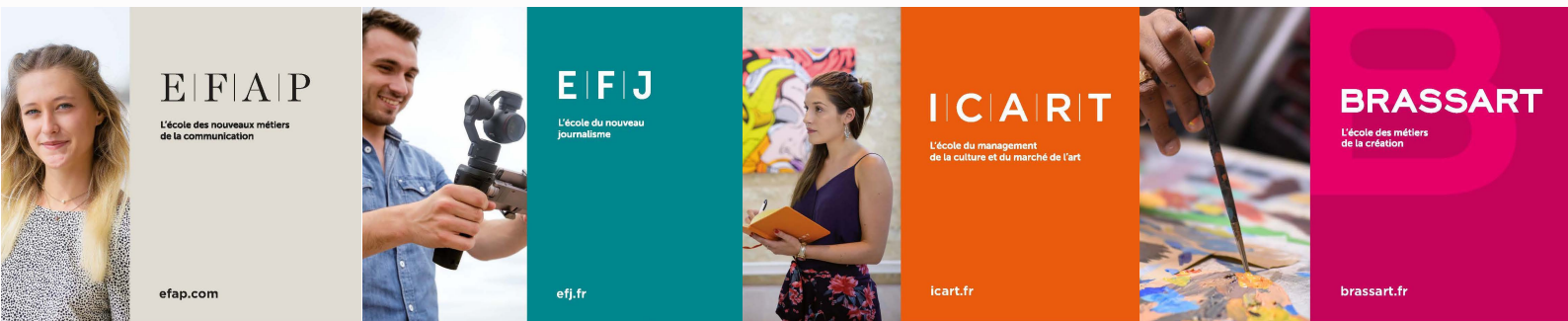




# INTERNATIONAL WELCOME GUIDE

## 2021/2022

## BORDEAUX



**EFAP SCHOOL OF COMMUNICATION**  
**ICART SCHOOL OF ARTS**  
**EFJ SCHOOL OF JOURNALISM**  
**BRASSART SCHOOL OF DESIGN**

**BORDEAUX**  
**efap.com - icart.fr - efj.fr**

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I | C | A | R | T

L'école du management  
de la culture et du marché de l'art

E | F | A | P

L'école des nouveaux métiers  
de la communication

E | F | J

L'école du nouveau  
journalisme

BRASSART

L'école des métiers  
de la création

# WELCOME!



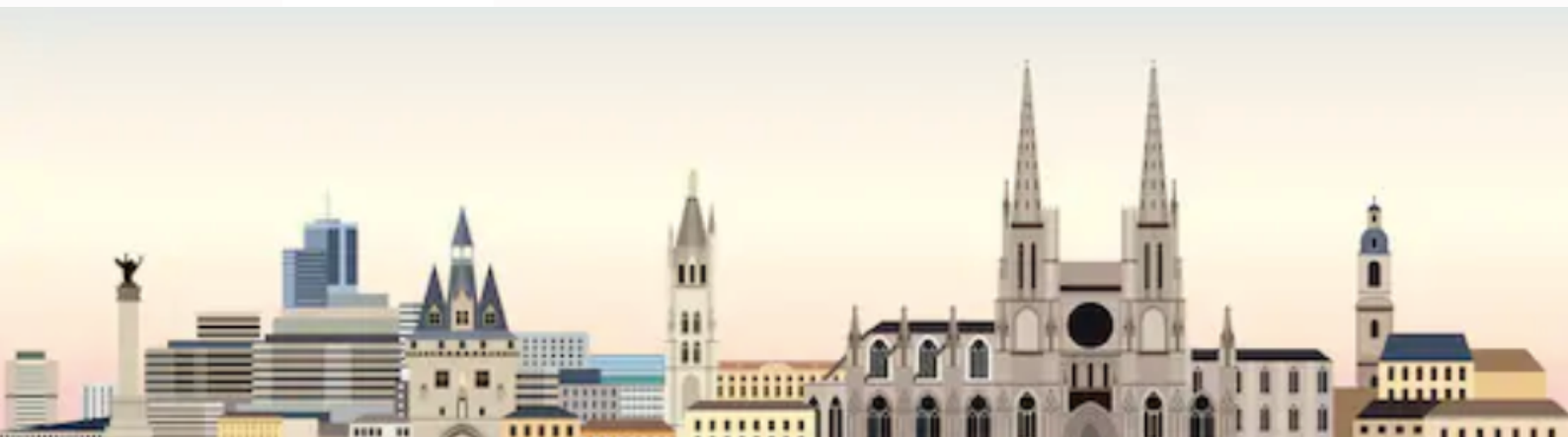
Congratulations for your admission at EDH  
(BRASSART, EFAP, ICART, EFJ)!

We are very pleased to welcome you. This Welcome Guide was created in order to make the transition as easy as possible. You will find information regarding our schools, where to go, what to do when you arrive, who to contact for information, but also advice about your everyday life in France.

If you have any questions, please feel free to call or email our office!

***Karine Gautier***  
***Head of International Relations***  
***Groupe EDH (EFAP, ICART, EFJ)***

A stylized, handwritten signature in black ink, appearing to be 'K. Gautier'.



**I | C | A | R | T**

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## CONTACTS ON CAMPUS



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# E|F|A|P

L'école des nouveaux métiers  
de la communication



**EFAP** was created in 1961 and is the first school of communication in France.

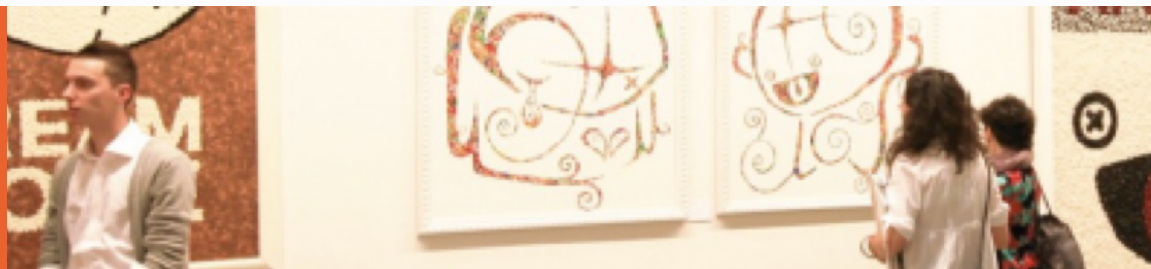
Over the years, we have innovated in order to always give the best to our students.

Students learn how to communicate using marketing, advertising, event communication, audio-visual techniques and more recently digital communication.

Over our 6 campuses, Paris, Bordeaux, Lille, Lyon, New York and Shanghai, students use their theoretical education in the mandatory internships that they perform each year. There are over 16 000 alumni around the world in all fields of communication.

# I|C|A|R|T

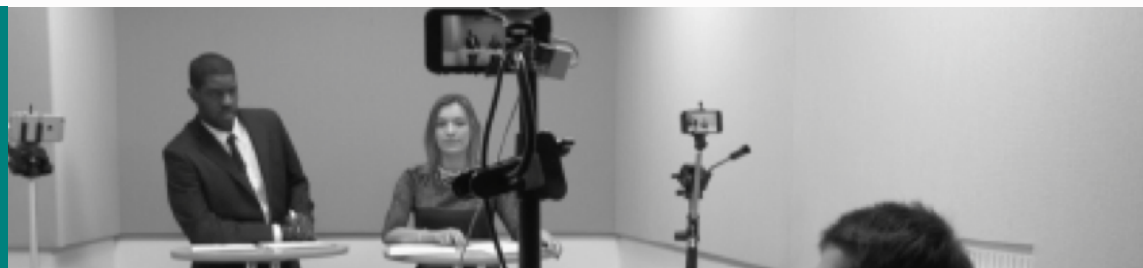
L'école du management  
de la culture et du marché de l'art



**ICART**, founded in 1963 in Paris and nationally recognized by the French Ministry of Culture and Communication, is the first school in Europe that is entirely dedicated to the pursuit of careers in the arts. ICART responds to the needs of both professionals and recruiters by proposing a polyvalent training (the Bachelor's degree) as well as two specialized MBAs. For the last 50 years, the school has developed some of the art world's most dynamic professionals. In a world where the understanding of event planning has become essential and where the art market is growing rapidly, the creative and cultural fields are thriving like never before.

# E|F|J

L'école du nouveau  
journalisme



**EFJ** is, more than ever, a school that is a part of a rapidly changing world and a constantly evolving profession. EFJ is preparing the journalists of the digital age as well as all professionals in the communication industry.

EFJ is the only school that is built around an entirely digital newsroom featuring live news feeds, giving our students a unique level of immersion in the latest journalistic practices.

# BRASSART

L'école des métiers  
de la création



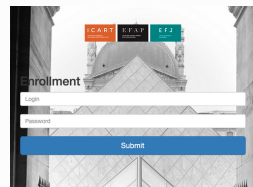
**BRASSART** One of the first reference schools in creation where graphic design and digital creation rub shoulders with 3D animation, VFX, video games, illustration, comics, concept art, web design and audiovisual. Present in 13 regions of France, the Brassart school has been training tomorrow's creators for 70 years.

# STEPS BEFORE YOUR ARRIVAL



## 1 Step 1 - Application

- Online registration through a Google Form
- Online activation of personal Student Space
- Documents to send by email –l.martin@groupe-edh.com :
  - o Copy of passport
  - o ID picture
  - o Copy of European health insurance card (for EU-students only)



## 2 Step 2 - Admission letter and, if required, start of visa application



- Non-EU students: to apply for a student visa, please visit **[www.campusfrance.org](http://www.campusfrance.org)**. If your country doesn't follow the Campus France procedure, please contact the nearest French Consulate in your home country.

- EU students: you don't need a visa to study in France for 6 months unless you hold a special status of citizenship or residency in your home country.

## 3 Step 3 - Accommodation application (see p.8)

## 4 Step 4 - Course selection

We will send you an updated list of available units. In the meantime, please have a look at the course handbook for course description: **[www.efap.com/ecole-international/study-in-france](http://www.efap.com/ecole-international/study-in-france)**

## 5 Step 5 - Health insurance

All the international students must have health insurance during their studies with us.

- EU students: you need to request the European Health Insurance card and send us a copy before the start of the semester.



- Non EU-students: you will need to purchase the French health insurance by registration online upon arrival: **<http://etudiants-etranger.ameli.fr/#/>**



## 6 Step 6 - CAF Application (housing subsidy)

Most students are eligible for the CAF, a housing subsidy given by the French government. If you want to apply, we'll help you do it with you upon arrival. You'll need to bring your birth certificate translated into french, as the CAF will ask for it.

# LIST OF SUBJECTS FALL 2021



Module	Subject	Subject ECTS	Module ECTS
<b>Communication Strategy</b>	Media Relations Strategy	2 ECTS	<b>6 ECTS</b>
	Public Relation and Lobbying	2 ECTS	
	Event Communication	1 ECTS	
	Wine and Luxury Communication	1 ECTS	
<b>Advertising Creation</b>	Artistic direction	2 ECTS	<b>6 ECTS</b>
	Strategic planning	2 ECTS	
	Talk show creation	1 ECTS	
	Graphic design	1 ECTS	
<b>Brand Strategy</b>	Marketing	2 ECTS	<b>6 ECTS</b>
	Brand content	1 ECTS	
	Brand identity	2 ECTS	
	Masterclasses	1 ECTS	
<b>Management &amp; Projects</b>	Start-up	2 ECTS	<b>6 ECTS</b>
	Management and Agility	1 ECTS	
	Battle	3 ECTS	
<b>International</b>	International Personal Branding	1 ECTS	<b>6 ECTS</b>
	International Communication Strategy	2 ECTS	
	Cross Cultural Communication	2 ECTS	
	TOEIC preparation	1 ECTS	
			<b>30 ECTS</b>

# CAMPUS IN BORDEAUX



## EFAP - ICART Campus - 8 Parvis des Chartrons

The EFAP and ICART Campus in Bordeaux are located in the heart of the Chartrons quartier, surrounded by shops and restaurants. With easy access by public transport



### Access

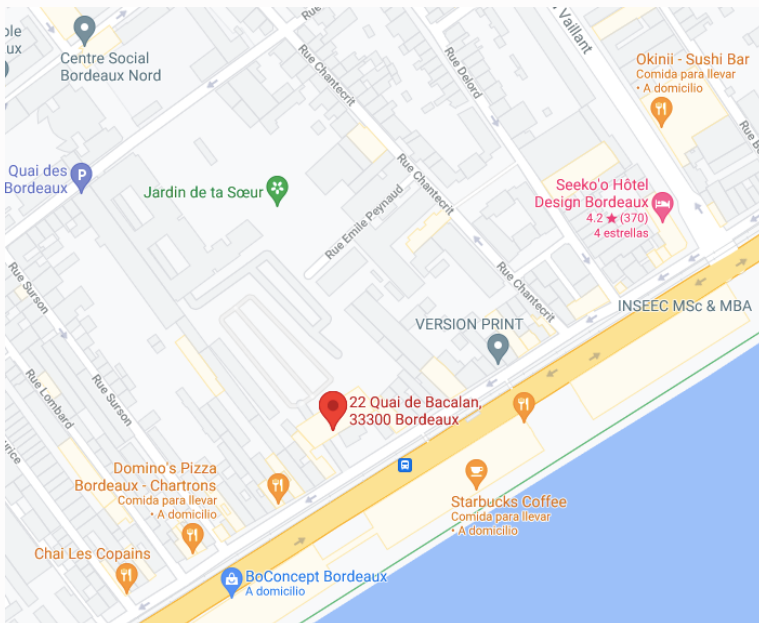
Tramway line **B**  
Stop: CAPC - Musée d'Art Contemporain

or

Tramway line **C**  
Stop: Paul Doumer

## EFJ Campus - 22 Quai de Bacalan

The EFJ Campus is located in the Quai de Bacalan, next to the famous Cité du Vin and in the middle of a lively neighbourhood.



### Access

Tramway line **B**  
Stop: Les Hangars

or

Tramway line **C**  
Stop: Paul Doumer



### Places to eat around Campus

- **Resto Universitaire** - Located at 98 Quai des Chartrons offers you a students menu for 3,25€
- **Bread Storming** - Next to EFAP campus, it has a students menu for 6,90
- **Chai les Copains** - Next to EFJ Campus, has daily menus at affordable prices

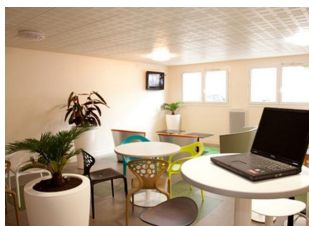
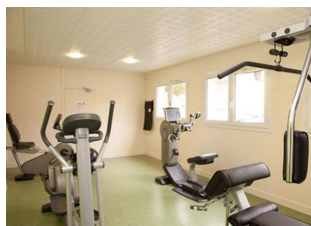


# ACCOMMODATION OPTIONS



## Partner student residences

**Youf1rstcampus Bordeaux Centre:** at 15 min by public transport from EDH campus - between 600€ and 800€ per month depending on the option you choose. <https://campus.youfirst.co/fr>  
you want to have some more information about other student residences do not hesitate to contact us!



## Accommodation help services

**Uniplaces** is a service which helps students to find accommodation online. It's a good way to avoid rental scams. You can use our code UP20EDH for a 20% discount in the service fees! [www.uniplaces.com](http://www.uniplaces.com)



- **Erasmus Play** is a student housing search engine to find accommodation across Europe. It allows you to compare all available accommodation quickly and easily. In addition, you will be able to make a booking safely, as all the accommodations are 100% verified. <https://erasmusplay.com>
- **Livin France**, is an agency that offers a wide range of housing possibilities, mostly Flatsharing in many cities all around France. <https://livin-france.com/>



erasmusplay



## Private flats

- Private flats: [www.leboncoin.fr/locations/offres/](http://www.leboncoin.fr/locations/offres/) (only in French)  
[www.airbnb.com](http://www.airbnb.com)
- "Colocation" (shared apartments): [www.lacartedescolocs.fr](http://www.lacartedescolocs.fr) or [www.appartager.com](http://www.appartager.com)



Beware of rental scams! If you choose a private apartment, we recommend you to book an airbnb or hostel for a few days first and look for an apartment upon arrival.



## Public transportation

In Bordeaux, the TBM is in charge of most of the public transportation.

The **TBM Pass Jeune** costs around 21€ per month and will allow you to use the tramway, bus, the BAT (a boat that'll allow you to go from one side of the river to another) and all the public bicycles.



## Opening a bank account

Most banks open accounts easily for international students. You will have to prepare some documents:

- Copy of your ID card/passport
- Letter from your receiving institution stating you are a student
- A copy of your lease (if you are renting) or a statement written by the person housing you ("attestation d'hébergement" along with a copy of their ID and lease).

Groupe EDH has a partnership with La Société Générale Bank and we will help you open an account with them during Orientation.



## Emergency contact numbers

- **Ambulance** : 15
- **Police Emergency** : 17
- **Fire service** : 18
- **Emergency number from cellphone** : 112
- **Emergency medical assistance "SAMU"** : 15
- **SOS Médecins** : 3624



## Medical centers

With **www.doctolib.fr**, you can book online a medical appointment. Most of the doctors use this platform nowadays.

English-speaking doctors in Bordeaux:

- Here you have a selection of some english speaking doctors in Bordeaux:

<http://englishspeakingdoctors.weebly.com/bordeaux.html>



## Useful apps

- **TBM** (Public transport app for Bordeaux)
- **City Mapper** (transport app for Bordeaux)
- **Lime** (electric scooters)
- **Allociné** (movies)
- **La Fourchette** (discounts on restaurants)
- **Reverso Context** (French-English dictionary)
- **Uber/Bolt/Heetch** (Private Taxi)
- **Fever** (Good plans and discounts)



## French survival guide

- **Bonjour** (Hello)
- **Bonsoir** (Good evening)
- **Salut** (Hi)
- **Au revoir** (Goodbye)
- **Merci** (Thank you)
- **S'il-vous-plaît** (Please)
- **Désolé** (Sorry)
- **Je ne comprends pas** (I don't understand)
- **Parlez-vous anglais ?** (Do you speak English?)



# STUDENT LIFE



## Cultural life in France

Most national monuments and museums are free to European citizens aged between 18 and 25. You will just need to show your ID or passport to prove your age.



## International students communities

- Erasmus student network:



- International EFAP/ICART/EFJ Facebook page:  
[facebook.com/international.efap.icart.efj](https://facebook.com/international.efap.icart.efj)



## Travelling in France and Europe

In Europe, you can travel by train, bus or plane and there are many low cost options.



Flights :  
[ryanair.com](https://ryanair.com)  
[easyjet.com](https://easyjet.com)  
[vueling.com](https://vueling.com)  
[transavia.com](https://transavia.com)  
[skyscanner.com](https://skyscanner.com)



Bus :  
[ouibus.com](https://ouibus.com)  
[flixbus.fr](https://flixbus.fr)  
[eurolines.fr](https://eurolines.fr)



Train :  
[en.oui.sncf/en/](https://en.oui.sncf/en/)  
[eurostar.com](https://eurostar.com)  
[thalys.com/be/en](https://thalys.com/be/en)

## Discovering Bordeaux



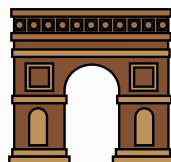
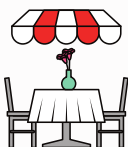
Here you have a selection of a few websites that'll help you discover Bordeaux and its secrets!

<https://theculturetrip.com/europe/france/bordeaux/> visits outside the typical "tourist" places

[discoverwalks.com/](https://discoverwalks.com/) Free walking and self guided tours

[lebonbon.fr/bordeaux/](https://lebonbon.fr/bordeaux/) Good plans and cool activities

<https://www.bordeaux-tourism.co.uk/> Must see places





# FIND US ON SOCIAL MEDIA



## FOLLOW US ON SOCIAL MEDIA



@EFAP\_INTERNATIONAL  
@ICART\_INTERNATIONAL



[EFAP.INTERNATIONAL](#)  
[ICART.INTERNATIONAL](#)

EFAP

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de la communication



@EFAPOFFICIEL



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EFJ

L'école du nouveau  
journalisme



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#EFJBORDEAUX

BRASSART

L'école des métiers  
de la création



@ECOLEBRASSART



@ECOLEBRASSART



@ECOLEBRASSART



#ECOLEBRASSART