

DNMADE

specialisation *Book*

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Field of study

**ENGRAVING - PRINTED IMAGES**

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**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.

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**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.

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# THIRD YEAR (S5-S6)

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## Field of study **ENGRAVING - PRINTED IMAGES**

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### **Overview of the third year study is**

The 3rd year of the Printmaking, Printed Images field of

The course is structured around two oral examinations, an undergraduate dissertation at the end of the first semester and a presentation of the project at the end of the year. The aim is to acquire autonomy in practice and in studio management, with students reflecting on a theme that will be central to the writing of their undergraduate dissertation and project. The course combines ambitious projects with advanced technical training in preparation for the diploma.

### **Workshops**

Professionals working on student practices and skills.

### **Positioning interviews**

Interviews with a panel of professionals to give an oral presentation of the research behind the project.

### **Conferences / Out of doors**

Meetings with printmaking professionals  
Visits to heritage sites (museums, libraries), cultural outings (exhibitions, theatre, shows), drawing outdoors... with or without support.

**Undergraduate dissertation** Students carry out documentary research, conceptualisation, reflection and writing. The undergraduate dissertation develops a theme related to the degree project. It is then put into editorial form. It is presented to a jury at a defence.

### **Diploma project**

A project based around a chosen theme and developed by the student, highlighting their mastery of different engraving and printing techniques. The diploma project may take the form of a variety of publications: a book, a series of prints, printed objects, etc.

**Work placement report** In semester 5, students prepare a report on their experience during their second-year work placement.

### **LEG - Experimentation laboratory graphic**

After the first two years of learning the techniques of the studio, these are used in an experimental and exploratory way for the diploma project.

<b>specialisation BOOK</b>	
<b>field of study</b>	<b>ENGRAVING - PRINTED IMAGES</b>
<b>teaching field</b>	UE 17 / UE 21 GENERIC LESSONS
<b>teaching component</b>	<b>EC 17.1 / EC 21.1 HUMANITIES - PHILOSOPHY</b>
<b>teaching objectives</b>	<p>Semester 5 :</p> <ul style="list-style-type: none"><li>-Draw up an annotated bibliography.</li><li>-Constructing an undergraduate dissertation, i.e. a personal and methodical reflective effort that can take the form of a synthesis of truly relevant readings, a research interview with its conclusions, or other forms to be experimented with, giving space to visual documents that also contribute to the questioning.</li></ul> <p>Semester 6 :</p> <ul style="list-style-type: none"><li>-Write a creative brief setting out the fundamental principles underlying the project.</li></ul>
<b>targeted skills</b>	<ul style="list-style-type: none"><li>-Identify and prioritise specific knowledge collected from books, university-level articles, podcasts or any other sources likely to provide food for thought.</li><li>-Construct a personal reflection taking into account the most contemporary or legitimate knowledge in relation to the identified problem.</li></ul>
<b>training methods (teaching methods and resources used)</b>	The course is divided between methodological content relating to the undergraduate dissertation and individual monitoring of the stages involved writing the dissertation and the editorial elements of the project.
<b>assessment methods</b>	Annotated bibliography and various elements editorial content.

<b>specialisation BOOK</b>	
<b>field of study</b>	<b>ENGRAVING - PRINTED IMAGES</b>
<b>teaching field</b>	UE 17 / UE 21 GENERIC LESSONS
<b>teaching component</b>	<b>EC 17.1 / EC 21.1 HUMANITIES</b>
<b>teaching objectives</b>	<ul style="list-style-type: none"><li>-To support reflection, conceptualisation, analysis and structuring the diploma project.</li><li>-Support the search for references to feed the project.</li><li>-Developing singularity, writing and critical thinking.</li><li>written and oral expression and communication.</li></ul>
<b>targeted skills</b>	<ul style="list-style-type: none"><li>-Ability to organise and finalise a degree project.</li><li>-Master the methods of analysis, reflection, documented research and the use of a specific vocabulary. -Ability to conceptualise, summarise and write.</li><li>-Developing the skills and attitude of an author.</li><li>-Expressing yourself: communicating and arguing a project.</li></ul>
<b>training methods (teaching methods and resources used)</b>	<ul style="list-style-type: none"><li>-From the conceptualisation of a creative universe, documentation, to writing and presentation.</li><li>-Support and guidance on road to autonomy: from project development to presentation.</li><li>and targeted interviews</li><li>autonomy in documentary research.</li><li>-Educational outings and conferences.</li></ul>
<b>assessment methods</b>	Continuous assessment

<b>specialisation BOOK</b>	
<b>field of study</b>	<b>ENGRAVING - PRINTED IMAGES</b>
<b>teaching field</b>	UE 17 / UE 21 GENERIC LESSONS
<b>teaching component</b>	<b>EC 17.2 / EC 21.2 ARTS, DESIGN AND CULTURE TECHNIQUES</b>
<b>teaching objectives</b>	<ul style="list-style-type: none"><li>-Acquire fundamental reference points in the history of Book-related arts crafts.</li><li>-Supporting documentary research and reflection as part of writing the undergraduate dissertation.</li></ul>
<b>targeted skills</b>	<ul style="list-style-type: none"><li>-Research and analyse cultural references from different fields of art, craft and design, based on a theme linked to the diploma project.</li><li>-Putting textual and iconographic documents in tension a common theme or issue.</li><li>-Define a problem anchored in the field arts and crafts.</li><li>-Respect the usual rules for citing the bibliographic and iconographic sources used.</li><li>-Relate a work of bookmaking craft to its historical, technical and cultural context.</li></ul>
<b>training methods (teaching methods and resources used)</b>	The course is developed through a combination of individual support for students as they prepare their undergraduate dissertation and theory-based lessons based on slideshows.
<b>assessment methods</b>	Iconography with commentary and various elements editorial content.

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**specialisation BOOK**

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

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**teaching field**

UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING

**teaching component  
COMMUNICATION****EC 18.1 / EC 22.1 TOOLS FOR EXPRESSION AND  
CREATIVE EXPLORATION**

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**teaching objectives**

This course aims to harmonise the disciplines experimentation with drawing and plastic arts, in conjunction with the professional field or independently of subject.

**targeted skills**

- Various media (photography, volume, installation, etc.), video...) are covered in exercises.
- Observation drawing.
- Acquisition of graphic and plastic tools, experimental research.
- Defining a problem and reasoning about practice.

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

- Exploring the diversity of mediums and their choices according to the purpose of the projects.
- Develop a personal universe in the field of images.
- Visual applications, notebooks, exploration of different media and formats, mastery of graphic and plastic tools.

**assessment procedures**

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

<b>specialisation BOOK</b>	
<b>field of study</b>	<b>ENGRAVING - PRINTED IMAGES</b>
<b>teaching field</b>	UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING
<b>teaching component</b>	<b>EC 18.2 / EC 22.2 TECHNOLOGIES AND MATERIALS</b>
<b>teaching objectives</b>	-Analysis and study of publishing forms. -historical and thematic approach to contemporary book forms and publishing contexts.
<b>targeted skills</b> publishing.	-An understanding of the issues at stake in contemporary publishing. -mastery analysis and oral presentation of research topics.
<b>training methods</b> <b>(teaching methods and resources used)</b>	The pedagogical aspects of group work : - Note-taking as part of the lecture (notebook) - Theoretical analysis exercises (case study)
<b>assessment methods</b>	Continuous assessment (written and oral analysis)



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**specialisation BOOK**

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

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**teaching field**

UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING

**teaching component****EC 18.3 / EC 22.3 TOOLS AND LANGUAGES  
DIGITAL**

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**teaching objectives**

S5 In-depth study of specific digital tools dedicated to shaping the editorial object in relation the undergraduate dissertation.  
S6 Practice of specific digital tools and processes within the Open Source magazine project (in connection with the Techniques and know-how course).

**targeted skills**

-Exploit and optimise the digital processing of Master tools used for page layout and typographic management of text.  
-Implement an operational, reliable work methodology that is adapted to the production of digital and printed documents.

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

Theoretical and practical contributions in line with the targeted teaching objectives.

Submission of digital applications, files and tests in the process of developing the final form. Production a digital or printed editorial object.

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**specialisation BOOK**


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

UNIT 2 / UNIT 6 CROSS-DISCIPLINARY TEACHING

**teaching component****EC 18.5 / EC 22.5 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**

Deepen knowledge in the context an application of management applied to the training context, justifying and analysing the approach . Be able to :

- Present the context of the individual project ;
- Identify the customer: legal status, target... ;
- Determine the legal, social and tax status of the seller depending on what is invoiced (work, creative fees, flat-rate royalties, service provision, etc.);
- Draw up an estimate with the various specialisations (adapt the invoice lines in line with the legal and corporate status of the seller and the nature of what is being sold, valuation, calculation of VAT, etc.) on paper or using invoicing software;
- Analyse profitability.

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

Independent work in class (management application)  
Resource sheets available via Pronote.

Assessment of the management application. The various  
The assessments will contribute to the validation of the  
following skills: C5.1, C5.2, C5.3, C5.4

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**specialisation BOOK**

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

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**teaching field**

UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING

**teaching component****EC 18.4 / EC 22.4 MODERN LANGUAGES - ENGLISH**

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**teaching objectives**

- Consolidation of oral and written comprehension and expression strategies in line with the student's personal project
- Developing an argument for a creative approach.
- Writing an abstract.

**target skills**

- The target level is B2 of the Common European Framework of Reference for Languages in language skills (listening, reading, speaking and writing).

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

- The teaching of English is based on authentic audio/visual and written resources, the section's teaching projects and work done in other subjects, and takes account of current events, particularly cultural events.

- Continuous assessment of language skills.

**assessment procedures**

<b>specialisation BOOK</b>	
<b>field of study</b>	<b>ENGRAVING - PRINTED IMAGES</b>
<b>teaching field</b>	UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS
<b>teaching component</b>	<b>EC 19.1 / EC 23.1 TECHNIQUES AND SKILLS</b>
<b>teaching objectives</b>	This course aims to integrate the experience of graphic and plastic arts in a creative approach to the engraved image. The course includes practical work acquire the conceptual and graphic tools needed to create engravings.
<b>target skills</b>	Ability to work independently and at the same time to be part of a group workshop. Integrate the specific requirements of engraving techniques. Knowledge and mastery of the many processes involved in printmaking. Ability to work as part of a team. The ability think on your feet and adapt to the vagaries of the craft process.
<b>training methods (teaching methods and resources used)</b>	Micro-projects to develop technical autonomy within the workshop Project management with individual monitoring
<b>assessment methods</b>	Continuous assessment

specialisation <b>BOOK</b>	
field of study	ENGRAVING - PRINTED IMAGES
teaching field	UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS
teaching component	<b>EC 19.2 / EC 23.2 PRACTICE AND IMPLEMENTATION OF THE PROJECT</b>
teaching objectives	Use of conceptualisation processes, materials and techniques Encourage links between design and implementation to enable projects to be finalised with a focus on dialogue between teams and disciplines.
targeted skills	<ul style="list-style-type: none"><li>- Integrate graphic and plastic experiments into a creative approach to the engraved image.</li><li>- Construct an argued and referenced speech</li><li>- autonomy in workshop work</li></ul>
training methods (teaching methods and resources used)	Teaching alternates sandwich-placement experiences individualised diploma follow-up and specific exercises for each student. At each stage, the relationship between the project's thinking and its production is questioned.
assessment methods	Continuous assessment throughout year.

<b>specialisation BOOK</b>	
<b>field of study</b>	<b>ENGRAVING - PRINTED IMAGES</b>
<b>teaching field</b>	UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS
<b>teaching component</b>	<b>EC 19.2 / EC 23.2 PRACTICE AND IMPLEMENTATION OF THE PROJECT / LEG</b>
<b>teaching objectives</b>	<p>S5-S6-DN3 Book specialisation (Engraving Printed images, Images and storytelling, Bookbinding and the book object)            This course is complementary to the specialisation workshops and takes place in the same class time as the four DNMADE Book specialisations.            Graphic Experimentation Laboratory is a workshop for learning, exploring and experimenting.            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 into account 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.            In DN3, the knowledge acquired is designed to be used in analysis, thoughtful and theorised practice, applied to the creation of productions and experiments rooted in a research approach linked to the issues of the diploma.</p>
<b>targeted skills</b>	<ul style="list-style-type: none"> <li>-Organise related experimental protocol closely involved in the issues raised by the diploma project within a constrained technical framework</li> <li>- to use these techniques in a way that is semantically and plastically relevant to his or her own work creative intentions</li> <li>- mastering its practical application with quality and efficiency - challenging, inviting and crossing techniques and forms in unexpected ways.</li> </ul>
<b>training methods (teaching methods and resources used)</b>	<p>S5 and S6 The third year is devoted exploring potential and experimenting with research in the service of the degree project.            The first phase is exploratory in all techniques. Then, the technical options are defined in correlation with the choices made for the diploma project.</p>
<b>assessment methods</b>	<p>Continuous assessment            research and communication logs, technical elements, printed productions.</p>

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

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**teaching field**

UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS

**teaching component****EC 19.3 / EC 23.3 COMMUNICATION AND MEDIATION OF THE PROJECT**

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**teaching objectives**Designation of fields and resources for project communication.  
Preparation for the undergraduate dissertation and oral presentation of the diploma project.**targeted skills**Ability to state ideas and argue for choices.  
Develop relevant arguments Oral presentation skills  
Communicating and promoting the project through appropriate media  
Project design**training methods  
(teaching methods and  
resources used)**Oral presentations  
Installation diagrams and plans  
Creation of cross-disciplinary communication materials for complementary courses.**assessment methods**

Continuous assessment

<b>specialisation BOOK</b>	
<b>field of study</b>	<b>ENGRAVING - PRINTED IMAGES</b>
<b>teaching field</b>	UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS
<b>teaching component</b>	<b>EC 19.4 / EC 23.4 RESEARCH APPROACH IN LINK WITH THE PROJECT APPROACH</b>
<b>teaching objectives</b>	Acquisition a methodology for iconographic research and text related to the project Planning and management of the project in practical terms and over time
<b>targeted skills</b>	<ul style="list-style-type: none"><li>- Develop a general and artistic culture</li><li>- Implementing tools and methods</li><li>- Ability share research findings</li></ul>
<b>training methods (teaching methods and resources used) assessment methods</b>	<ul style="list-style-type: none"><li>- Methodology course</li><li>- Various presentations (oral, written, etc.) - Individual follow-up</li></ul> Continuous assessment



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**teaching field**

UE 20 /24 PROFESSIONALISATION

**teaching component****EC 20 / EC 24 FIELD OF STUDY  
PROFESSIONALISATION AND FURTHER STUDY**

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**teaching objectives**

Identify the professional fields in the world of print, whether institutional or private.  
Identify the institutional players that can help you pursue your professional career through grants or competitions in your chosen field.

**target skills**

Ability to engage in dialogue with an expert professional

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

Meetings with professionals Visits to workshops and institutions

Continuous assessment

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# DNMADE GENERAL SKILLS CATALOGUE

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## 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.

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## 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.

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## 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.

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## 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

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## 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.

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## 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.

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## 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.

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## 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.

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## 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

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#### **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.

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#### **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 the project partners (authors, publishers, printers, distributors, booksellers, readers) and associated experts (private partners, museum institutions, associations, local authorities, etc.).
-