

The CAWEB Master's

Website Creation and Animation | Localization

THE CAWEB MASTER'S ENABLES STUDENTS:

- to combine both web and foreign languages
- to acquire a great understanding of the web and the different challenges it represents
- to get solid professional experience (thanks to the apprenticeship) and carry out a variety of projects
- to be supervised by professionals, experts in their field

THE CAWEB MASTER'S TRAINS STUDENTS TO SEVERAL JOBS SUCH AS:

- web or localization project manager
- webmaster
- front-end developer
- web editor
- community manager
- translator-localizer
- e-marketing manager
- web designer, etc.

Program outline: 5 approaches

- **Two foreign languages** (English and French as a Foreign Language): writing, translation, technical vocabulary
- **Digital projects** and localization projects management
- **Translation / Localization:** methods and tools for professional translation and localization
- **Visual communication:** DTP, video editing, ergonomics, UX design
- **Multilingual websites creation and localization:** design, development, monitoring, search engine optimization (SEO), community management and blog writing.

The CAWEB Master's: different programs adapted to each one

Different options are available:

First year of Master's

The first year of the CAWEB Master's takes place on-campus in Strasbourg. It is essentially adapted to holders of a **Bachelor's** in foreign languages, web or communication degree.

Holders of a language or web degree can join the CAWEB Master's on-campus program.

Second year of Master's in apprenticeship (on-campus or distance learning)

Students aged under 30 in second year need to sign an apprenticeship contract in order to acquire a professional experience while studying. This option perfectly suits students who want to follow career-oriented training either in Strasbourg (on-campus), in other cities in France (distance-learning) or in the Upper Rhine Territory.

Second year in continuing education and by distance learning

The second year of the CAWEB Master's and more specifically the distance-learning program is adapted to people in continuing education. This program is interesting for **employees retaking their studies** who can directly join the CAWEB Master's in second year thanks to their former education or professional experience. The distance-learning program enables students to combine both theoretical courses and professional experiences. The program can be followed in France or from abroad.

First year

9 months on-campus in Strasbourg

Second year

12 months in apprenticeship and on-campus in Strasbourg, 2,5 days a week working a company / 2,5 days studying at university

or

12 months by distance-learning (in apprenticeship or continuing education) with 3 day-on-campus gatherings in Strasbourg three times in the year.

Beginning of the program

Mid-september

Secretary office:

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