ARE THE TOP
SKILLS EMPLOYERS
WANT?*

*WHICH PROFILE
FOR NEW CREATIVE
PEOPLE?*

*WHAT ARE THE
MARKET CHALLENGES?*

*HOW SHOULD NEW
PROFESSIONALS FACE
THE MARKET?*

To answer all these questions, ETIC organizes several initiatives designed to connect students, companies and professionals in one place. The students see their professional future in a much clearer way through sharing and inspiring experiences.

*HOW CAN I MEET THE
GLOBAL MARKET?*

*HOW DO COMPANIES
FIND ME AND HIRE ME?*

We bring former students with successful careers and projects to ETIC, and promote the sharing of their experiences as a way of inspiring new ideas. Talks and Master Classes also happen frequently with experts, where trends are revealed and help to guide students in their integration on the Creative Economy.

ETIC_IDEIA

LABORATORY OF INNOVATION AND CREATIVITY

200 STUDENTS

20 MULTIDISCIPLINARY TEAMS

20 MENTORS

20 PROJECTS

ETIC's innovation and Creativity lab joins about 200 students in 20 collectives that create collaborative and multidisciplinary projects. In the same team there are for future Designers, directors, editors, photographers, Web developers, illustrators and music producers who cross skills for the same purpose: to create a product, a business, an event, or a cause and present it in a final pitch.

This project is part of the curriculum of the annual courses. In the last unit, students leave their class to integrate a team consisting of a student of each course under the guidance of a Mentor. The purpose: to explore and develop collaborative creativity, critical thinking, problem solving, team work, create networks and make sustainable projects, which can go live.

In every edition we are surprised with innovative and extraordinary ideas. The projects are awarded and have led, in the past, students to Google headquarters in Dublin and Second Home in London. ETIC assigns a monetary support for the winning teams to convert their projects into businesses.



SCHOLARSHIPS

ETIC offers a €10,000 scholarship for applying a course. The scholarship aims to support those who reveal financial difficulties and express a willingness to pursue a career for which it is essential an ETIC course. Candidates should check the specific regulation available at our website.

ERASMUS+

OVER 500 STUDENTS HAVE TAKEN UP INTERNSHIPS IN 16 EUROPEAN COUNTRIES.

Students have the opportunity to undertake an international internship or work placements under the Erasmus + programme. Students apply for the programme and are selected according to their performance and distinctive educational outcome. The approval of the selected candidates is done according to available placements.

ETIC's students who have taken-up internships under the ERASMUS+ Programme have encountered many companies within their chosen industries and have been exposed to different ways of working in a variety of countries such as the UK, Italy, Spain, Germany, Finland, Sweden, Denmark, Estonia, the Czech Republic, Romania, Poland, Greece, Belgium, Czech Republic, Ireland and France.

JOB OPPORTUNITIES

ETIC continually liaises with a wide range of companies and institutions in order to integrate our young professionals through internships, work-based projects and actual job placements. The School has a department that deals with the furtherance of our students' careers.

Based on the existing vacancies, we perform a pre-screening of possible candidates to target those that meet the requirements of the company.

Candidates are selected based upon their educational performance. Their sense of responsibility, participation and potential are also taken into account. These opportunities are also posted on ETIC's job offers page and on Career Opportunities Facebook page.

Internships are not mandatory. However, all graduating students are given the opportunity to apply, after meeting some basic requirements.

** Internships at ETIC are not mandatory and are not part of the curricular programme.*



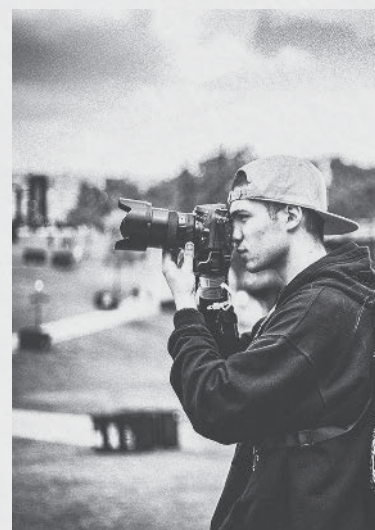


STUDENTS PARTICIPATION IN EVENTS

HANDS ON PROJECTS, MEMORABLE EXPERIENCES

Working in close proximity with companies and organisations, ETIC students have the opportunity to participate and work in events or projects which offer them real life experiences. They produce, edit, photograph, shoot, animate and present. Some examples:

*DOC LISBOA
ROCK IN RIO
EDP COOL JAZZ
FESTIVAL SILÊNCIO
FESTIVAL MIL
ID_NO LIMIT
FESTIVAL DO CLUBE
DE CRIATIVOS DE
PORTUGAL
INSHADOW
DESFILE DE MODA ETIC
CODE IN THE DARK
ETIC GLOBAL GAME JAM*



ETIC PARTNERS

ETIC SETS UP PARTNERSHIPS WITH COMPANIES AND INSTITUTIONS WHICH BENEFIT THE STUDENTS' TRAINING AND EXPERIENCE THROUGH SEVERAL ACTIVITIES CARRIED OUT DURING THE ACADEMIC YEAR. SOME EXAMPLES:

APMP – SOCIEDADE DIGITAL
BENFICA TV
BLITZ
CÂMARA MUNICIPAL DE LISBOA
CINEMATECA PORTUGUESA
CLUBE DE CRIATIVOS DE PORTUGAL
COFINA MEDIA
COLORFOTO
DOC LISBOA
EDP COOL JAZZ
ESTÚDIO HCU
ESTÚDIOS NAMOUCHE
ETCINE
EXPERIMENTA DESIGN
EYEWORCS
FAZ MÚSICA LISBOA
FESTIVAL INSHADOW
FESTIVAL SILÊNCIO
FESTIVAL MIL
FNAC
FUNDAÇÃO DAS COMUNICAÇÕES
MUSEU DAS COMUNICAÇÕES
HOTCLUB DE PORTUGAL
IMPRESA
LIVE EXPERIENCES

MEDIA CAPITAL
MODA LISBOA
MOTORPRESS
MOURARIA CREATIVE HUB
MUSICBOX
MUSIFEX
O CUBO
PALÁCIO NACIONAL DA AJUDA
PANTALHA
PLURAL
PROSONIC
RÁDIO CIDADE
ROCK IN RIO
RTP
RFM
SATAEDU
SECOND HOME
SIC
SOUNDSTATION
SP TELEVISÃO
SPORTING TV
STEINBERG
TEATRO PRAGA
TEATRO DO BAIRRO
TVI
VO'ARTE







COLÉGIO
CESÁRIO
VERDE

Open for over 60 years, Cesário Verde was acquired by ETIC – Grupo de Educação in 2004. With 500 students, the School comprehends a Kindergarden/Pre-School, Primary and Secondary school. The team is dedicated and professional, with a stable body of teachers.

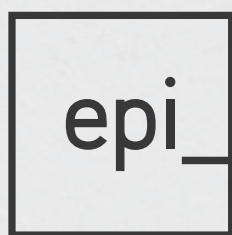
The school's educational project is totally committed to integrate the children's development with Art as a means of connection between the various academic areas.

Through early and regular contact with several forms of artistic expression, the student develops his or her full potential and competencies to stand out as a creative and innovative spirit.

Av. Infante D. Henrique, Lote 309
1950-421 Lisboa
219 457 590
geral@cesarioverde-ensino.pt
www.cesarioverde.pt







ESCOLA
PROFISSIONAL
DE IMAGEM
25 ANOS

Founded in 1993 on the initiative of the ETIC with the Ministry of Education, EPI - Professional School of Image has 25 years of educational experience.

Founded by ETIC, the school was a pioneer in the creation of creative courses that are now part of the national offer. Students can complete secondary education (10th to 12th grade) and, at the same time, obtain a professional certification in the areas of Video, Sound, Multimedia, Graphic Design, Photography, Animation, Music and Drama. These courses are part of the Portuguese Ministry of Education professional courses offer.

The quality of the training students get and their future are our biggest focus. Creativity, innovation and experimentation are guidelines of all our work. Students benefit from the training projects, cross knowledge and skills in multidisciplinary teams to carry out real projects and Internships where they have contact with the working world.

Under the Erasmus+ Program, students have the possibility to obtain a traineeship in another European country. We are proud of the talent that we have helped building when we find them in TV stations, behind the camera, in advertising agencies, on the radio, in theatres or in cultural or music shows within the creative area.

Rua D. Luís I, nº 6
1200-151 Lisboa
213 942 550
www.epi.edu.pt



ADMISSIONS

Admissions take place between May and September.

The student should contact ETIC for information about the course and programme wanted and arrange an interview with the Course Manager.



HIGHER NATIONAL DIPLOMA COURSES (2 YEARS)

Secondary Education

Students must have accomplished secondary education to enrol in an HND course.

Statement Of Purpose

Where the student describes personal and professional aspirations.

Interview

Must be scheduled by the student in accordance with available dates.

Portfolio

When student is interviewed, he should have his portfolio ready or show reel to show (optional).

TOP UP YEAR / B.A.

Higher National diploma

(above average) or other certificate with level 5/120 credits

Proficiency in English:

IELTS minimum 6.0 (5.5 in every component) or TOEFL IBT minimum 80 (19 in every component).

High School diploma

Digital portfolio or show reel

Motivation letter in english (reasons for applying, professional goals and any other important information).

Recommendation letters

(academic or professional).

Enrolments which do not fulfill the academic level demanded will be analysed, taking into account that student must show his professional background or level of expertise in the area.

ETIC COURSES

Secondary Education Or Relevant Professional Experience

Students must have accomplished secondary education to enrol in ETIC courses or have some professional experience in the area.

Interview

Must be scheduled by the student in accordance with available dates.

Portfolio

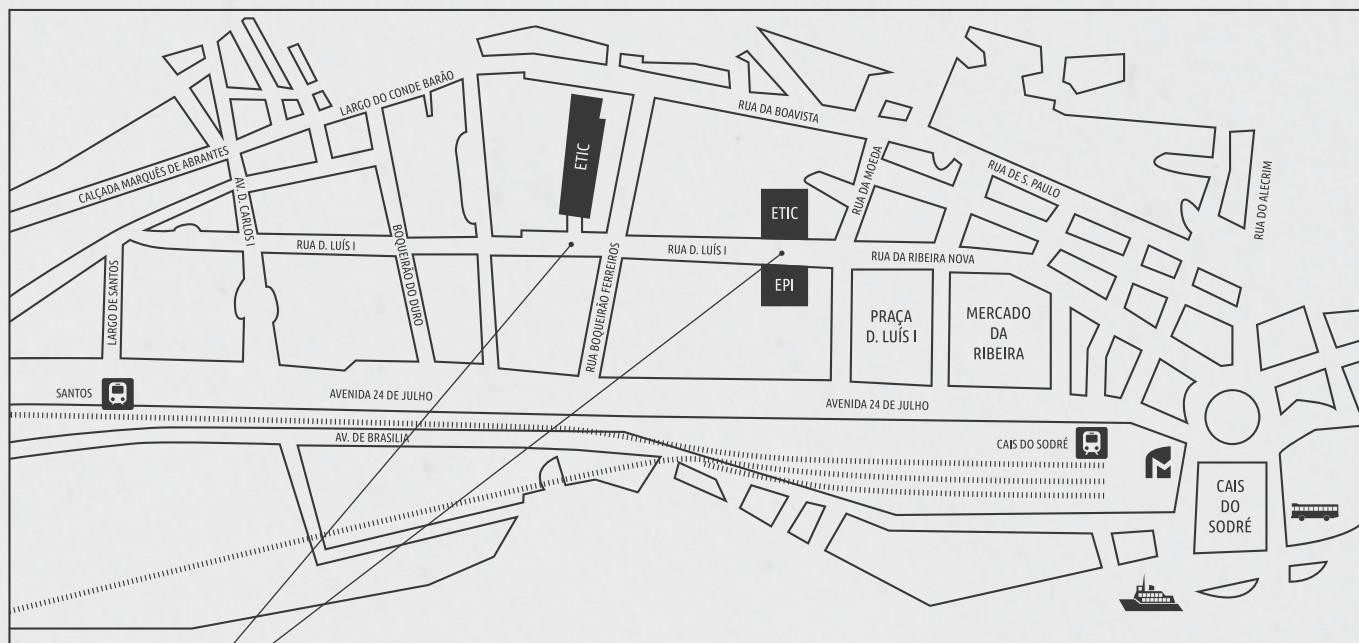
When student is interviewed, he should have his portfolio ready or show reel to show (optional).

INFORMAÇÕES:

www.etic.pt
info@etic.pt / 213 942 140

MORADA:

Rua D. Luís I, Nº 6 e Nº 20 D
1200-151 Lisboa



No centro de Lisboa, entre Santos e Cais do Sodré. Acessível através de todos os transportes públicos.



GRUPO DE
EDUCAÇÃO
ETIC

