

DNMADE

specialisation *Book*

Field of study

ENGRAVING - PRINTED IMAGES

Foreword The Diplôme National des Métiers d'Arts et de Design (a BA (**Hons**) in Art and Design also known as DNMADE) is a 3-year, full-time course.

The holder of the DNMADE Livre is a professional in the fields of contemporary creation working on new editorial forms in a permanent interaction between traditional techniques and the most innovative tools.

The Book specialisation offers 4 different fields of study:

- Engraving, printed images
- Images and storytelling
- Book object, editorial creation
- Bookbinding, creation and heritage

Year DN1 Creative Editorial Designer

During the 1st year of the Book Objects and Publishing Design field of study, students follow a common core of fundamental courses with those of the Bookbinding, Design and Heritage field of study. Projects and exercises are sometimes carried out as a whole class, sometimes separately.

The aim of this common foundation is to unite and highlight the links and shared cultures which, over and above the specialisations of the field of study over the next two years, are essential for students' future professional lives: editorial design and the art and craft of book form and content.

These fundamentals will be developed and enriched throughout the year.

ENGRAVING - PICTURES field of study Number of students: 15

PRINTED

This field of study is based on learning engraving and printing techniques. Drawing is essential and forms the basis of project design. Students develop professional skills that will enable them to work in different sectors of the book trade, multiple formats, printed images and their storytelling possibilities. The only course of its kind in France in terms of range of technical workshops on offer, students will explore the techniques of intaglio engraving, relief engraving, embossing and gilding. This course combines a strong taste for drawing with the learning of a body of patient skills that make up a profession.

SECOND YEAR (S3-S4)

Field of study **ENGRAVING - PRINTED IMAGES**

Overview of the second year study

During the 2nd year of the Printmaking, Images field of

The year is marked by a twelve-week work placement, which allows students to immerse themselves in a professional environment.

Micro-projects

Throughout the year, micro-projects in the workshop enable students to combine the skills specific to printmaking techniques with a creative and reflective process in the service of artistic and craft projects.

Oral assessment

An interview at the end of the first semester, at which all the work completed is presented, enables the students and the teaching staff to take stock of what has already been achieved.

Pre-project oral

At the end of the year, students are invited to attend an interview to present the research topics they plan to work on in their third year as part of their degree project. During this interview, the teaching staff help students to choose a research topic.

Events

The Estienne school offers a number of events in which students can be involved in various ways, including the Estiennes, open days, the Printemps de la typographie and, in particular, the Presse-citron trophy devoted to press cartoons.

Conferences / Out of doors

Presentations by professionals on the practices and student know-how

Meetings with printmaking professionals. Visits to heritage sites (museums, libraries), cultural outings (exhibitions, theatre, shows), drawing outdoors... with support and on your own.

LEG - Experimentation laboratory graphic

Following on from the learning and discoveries made in the first year, the second year is devoted to the creation a personal production of a small series, using the traditional techniques of the studio.

The aim of this approach is to help students take greater ownership of what they have learnt so that they can invest in their degree project.

specialisation BOOK	
field of study	ENGRAVING - PRINTED IMAGES
teaching field	UNIT 9 / UNIT 13 GENERIC LESSONS
teaching component	EC 9.1 / EC 13.1 HUMANITIES - PHILOSOPHY
teaching objectives that	<p>To reflect on a question aesthetics approached in a way multidisciplinary. Examples: Originality (2019-2020); The Power of Images (2020-2021); Images of the Body (2021-2022).</p> <p>-Enter into the enlightening complexity of an academic discourse, with its own codes and requirements, belonging to the field of human sciences (philosophy, history of art, sociology, anthropology, semiology, etc.).</p> <p>-Learn about the aims a research approach</p>
targeted skills	<p>-Know how to take precise notes (possibly visual).</p> <p>-Summarise a complex subject.</p> <p>-Write clearly, identifying structuring concepts.</p>
training methods (teaching methods and resources used)	<p>During the school year, organisation of two study days on an aesthetic (drafting of an argument and preparation of a specific bibliography). External speakers present their papers under the responsibility of the organiser.</p> <p>After each conference, the moderator returns to the key themes or issues and engages the audience in discussion. At the end of the day, the students finalise their summary notes on the three lectures they have attended.</p>
assessment procedures	Composition a summary

specialisation BOOK	
field of study	ENGRAVING - PRINTED IMAGES
teaching field	UNIT 9 / UNIT 13 GENERIC LESSONS
teaching component	EC 9.1 / EC 13.1 HUMANITIES
teaching objectives	<ul style="list-style-type: none">-Explore our major representation systems mythology, showing how it has evolved and endured, and the different ways in which it has been rewritten in literature and film.-Supporting reasoned, conceptual and structured thinking.-Supporting documentary research to provide input for projects and reflection, and to select, prioritise and structure information.-Developing singularity, writing and critical thinking.-Harmonise written and oral expression and communication through various exercises throughout the year.
targeted skills	<ul style="list-style-type: none">-Acquire knowledge and a common foundation in the literary and artistic culture.-Master the methods of analysing texts, reflection, documentary research and the use of specific vocabulary; master the methods of analysing still and moving images.-conceptualise, synthesise, write and justify their approach- develop the skills and attitude of an author. -Expressing oneself: communicating and arguing a project orally and in writing.
training methods (teaching methods and resources used)	<ul style="list-style-type: none">-From conceptualisation of a creative universe, documentation, to writing and presentation-Support and guidance on road to autonomy: from project development to presentation and targeted interviews-Towards autonomy in documentary research -Educational outings and conferences
assessment methods	<ul style="list-style-type: none">-Continuous assessment: written assignments, presentations, applications...

specialisation BOOK	
field of study	ENGRAVING - PRINTED IMAGES
teaching field	UNIT 9 / UNIT 13 GENERIC LESSONS
teaching component	EC 9.2 / EC 13.2 ARTS, DESIGN AND CULTURE TECHNIQUES
teaching objectives	<ul style="list-style-type: none">-Acquire fundamental reference points in the history of illustration and engraving.-Analyse creations from fields art and craft.-Deepen the methodology analysing works of art and documentary research.-Develop an attitude of cultural intelligence.
targeted skills context.	<ul style="list-style-type: none">-Relate a work of art to its historical, technical and cultural social . Cross-referencing iconographic and written documents around a common theme.Bring out issues based on a lecture, a film, an exhibition or a cross-analysis of documents. -Use written and graphic annotations to report on spectacles, visits to museums or exhibitions, films, etc.
training methods (teaching methods and resources used) assessment	<ul style="list-style-type: none">-Lectures and slideshows.-Tutorials (alone or in groups, oral or written).-Thematic applications - Analysis of works. -Assessment knowledge.-Cultural watchbook.

specialisation BOOK

field of study**ENGRAVING - PRINTED IMAGES**

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

-Acquire a graphic and plastic vocabulary.
-Develop a critical and analytical approach visuals and integrate the specific requirements of the image.
-Construct a coherent body of work with a view to the studio discipline.
A course that is both independent and linked to the workshop.

targeted skills

-various media (photography, volume, installation, etc.) video, etc.) are covered exercises and projects.
- observation drawing
- acquisition of graphic and plastic tools, experimental research.
- use materials that are not within the scope of their conventional application

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

-Practising rapid notation: being able to take graphic notes and communicate through drawing.
- visual applications, notebooks, exploring different media and formats
- teaching the fundamentals of drawing, volume and colour.

assessment procedures

Assessments are carried out in several stages, according to significant stages in the development of the projects.
Continuous assessment throughout the year.

specialisation BOOK	
field of study	ENGRAVING - PRINTED IMAGES
teaching field	UNIT 10 / UNIT 14 CROSS-DISCIPLINARY TEACHING
teaching component	EC 10.2 / EC 14.2 TECHNOLOGIES AND MATERIALS
teaching objectives	In-depth implementation through projects the materials in the book. -experiment with multiple media. -examine the links (content/form, technological and technical) between materials and printing media.
targeted skills	-understanding specific suitability of techniques for Designing an editorial object that questions the use of print media. technical resources.
training methods (teaching methods and resources used)	-experimentation with model design processes and/or production protocols. -Theoretical contributions to fuel the divergence experiments and research.
assessment	-Continuous assessment. -individual or group work. -written work (notes of intent and/or applications) and oral analysis.

specialisation BOOK

field of study**ENGRAVING - PRINTED IMAGES**

teaching field

UNIT 10 / UNIT 14 CROSS-DISCIPLINARY TEACHING

teaching component**EC 10.3 / EC 14.3 TOOLS AND LANGUAGES
DIGITAL**

teaching objectives

- To learn more about digital image creation and retouching tools.
- Development of page layout software tools.
- Mastery of the essential text management functions.

targeted skills

know how to exploit and optimise the digital processing of images, particularly in the context of publishing projects.

- be able to handle design and execution tools relating to page layout and typographic composition.
- implement a reliable, operational working methodology adapted to different contexts

digital document production.

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

Targeted application exercises, mini-projects or cross-disciplinary projects, which may be linked to lessons in the humanities and practical and vocational subjects.

assessment

Progression in techniques, methods, skills and Know-how is assessed by continuous assessment, digital or printed applications, according to criteria that take into account the relevance of the proposals, their graphic qualities and the appropriate use of digital tools.

specialisation BOOK	
field of study	ENGRAVING - PRINTED IMAGES
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.

specialisation BOOK

field of study**ENGRAVING - PRINTED IMAGES**

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**

Class work (lessons) and independent work (management application), with resource sheets available via Pronote.

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

specialisation BOOK

field of study**ENGRAVING - PRINTED IMAGES****teaching field**

UE 11 / UE 15 PRACTICAL TEACHING AND PROFESSIONALS

teaching component**EC 11.1 / EC 15.1 TECHNIQUES AND SKILLS****teaching objectives**

To consolidate and extend knowledge and skills the fundamentals of engraving techniques and their printing processes
Organise yourself as part of a team and reinforce the autonomy and responsibility of each individual in knowing and managing the running of a workshop.

targeted skills
involved in

To confirm the fundamentals of the many processes
printmaking Experiment with different techniques Acquire polychrome printing processes on one or more plates
Learn and experiment with the skills involved creating a publishing project.
Guide machine set-up and operation

training methods
(teaching methods and
resources used)
assessment

Workshop courses by pathway Micro-projects Workshop Partnerships
Continuous assessment and self-assessment.

specialisation BOOK

field of study ENGRAVING - PRINTED IMAGES

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 develop creative and critical skills in links with development of technical know-how
Develop the project approach and methodology Use printmaking techniques to support the project Question the notion of multiple.

targeted skills Identify printmaking processes and be able to reinvest them in the implementation of the project
Question the medium of engraving as a tool for creation Enrich and develop graphic and plastic writing adapted to the medium and techniques Develop an open and mobile creative methodology Ability to mobilise the resources needed to complete the project

training methods (teaching methods and modalities developed) Micro-projects Workshops Partnerships
Ongoing assessment and self-assessment

specialisation BOOK	
field of study	ENGRAVING - PRINTED IMAGES
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 / LEG
teaching objectives	<p>S3-DN2 This course complements the following workshops</p> <p>This specialisation combines the four DNMADE Book specialisations (Engraving, Printed Images, Images and Storytelling, Bookbinding and Book Objects) in the same course.</p> <p>The graphic design is a workshop for learning, exploring and experimenting.</p> <p>the potential of the printing medium. For the first two years of the DNMADE Book specialisation, it is the space in which a publication is designed, produced and produced, taking account of publishing constraints (multiple formats, printing techniques used, distribution issues). In the third year, it is given a more experimental dimension and used in the diploma project.</p> <p>In DN2, the knowledge acquired is designed to be applied to analysis, thoughtful practice and theory, applied to the production of books with personal design choices.</p>
targeted skills	<ul style="list-style-type: none"> -Organise an editorial design project by knowledge of technical constraints - use these techniques in a way that is semantically and plastically relevant to their creative intentions - master its practical implementation with quality and efficiency - Demonstrate mastery of the stages involved in producing a book, from the layout to the imposition and printing sheets. - implement, in a guided way, the constraints of the technical transposition of graphic and plastic choices - to challenge, bring together and cross-fertilise techniques and the form of the book in an efficient way depending on material and time constraints.
training methods (teaching methods and resources used)	S3. The second year is devoted exploring potential and experimentation in the sense of research into , preferably previously unpublished, and in a timetable and

practical conditions. The format of the book and the techniques used are designed and mobilised according to the appropriation of the chosen text and the interpretation that the student designer wishes to convey. This is real editorial design work. The form of the book explores the possibilities and the technical mastery is refined. The books are also printed in 20 numbered copies.

assessment methods

Continuous assessment
research and communication logs, technical elements,
printed books.

specialisation BOOK

field of study**ENGRAVING - PRINTED IMAGES**

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

teaching objectivesTo experiment in a relevant way with
project mediation: staging, relationship between speech
and image, scriptwriting, etc.**targeted skills**Staging a project
Demonstrate a creative approach Structure, prioritise
and summarise what you say Know how to adapt what
you say to the conditions in which it is received Select
and use a mediation medium according to a
communication objective**training methods
(teaching methods and
resources used)**Oral presentations
Creation of cross-disciplinary communication media with
complementary courses.**assessment methods**

Continuous assessment

specialisation BOOK	
field of study	ENGRAVING - PRINTED IMAGES
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	Acquisition a methodology for iconographic research and text related to the project Planning and management of the project in practical terms and over time
targeted skills	<ul style="list-style-type: none">- Develop a general and artistic culture- Implementing tools and methods- Ability share research findings
training methods (teaching methods and resources used)	<ul style="list-style-type: none">- Methodology course- Various presentations (oral, written, etc.) - Individual follow-up
assessment methods	Continuous assessment

specialisation BOOK

field of study**ENGRAVING - PRINTED IMAGES**

teaching field

UNIT 12 / 16 PROFESSIONALISATION

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

teaching objectives

To enable close interaction with the environment professional. Helping students find a work placement

targeted skills

This will involve :

- On the one hand, to know and understand the book chain, to identify and situate the different professional fields that make it up,
- Secondly, to identify the architecture of the book, and the future challenges, in light of current events in the book and the arts,
- And finally, to a lesser extent, to characterise and promote their own identity, skills and career plans.

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

These objectives involve close interaction with the professional world, with presentations by illustrators, publishers, fab managers, printers, booksellers, DAs, lawyers and so on. In short, the various players in the book chain, combined with visits to places dedicated to books and images (book fairs, media libraries, etc.), and access to various documents (films, etc.).

assessment methods

Monitoring takes the form of an individual logbook reporting on the various meetings/exhibitions and case studies.

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

- Maintaining 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 book trade and the graphic arts

- Demonstrate a personal experimental practice in the following fields: engraving, printmaking, embossing, modelling, relief engraving, intaglio, intaglio, etching, screen printing, hot printing, dry printing, embossing, typography, model making and production, calligraphy, drawing, etc.

typography, binding and gilding techniques, illustration (watercolour, collage, drawing), printing techniques.

- Formalise and make visible your experiences to enhance your personal identity through your own personal appropriation of materials and techniques.
- Evaluating and challenging yourself to learn:
 - mastering the skills and tools of the book trade
 - resolution of serial or small series production processes
- developing a professional culture

C10 Develop and implement creative and research tools relating to the book trade and the graphic arts

- Define a collaborative approach with all the players involved: clients, printers, publishers, photographers, curators, suppliers and, depending on the scale of the programme, illustrators, graphic designers, elected representatives, etc.
- Proposing creative and forward-looking guidelines in the field of books.
- Experiment with different areas of hypothesis, taking into account media, materials, , the plastic dimension, the implementation of the graphical production line and their meaning (semantic dimension and relationship to the environment).
- Evaluate the coherences and gaps between the hypotheses envisaged and the initial request.
- Set out your ideas and argue for your choices using appropriate 2D and/or 3D and/or video and/or interactive media, taking into account the realities of the book trade.
- Use materials, finishes, techniques and innovative or traditional technologies in the design and partial production a project and in the adaptation of manufacturing processes: design, image, graphic elements, composition, typography, binding and publishing.

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

- Understand the characteristic elements of a project in the fields of books and the graphic arts through models and samples, taking into account the stages of production and publishing.
 - Prototype or produce all or part of the project using digital CAD and DTP tools
 - Establish principles for the development of the book and graphic arts project based on explicit criteria.
 - Demonstrate that the project is in line with initial demand and the general economics of book production and the graphic arts.
 - Plan and manage the various stages a project through to delivery and approval, taking into account the environment of the book trade and graphic arts.
 - Encourage dialogue within the teams and with project partners (authors, publishers, printers, distributors, booksellers, readers) and associated experts (private partners, museum institutions, associations, local authorities, etc.).
-