

DNMADE

specialisation *Book*

Field of study

IMAGE AND STORYTELLING

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 bring together 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.

IMAGE AND field of study Number of students: 15
STORYTELLING

This field of study is based on an apprenticeship in illustration in all its diverse forms and media. Based on the mastery of drawing and a variety of plastic registers, supported by writing practices (literary, scriptwriting), it is the image and editorial forms that are at the centre of a storytelling dynamic, from comics to children's books, from the press to educational illustration, via the moving image.

SECOND YEAR (S3-S4)

Field of study **IMAGE AND STORYTELLING**

Overview of the second year study,

During the 2nd year of the Images and Storytelling field of

Students follow a common core of fundamental courses with those on the Printmaking and Printed Images field of study, following on from the first year. During this year, students experiment with their first creative editorial work, enabling to develop a comprehensive project approach.

Micro-projects

Micro-projects, either fictitious or linked to partnerships, punctuate the rest of year. They enable students to develop their skills in storytelling through images and their knowledge of the contexts in which they will be working. In semester 4, before they leave on their work placement, the students create posters for the Paris metro ('Durock' station) in connection with the Rock en Seine festival programme.

Inter-field of study workshops aims to promote

The organisation of inter-field of study workshops

openness and collaborative work through mixed teams working on competitions or partnerships. A project is carried out each year with the 2D Animation students, in mixed teams and accompanied by a young professional in the fields illustration and/or animation.

Oral assessment At the end of the first semester, students and the teaching staff have the opportunity to take stock of what has already been achieved at an interview in which all the work done is presented.

Pre-project oral

At the end of the year, an interview enables students to present the themes study on which they plan to work in the third year as part of writing an undergraduate dissertation. During this interview, the teaching staff will help the student to choose a research topic that can be developed into a diploma project in Images and Storytelling.

Internship

The aim of a three-month work placement is to immerse you in a professional environment (workshops, agencies, publishing houses, etc.).

Conferences / Out of doors

Visits to heritage sites (museums, libraries), cultural outings (exhibitions, theatre, opera), drawing outdoors and meetings with professionals and creative contexts (fairs, conferences, workshops, etc.)

Events

École Estienne organises a number of events in which students can take part, including the Estiennes, the Open House, the Printemps de la typographie and the Presse-citron trophy for press cartoons. Professionals in the fields of illustration, comics and publishing are regularly invited to give talks and meet students.

**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.

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field of study IMAGE AND STORYTELLING

teaching field

UNIT 9 / UNIT 13 GENERIC LESSONS

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

To reflect on a question of aesthetics approached in a way multidisciplinary. Examples: Originality (2019-2020); The Power of Images (2020-2021); Images of the Body (2021-2022).

- 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.).
- Learn about the aims a research approach

targeted skills

- Know how to take precise notes (possibly visual).
- Summarise a complex subject.
- Write clearly, identifying structuring concepts.

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

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. 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.

assessment procedures

Composition a summary

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field of study IMAGE AND STORYTELLING

teaching field UNIT 9 / UNIT 13 GENERIC LESSONS

teaching component EC 9.1 / EC 13.1 HUMANITIES

teaching objectives

- 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

- Acquire knowledge and a common foundation in the literary and artistic culture.
- Master the methods of text analysis, 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)**

- 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 -Outings and conferences

assessment methods

- Continuous assessment: written assignments, presentations, applications...

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field of study IMAGE AND STORYTELLING

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 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.

- 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

- Lectures and slideshows.
- Tutorials (alone or in groups, oral or written).
- Thematic applications - Analysis of works. -Assessment knowledge.
- Cultural watch book.

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field of study IMAGE AND STORYTELLING

teaching field UNIT 10 / UNIT 14 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 10.1 / EC 14.1 TOOLS FOR EXPRESSION AND**
COMMUNICATION **CREATIVE EXPLORATION**

teaching objectives

- Acquire a graphic and plastic vocabulary.
- Develop a critical and analytical eye for visuals and integrate the specific requirements of images.
- to build 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.

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field of study IMAGE AND STORYTELLING

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.

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field of study IMAGE AND STORYTELLING

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.

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field of study IMAGE AND STORYTELLING

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 IMAGE AND STORYTELLING

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>

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field of study IMAGE AND STORYTELLING

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
dedicated to

-Deepen your understanding of the tools and resources

the illustration in order fine-tune the meaning of the images produced.

Developing "hands-on thinking

-Ability self-assess

targeted skills

-Master traditional graphic and plastic tools.

-Advanced knowledge of IT tools

-Be capable self-training in order fuel a process of experimentation.

-Combining technology and semantics

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

Reinvest the projects carried out in the workshop, either by reinforcing them or taking them in a different direction.

Continuous assessment and self-assessment.

specialisation BOOK

field of study IMAGE AND STORYTELLING

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
speciality

- To develop an active and practical knowledge of the
- Consider creative contexts in the field of illustration
- Discover and master variety of graphic and plastic tools

targeted skills

- Understand what goes into a publishing project involving text and illustration
- Use specific tools to draw and compose an image
- Knowing how to approach a project from a global perspective (reference , writing, formatting)
- Develop a critical eye for your work
- Ability to work as part of a team and independently

training methods
(teaching methods and resources used)

- . A wide range of references from the fields of graphic arts (drawing, illustration, comics, graphic design) and stagecraft (theatre, film, puppetry) are drawn on to support the thinking and practice of each individual.
- . Pooling of work to sharpen critical thinking and create a collective, caring dynamic.
- . Partnerships and workshops are used as a means of : - expose students to external commissioning and image production contexts
- Bringing together students from different fields of study (in the Book specialisation and the Animation specialisation)

assessment

Continuous assessment

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field of study IMAGE AND STORYTELLING

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

- The Graphic Experimentation Laboratory is a workshop for learning, exploring and experimenting with the potential of the printing medium. For the first two years of the DNMADE Book specialisation, it is a place where the practices of the specialisation workshops are brought together, enriched and questioned, and where a publication is designed, produced and produced, taking account of publishing constraints (multiple formats, printing techniques used, distribution). In the third year, it is given a more experimental dimension and used in the diploma project.

- In DN2, the knowledge acquired is intended to be applied to analysis, thoughtful and theorised practice, applied to the production of books with personal design choices.

target skills

- Organise an editorial design project in the light of technical constraints
- Use these techniques in a way that is semantically and plastically relevant to your creative intentions
- Mastering its practical implementation with quality and efficiency
- Demonstrate mastery of the stages involved in producing a book, from the layout to the imposition sheet and print sheet.
- Guided implementation of the constraints of the technical transposition of graphic and plastic choices
- To challenge, convene and combine techniques and the form of the book in an efficient manner depending on material and time constraints

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

S3- The second year is devoted to exploring potential and experimenting with research based on texts by authors, preferably unpublished, within a constrained timetable and practical conditions. The format of the book and the techniques used are conceived and mobilised depending on the appropriation of the chosen text and the interpretation that the student designer wishes to convey. This is real design work.

editorial. The form of the book explores new possibilities and the technical mastery is refined. There are also 20 numbered copies of each book.

**assessment
procedures**

- Continuous assessment
- Research and communication notebooks, technical elements, printed books

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field of study IMAGE AND STORYTELLING

teaching field	UE 11 / UE 15 PRACTICAL AND ACADEMIC TEACHING PROFESSIONALS
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teaching component	EC 11.3 / EC 15.3 COMMUNICATION AND MEDIATION OF THE PROJECT
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teaching objectives	To experiment in a relevant way with project mediation: staging, relationship between speech and image, scriptwriting, etc.
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targeted skills	Staging a project Demonstrate a creative approach Structure, prioritise and summarise your message Know how to adapt your message to the conditions of reception Select and use a media medium to achieve a communication objective
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training methods (teaching methods and resources used)	Oral presentations Creation of cross-disciplinary communication media with complementary courses.
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assessment methods	Continuous assessment
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field of study IMAGE AND STORYTELLING

teaching field	UE 11 / UE 15 PRACTICAL AND ACADEMIC TEACHING PROFESSIONALS
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teaching component	EC 11.4 / EC 15.4 RESEARCH APPROACH IN LINK WITH THE PROJECT APPROACH
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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
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targeted skills	- Develop a general and artistic culture - Implementing tools and methods - Ability share research findings
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training methods (teaching methods and resources used)	- Methodology course - Various presentations (oral, written, etc.) - Individual follow-up
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assessment methods	Continuous assessment
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field of study IMAGE AND STORYTELLING

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 a high degree of interaction with the professional world, through 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 orally and in writing, clearly and unambiguously, 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 range 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 and 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 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.).
-