

DNMADE

specialisation in *graphic design*

Field of study

DESIGN AND COMMUNICATION STRATEGY

Foreword The DNMADE specialisation in Graphic Design is a 3-year, full-time course. The holder of the DNMADE Graphic Design is a graphic design professional. As a designer, they follow every stage of a project, from conception to completion. The course offers 3 different fields of study:

- Graphic designer,
- Design and communication strategy,
- Typographic designer.

Whatever the field of study chosen, which will eventually lead to specialisation, students will develop their conceptual ability to process and construct visual messages, taking into account the rhetoric of the image and the culture of the audience for which they are intended. These courses involve reflection on the creation, dissemination and perception of images, and question the nature and challenges of the messages to be transmitted and translated graphically. With an open and contemporary vision of graphic design, the fields of study in this specialisation train innovative designers to meet the challenges facing our society today.

DESIGN AND COMMUNICATION Number of students: 15

STRATEGY field of study

This field of study focuses on the strategic approach to designing communication campaigns and visual identities. The aim is to analyse a brief, identify a problem and build a strategy that will enable an advertiser to meet its audience through a creative concept that can convey a clear message. The creative idea is embodied in meaningful visual (logo, iconography and art direction) and editorial (catchphrases, signatures) signs and adapted to the specific media used. An important part of creative process is a study of the context and behaviour of the audience in order to identify the obstacles and levers that the communication needs to take into account. Depending on demand, the visual identity or campaign can take the form of posters, press advertisements, packaging, flyers, video spots, digital media and brand activations. The advertiser may be a brand, an institution, an association or a company in any sector of activity. There are many ways of expressing oneself - graphic design, typography, photography, etc. - and students are encouraged to be creative. Some courses take place with other students from the Graphic Design specialisation, mainly those on the Graphic Designer field of study.

SECOND YEAR (S3-S4)

Field of study

DESIGN AND STRATEGY COMMUNICATION

Overview of the second year are

The 3th and 4th semesters,

of in-depth study and specialisation in the field of graphic design. Students choose one or more creative fields: message design, publishing design and graphic design. The Communication Design and Strategy field of study will lead to a process of reflection and creation, linked to brand and identity strategy, products, ranges, multi-media communication and advertising campaigns, viral and street campaigns, etc. As an extension of the first year, cross-disciplinarity is at the heart of the various courses: generic, cross-disciplinary, practical and professional courses.

the project

In semesters 3 and 4, students are offered micro-projects, either fictitious or commissioned. The aim is to deepen the design process in graphic design, from the survey to the brief, from exploration and research to the development of an idea, from artistic direction to the production of arguments, from the presentation of research to its finalisation. Students will be required to draw up specifications, a programme and a creative strategy, and to manage an entire project from conception to production.

review interview

An interview between the student and the teaching staff takes place at the end of each semester. The student a number of pieces of work orally, leading to a discussion and a personalised assessment. This helps the student to refine his or her career plan according to the skills and uniqueness developed in the various productions presented.

work placement

At the end of the fourth semester, a work placement (between 12 and 16 weeks) is planned in order to put into practice what has been learnt during the course and to help students decide on their degree project.

diploma project

The fourth semester is devoted to the student to define the context, issues and field application of their diploma project.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UNIT 9 / UNIT 13 GENERIC LESSONS

teaching component **EC 9.1 / EC 13.1 HUMANITIES - PHILOSOPHY**

teaching objectives	To learn how to use theoretical reflections to inform the designer's questioning of social and ethical issues, and of the very content of his or her work.
targeted skills	Develop the ability to formulate questions and present it clearly and coherently. Enrich your theoretical knowledge. Know how to find useful bibliographical references on a specific subject. Acquire a method analysis and a technical language that will prepare you for the task of writing an article.
training methods (teaching methods and resources used)	<ul style="list-style-type: none">• Reading fundamental texts in the history of aesthetics• Writing : introduction to writing a theoretical article• Conferences
assessment	The assessments consist of questioning a subject by linking a theoretical text and an image in a short but structured form.

specialisation GRAPHICS

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teaching field UNIT 9 / UNIT 13 GENERIC LESSONS
teaching component EC 9.1 / EC 13.1 HUMANITIES

teaching objectives
 following objectives

The teaching of Humanities in S3 and S4 meets the

the need to enrich the acquisition, initiated in S1 and S2, of fundamental cultural references and methods. It also aims to prepare students to prepare and write different types of reports and, more generally, to work on communication skills. This synthesis methodology is designed to prepare students for S5 and S6.

- Deepening mastery of the common tools of literary analysis
- Methodology of documentary research - Techniques of analysis and synthesis based on a variety of cultural resources - Conceptualisation skills and structuring of thought - Consolidation of a plural culture (traditional culture - known as "repertory" - and contemporary creation). Skills of conceptualisation and structuring thought- Consolidation a plural culture (traditional culture - known as "repertory" - and current creation)

targeted skills

Knowing how to mobilise and exploit a varied literary culture and the common tools of analysis

- Express themselves with rigour and precision, both orally and in writing
- Learn to sort, select and prioritise information as part of a documentary search
- Develop your ability to analyse and summarise - Argue effectively to defend a point of view or support a demonstration

training methods
(teaching methods and resources used)

The sequential organisation of the year combines a project-based approach - which is also used in more specific courses - with an autonomous progression linked to the objectives set by the reference framework for the teaching of the Humanities.

assessment methods

Writing workshops; reading reports, exhibitions and conferences; writing reviews and notes of intent; compiling annotated bibliographies and research applications.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UNIT 9 / UNIT 13 GENERIC LESSONS**teaching component** **EC 9.2 / EC 13.2 ARTS, DESIGN AND CULTURE
TECHNIQUES**

teaching objectives

- Acquire fundamental chronological references in the history of graphic design and photography.
- Develop its openness to contemporary creation.
- Comparing works from different contexts but linked by a common theme or issue.

target skills

- Find your bearings in the history of graphic design and photography.
- Raise issues around a work, a theme or an exhibition.
- Report on its cultural watch.
- Relate a creation to its historical, artistic, technical and social context.

**training methods
(teaching methods and
resources used)**

- Lectures (with slide shows).
- Tutorials (alone or in groups, oral or written).
- Debates.

assessment methods

Continuous assessment.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UNIT 10 / UNIT 14 CROSS-DISCIPLINARY TEACHING

**teaching component
COMMUNICATION** **EC 10.1 / EC 14.1 TOOLS FOR EXPRESSION AND
CREATIVE EXPLORATION**

teaching objectives

Relationships between media, practices and productions and associated with the creative workshop. Exploit and optimise the fundamentals necessary for all forms of visual creation. Asserting a singular approach and a personal style and posture through the means and media of expression and creative exploration. Projects can be combined with the creative workshop.

target skills

- Use different tools in their physical, analogue and digital dimensions.
- Adapting representation methods and codes to suit the project.
- Develop a critical sense and referenced arguments.
- Be curious and mobile.

**training methods
(teaching methods and
resources used)**

- Optimising the use of expression .
- Introducing students to creative writing
- Analysing and appropriating the observation of sensitive realities to approach the fields of storytelling: illustration, video/sound.
- Take charge of the notion of message and communication of achievements.
- To provide students with the tools they need to present their projects orally.

assessment procedures

Notes intent and oral presentation a reflection and the production process.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UNIT 10 / UNIT 14 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 10.2 / EC 14.2 TECHNOLOGIES AND MATERIALS**

teaching objectives Investigation of technological processes related to the field printing: the different media and production methods used in industry and crafts. Specific technological monitoring of innovations in the field of printing and reproduction, as well as in communication and information technologies.

target skills

- Understanding technical and technological processes ;
- choose production methods according to the nature of the project ;
- design a production based on the possibilities and constraints offered by the various techniques and production media;
- acquire a specific technical vocabulary.

**training methods
(teaching methods and
resources used)**

The courses taught encourage experimentation, design and the making of forms by focusing students attention on contemporary technologies and traditional and industrial materials, and how they relate to traditional gestures and techniques.

In the form of workshops encouraging manipulation and cross-disciplinary projects involving other disciplines.

assessment methods

Several assessments during the semester.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UNIT 10 / UNIT 14 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 10.3 / EC 14.3 TOOLS AND LANGUAGES
DIGITAL**

teaching objectives

- More in-depth knowledge of DTP software
- Exploring technological potential and developing a practical and critical relationship with digital technology.

By the end of semester 4, students will be able to identify and master at least the digital tools and languages most relevant to their projects and relating to their specific field of and core business. They will have acquired the autonomy required for the work placement period.

targeted skills

Perfecting practical skills in the field of digital tools.

**training methods
(teaching methods and
resources used)**

Practical exercises, mini-projects or cross-disciplinary projects in the form of workshops linked to courses in project practice and implementation, techniques and know-how, humanities and economic and legal contexts.

assessment

Normative assessment of projects.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UNIT 10 / UNIT 14 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 10.4 / EC 14.4 MODERN LANGUAGES - ENGLISH**

teaching objectives Written and oral practice of the language in relation to the professional field. Support in preparing application tools for abroad (CV, portfolio, job interviews). Start preparatory work for certification in English.

targeted skills Autonomous communication skills. Ability to present, communicate and promote their project. Use of appropriate specific vocabulary. The target level is B2 of the Common European Framework of Reference for Languages in the language skills (oral comprehension, written comprehension, oral production and written production).

**training methods
(teaching methods and
resources used)** The teaching of English will be based on authentic audiovisual resources, the section's teaching projects and the work done other subjects, and will take account of current events, particularly cultural events.

assessment Assessment of language skills
continuous.

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field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UNIT 10 / UNIT 14 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 10.5 / E 14.5 ECONOMIC AND SOCIAL CONTEXTS
LEGAL**

teaching objectives	Understand and use economic knowledge, legal, social, tax and management issues in order to find their bearings in the professional environment of the field of study.
targeted skills	Deepening and applying knowledge economic, legal, social, tax and management skills in context of a management application (1st part: choice of a creation, estimate, justification and coherence) applied to the training context.
training methods (teaching methods and resources used) assessment	<p>Class work (lessons) and independent work (management application), with resource sheets available via Pronote.</p> <p>Written assessments during the semester. first part of the management application. The various assessments will contribute to the validation of the following skills: C5.1, C5.2, C5.3, C5.4</p>

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field	UE 11 / UE 15 PRACTICAL AND ACADEMIC TEACHING PROFESSIONALS
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teaching component	EC 11.1 / EC 15.1 TECHNIQUES AND SKILLS
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teaching objectives	To deepen the know-how specific to the field of graphic design. Typography and the issues surrounding its use in graphic communication from a cultural and technical point of view. The image and its importance in communication: notions of signs, elements of visual semiotics, elements media semiotics.
targeted skills	Make choices according to the field of application and the nature of the projects. Experiment, manipulate and master the fundamental components of graphic design to convey a message.
training methods (teaching methods and resources used) assessment methods	<p><i></i>* Various projects exploring specific points useful to the design approach.</p> <p>Several assessments during the semester. Application graphics and/or oral presentation.</p>

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UE 11 / UE 15 PRACTICAL AND ACADEMIC TEACHING
PROFESSIONALS**teaching component** **EC 11.2 / EC 15.2 PRACTICE AND IMPLEMENTATION OF
THE
PROJECT**

teaching objectives To take a closer look at the design and implementation of a
creation in the field of communication (advertising,
identity, etc.)**targeted skills** aim is to be able to :

- analyse the challenges of a project,
- use graphic culture to enrich their thinking and
creative process,
- master the tools and methods needed to create,
- respond to specifications with appropriate
communication ,
- define a variety of formal and semantic approaches in
line with the specifications,
- ensure that its ideas are publicised and argued.

**training methods
(teaching methods and
resources used)** Throughout semesters 3 and 4, students will put into
practice the conceptual and graphic tools communication
strategy, using open-ended methods (the creative idea,
artistic direction, campaign principle, message, graphic
image, photograph, storyboard, etc.). Work is carried out
individually or in groups. The teaching method is based on
dialogue and exchange, encouraging the sharing of ideas
and knowledge, as well as the transfer of skills.**assessment methods** Several assessments during the semester. Application
graphics and/or oral presentation.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UE 11 / UE 15 PRACTICAL AND ACADEMIC TEACHING
PROFESSIONALS**teaching component** **EC 11.3 / EC 15.3 COMMUNICATION AND MEDIATION
OF THE PROJECT**

teaching objectives To develop mastery of the means of presenting a
project in the field of graphic design.**target skills** Be able to communicate your ideas in a way that
graphically than in writing or orally.**training methods
(teaching methods and
resources used)** Design of illustrations, applications or oral presentations,
in conjunction with the vocational courses.**assessment methods** Several assessments during the semester.
Graphic application and/or oral presentation.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UE 11 / UE 15 PRACTICAL AND ACADEMIC TEACHING
PROFESSIONALS**teaching component** **EC 11.4 / EC 15.4 RESEARCH APPROACH IN
LINK WITH THE PROJECT APPROACH**

teaching objectives	<ul style="list-style-type: none">- To enable students to locate and identify the the research process, the bias, the reflective approach at origin of a graphic design creation.- Raising students' awareness of the university research process.- Raising students' awareness of current graphic design.
target skills	<ul style="list-style-type: none">- Be able identify the essential elements of the copy strategy by visualising a production from the field of graphic design.- Be able analyse these productions using a precise and appropriate vocabulary.- Conduct documentary research into current graphic creations based a given theme or issue.
training methods (teaching methods and resources used)	<ul style="list-style-type: none">- Group discussions and exchanges based on creations from different areas of graphic design (publishing, visual identity, advertising, packaging) which are shown to the students.- Meetings with doctoral candidates and researchers to introduce students to university research.
assessment methods	Continuous assessment.

specialisation GRAPHICS

field of study COMMUNICATION DESIGN AND STRATEGY

teaching field UNIT 12 / 16 PROFESSIONALISATION**teaching component** **EC 12 / EC 16 FIELD OF STUDY**
PROFESSIONALISATION AND FURTHER STUDY

teaching objectives

- Opening up to the different professional realities of the communications sector;
- support students in building their professional field of study and/or continuing their studies;
- support students in their search for a work placement ;
- optimise internal and external resources (libraries, exhibitions, magazines, websites, etc.);
- support students in mastering the media coverage of their work.

target skills

- Promoting your work and skills;
- enter into dialogue and justify their choices ;
- use specific vocabulary ;
- give an account professional experience from a critical distance.

**training methods
(teaching methods and
resources used)**

Work and discussion meetings, meetings with partners, visits, graphic intelligence, building a career plan.

assessment

Normative and formative assessment of oral or written presentations.
written reports and advice.

DNMADE GENERAL SKILLS CATALOGUE

C1 Use digital reference tools

- Use the reference digital tools and IT security rules to acquire, process, produce and distribute information and to collaborate internally and externally.

C2 Express oneself and communicate orally and in writing in at least one foreign language.

- Use the different registers of written and spoken French with ease.
- Communicate clearly and unambiguously, orally and in writing, in at least one modern foreign language.

C3 Positioning relation to a professional field [competence assessed by the undergraduate dissertation jury in S5].

- Identify resources and apply research tools and methods specific to the professional field in question
- Experiment with creative tools and plastic and conceptual research to structure the stages of a project and their interactions
- Characterise and promote your identity, skills and career plan.

C4 Use data analysis purposes

- Identify, select and analyse critically a variety of resources in their specialist field
- Gathering resources to document a subject and synthesising this data with a view to using it.
- Analyse and summarise data with a view to their use
- Developing a critical argument

C5 Act as a professional in the field of [the relevant specialisation].

- Situate your role and mission within an organisation so that can adapt and take the initiative
- Respect the principles of ethics, professional conduct and environmental responsibility
- Identify and situate the professional fields potentially related to the knowledge acquired in the specialisation as well as the possible fields of study for accessing them.
- Take account of the economic environment professional activity and understand entrepreneurial approaches.

C6 Carry out professional monitoring activities in design and craft trades

- Identify the challenges facing the sector and its professions in the light of current developments and prospects, as part of a forward-looking approach.
- Find out about workshop practices and emerging productions, whether or not they combine digital technology and CAD/CAM.

C7 Use different information and communication techniques in design and craftwork

- Develop your own mediation and communication resources, methods and tools
- Ensuring that knowledge and skills are in line with changes and needs in the business.

C8 Cooperating and working as part of a team

- Maintain links and dialogue within the teams, with project partners and associated experts
- Sharing knowledge a team and a network of multidisciplinary professionals
- To take responsibility for the project, taking into account the tools and methods of design, creation and production.

C9 Develop a personal strategy for the graphic design professions

- Demonstrate personal writing and experimental practice: the plastic, sensory, graphic, volumetric, technological, structural and meaningful dimensions of the image and its components.
- Formalise your experience and make it visible to enhance your personal identity:

- in the conception and management of graphic design projects
- in project management and the production a graphic design product
- Evaluating and challenging yourself to learn:
 - Mastery of the tools, protocols and techniques of graphic design and communication.
 - Developing a professional culture of graphic design and communication (photographic, literary, typographic, artistic and visual arts, etc.)

C10 Develop and implement creative and research tools relating to graphic design

- Define a collaborative approach with all the players involved: customer, specifier, author, technician, printer, subcontractors, technical directors, marketing directors, distributors and, depending on the scale of the project, sociologist, semiologist, philosopher, etc.
- Suggest creative and forward-looking directions in the field of graphic design
- Experiment with different areas hypothesis, taking into account the formal aspect (plastic, sensorial, graphic or volumetric, technological), the structural aspect (linguistic incentives, text/image dialectic, graphic compositions and typographic rules, etc.), the rhetoric and semiology of the image, etc.
- Check the technical, economic and legal feasibility of producing and publishing the graphic design project, based on the initial request, and order.
- Ensure that deadlines are met and that technical and artistic controls are carried out in accordance with the rules of the trade
- Research visuals, images, messages and communication strategies; argue their creative choices using appropriate 2D and/or 3D and/or video and/or interactive media.
- Use innovative or traditional materials, techniques and technologies to design and produce all or part of a graphic design project, whether in message design, identity design or publishing design (script, storyboard, messages, visual identity, typography, logotype, layouts, posters, flyers, packaging, graphic charters, packaging, information graphics, interface design, service design, signage, editorial design, press applications, etc.).

C11 Design, manage and supervise a graphic design project [skill assessed by the diploma project jury in S6].

- Understand the characteristic elements of a graphic design product project through drawings, models and samples, taking into account the stages of production and manufacture.
 - Prototype or produce all or part of the project using digital CAD and DTP tools
 - Establish principles for developing the graphic design project according to explicit criteria
 - Demonstrate that the graphic design project is in line with the initial brief and its general economics
 - Plan and manage the various stages a project right through to delivery and approval, taking into account the production and broadcasting environment and sustainable development practices.
 - Encourage dialogue within teams and with project partners and associated experts: customers, specifiers, authors, technicians, printers, subcontractors, technical directors, marketing directors, distributors, service providers and, depending on the scale of the project, sociologists, semiologists, philosophers, etc.
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