

DNMADE

specialisation *Book*

Field of study

**BOOKBINDING - CREATION AND
HERITAGE**

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.

**Bookbinding -
design and heritage field
of study**

Number of students: 15

Creative bookbinding and heritage bookbinding are inseparable. One feeds off the other, and this technical, technological and cultural confrontation gives rise to creative thinking. The final product is the fruit of a process of research and conceptualisation. The Bookbinding - Creation and Heritage field of study develops professional skills enabling students to work in various sectors of the book trade. It places the creation of bookbindings within the field of design as an art object, whether one-off or in small series. It enables students to develop practical and creative skills through constant interaction between traditional techniques and the most innovative tools for designing and creating art bindings.

THIRD YEAR (S5-S6)

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Overview of the third year

The 3rd year courses continue and are built around the themes covered in the second year. They complete the work on the undergraduate dissertation and diploma project, validating the three years of training.

The undergraduate dissertation

The aim of the undergraduate dissertation is to introduce a project methodology and a commitment to reflection on art and design. The undergraduate dissertation is developed in parallel with the project. It is drawn up during semester 5 over a period defined by the teaching team. It is defended at the end of semester 5.

The diploma project

The creation, research and development project ; it is designed and produced in 3rd year at a professional level, in relation to the student's chosen creative field. It is to form the centrepiece of the student's portfolio or a first step towards defining a research area for further study, this project demonstrates the student's ability to :

- Reveal a creative profile;
- Defining a position as a creator of forms, functions and artefact(s);
- Asserting a committed position in creative fields (arts and crafts and/or design);
- Identify a problem for which art and design can provide a range of solutions;
- Defining the best concrete solutions, embodied in the production of innovative artefacts, objects, products, services and systems;
- Develop the ability to build an informative and didactic mediation on a creative process;
- Be able to present, explain, defend and debate the project presented;
- Present both the theoretical and historical underpinnings and the factual argumentation of an entire process in a textual production;
- The MADE project is assessed during an oral presentation to a jury, and is presented and defended at the end of semester 6.

Workshop

Workshops provide an opportunity to meet with professionals and are designed to encourage collaborative work and an opening up of specific, unique and innovative issues through work in mixed teams, competitions or partnerships.

LEG - Experimental Laboratory

graphic

After the first two years of getting to grips with the
These are used in an experimental and exploratory way to
support the diploma project.

specialisation BOOK

field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 17 / UE 21 GENERIC LESSONS

teaching component EC 17.1 / EC 21.1 HUMANITIES - PHILOSOPHY

teaching objectives

S 5

- Draw up an annotated bibliography.
- 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.S 6
- Write a creative brief setting out the fundamental principles underlying the project.

target skills

- Identify and prioritise specific knowledge gathered from books, university-level articles, podcasts or any other sources likely to provide food for thought.
- Construct a personal reflection taking into account the most contemporary or most legitimate knowledge with regard to the identified issue

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

- The course is divided between methodological content relating to the undergraduate dissertation and individual monitoring of the stages in writing of the dissertation and the editorial elements of the project.

assessment procedures

- Annotated bibliography and various editorial elements
- Continuous assessment

specialisation BOOK

field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 17 / UE 21 GENERIC LESSONS

teaching component EC 17.1 / EC 21.1 HUMANITIES

teaching objectives

- To guide students developing issues related to their speciality
- Methodological tools on the different possible forms of writing so that students can take ownership of the nature of their project
- Identify the specific drafting requirements for the various elements of the project
- Helping to prepare for oral examinations

target skills

- Structuring your thoughts - Using a precise vocabulary - Articulating your ideas by guiding the development of your thoughts
- Formulate conclusions or recommendations from an analysis

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

- Group methodology and individual follow-up
- Continuous assessment

specialisation BOOK

field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 17 / UE 21 GENERIC LESSONS

teaching component EC 17.2 / EC 21.2 ARTS, DESIGN AND CULTURE
TECHNIQUES

teaching objectives

- Acquire fundamental knowledge of the history book-related arts and crafts.
- Supporting documentary research and reflection as part of writing the undergraduate dissertation.

target skills

- Research and analyse cultural references different fields art, craft and design, based on a theme related to the diploma project.
- Putting textual and iconographic documents in tension common theme or issue.
- Define a problem anchored in the field arts and crafts.
- Respect the usual rules for citing the bibliographic and iconographic sources used.
- Relate a work of bookmaking craft to its historical, technical and cultural context.

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

- The course is developed by combining phases of individual support for students in preparing their undergraduate dissertation with phases of theoretical lectures based on slide shows.

assessment procedures

- Continuous assessment.

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component
COMMUNICATION** **EC 18.1 / EC 22.1 TOOLS FOR EXPRESSION AND
CREATIVE EXPLORATION**

teaching objectives

Relationships between media, practices and productions associated with creative workshop.

- Exploiting and optimising the fundamentals required for all forms of visual creation.
- To affirm a singular approach and a personal style and posture through the means and media of expression and creative exploration.
- Use different physical, analogue and digital tools.
- Adapting representation methods and codes to suit the project.
- Develop a critical sense and referenced arguments.
- Be curious and mobile.

target skills

- Optimising the use of expression .
- Reinforce the practice of drawing by observing the living model and the environment;
- Analyse and appropriate the observation of sensitive realities - Take charge of the notion of message and communication of achievements.

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

- Encourage editorial projects.
- Working in pairs to make the most of the exchanges in the biases adopted.
- To provide students with the means argumentation necessary for the oral presentation of their projects.

assessment procedures

- Continuous assessment - Notes intent and oral presentation a reflection and the production process.

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 18.2 / EC 22.2 TECHNOLOGIES AND MATERIALS**

teaching objectives

- Development a technical culture of the different types of book (e.g. a manga does not have the shape of a beautiful book)
- Knowledge of the graphical production line and the jobs of the various people involved - Knowledge of the different types of paper, knowing how to find them for a specific project/need - Knowledge of the different printing techniques depending on: the print run, the quality required and a budget range.)
- Understand the usefulness of photogravure - Mastery of professional technical vocabulary (particularly for the bookbinding section, which uses a different vocabulary to that used by printers to designate the same element)

target skills

- Understanding the different stages in the graphical production line
- Establish knowledge enabling the quality an editorial production to be assessed- Know how to dialogue with the various people involved in this chain- Know the impact of technical choices on creation and design

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

- Working in project mode
- MCQS

assessment procedures

- Continuous assessment - Case study or project applications

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 18.3 / EC 22.3 TOOLS AND LANGUAGES
DIGITAL**

teaching objectives Mastery of digital practices relating to the field publishing discipline.**target skills** Very good command and autonomy in the preparation of text and image content in preparation of files for the publication and distribution of documents**training methods
(teaching methods and
resources used)** This third-year course is closely linked to the Techniques and Skills course. Learning takes the form not so much exercises as of application in the projects carried out in the technique and know-how or practice and implementation of the project courses.**assessment
procedures**

- Continuous checking - Validation of files produced

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component** EC 18.4 / EC 22.4 MODERN LANGUAGES - ENGLISH

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

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 18.5 / E 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 : <ul style="list-style-type: none">• 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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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS**teaching component** EC 19.1 / EC 23.1 TECHNIQUES AND SKILLS

teaching objectives

- Individual or collaborative technical support, depending on the specifics of the project.S 5
- Carrying out a preparatory micro-project to check the feasibility of the diploma project.S 6
- The project will be carried out independently.

target skills

- Complete your project.
- Strategically plan and organise your intentions and the implementation of your project.
- Adapting your knowledge of bookbinding and gilding to the specific nature of your project.
- To consider ways of opening up the subject of the diploma in the context of continuing study or a professional approach.

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

- Technical self-assessment.
- Know how to identify your technical shortcomings and continue your learning process with support.
- Identify the resources needed develop the project.

assessment procedures

- Ability to self-assess, argue and solutions and remedies.

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS**teaching component** **EC 19.2 / EC 23.2 PRACTICE AND IMPLEMENTATION OF THE PROJECT**

teaching objectives

- Identifying the challenges of bookbinding and gilding as a response to an individual or collective project.
- Combining artisanal thinking with design culture, from a contemporary perspective.

target skills

- Knowing how to position yourself and argue your creative choices.
- Be able to reinvest and develop skills acquired in previous years independently (materials, techniques and innovative and/or traditional technologies).

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

- Personalised support for students' personal projects, directly linked to workshop practice.
- Designing and carrying out the diploma project, in conjunction with the other courses.
- In semester 5: material and technical experiments.
- In semester 6: development and implementation of the project.

assessment S5- Consistency between the research carried out and the project content.S6

- Ability to self-analyse and question the creative process and remedy any difficulties encountered.

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS

teaching component EC 19.2 / EC 23.2 PRACTICE AND IMPLEMENTATION OF THE PROJECT / LEG

teaching objectives

- Graphics 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 the place where a publication is designed, created and produced, taking into account 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 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.

target skills

- Organise an experimental protocol closely linked to the questions posed by the diploma project within a constrained technical framework- Invoke these techniques in a way that is semantically and plastically relevant to the creative intentions- Master its practical implementation with quality and efficiency- Challenge, invoke and cross-fertilise techniques and the form of productions in unexpected ways

S6

- The third year is one of exploring potential and experimenting with research in the service of the diploma 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.

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

- Continuous Research and communication logs, technical elements, printed books

assessment procedures

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS**teaching component** **EC 19.3 / EC 23.3 COMMUNICATION AND MEDIATION OF THE PROJECT**

teaching objectives

- Presentation of the creative context and its challenges, and the project approach.
- Creation of media to make the project, which is currently being developed, more understandable.
- Argumentation of the speech.

target skills

- Choosing the right presentation media for the bookbinding and gilding sector.
- Use professional vocabulary to support your approach and convey your ideas.
- Know how to support a work process orally and convey ideas in writing (undergraduate dissertation).

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

- Throughout the year, the students draw up a research notebook expressing their creative approach, diagrams, visuals, didactic models and references.
- Oral presentation of the approach at each work meeting. This course prepares students for entry into professional life and further study.

assessment procedures

- Methodologies for showing and demonstrating ideas, creative processes and approaches.S5
- Structuring dissertation discourseS6
- Management product communication.

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field of study BOOKBINDING - CREATION AND HERITAGE

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS**teaching component** **EC 19.4 / EC 23.4 RESEARCH APPROACH IN LINK WITH THE PROJECT APPROACH**

teaching objectives

- Identifying the challenges of bookbinding and gilding as a response to an individual or group project.
- Combining artisanal thinking with a contemporary design culture.
- Design or choose an appropriate research method, validated and supported by the teaching team.

target skills

- Knowing how to position yourself and argue your creative choices.
- Asserting a creative bias and questioning its approach in order to develop its production.
- Be able to reinvest and develop skills acquired in previous years independently (materials, techniques and innovative and/or traditional technologies).

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

- Personalised support for students' personal projects, directly linked to workshop practice: supervised tutoring.
- Occasional appointments for project monitoring.
- Design and implementation of the diploma project, in conjunction with the other courses.S5
- Material and technical experiments. S6
- Project development and implementation.

assessment

- Consistency between the research carried out and the content of the project.S6
- Ability to self-analyse and question the creative process and remedy any pitfalls encountered.

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field of study BOOKBINDING - CREATION AND HERITAGE

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

teaching objectives

- Report on the internship experience and personal project.
- Building a field of study.
- Enhancing and promoting your project.
- Maintaining professional watch.

target skills

- Promote its work, experience and production through oral and written presentations.
- Argue your points using professional vocabulary and a sustained level of language.
- Know how to communicate with professionals and build a protocol for maintaining professional watch.

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

- S5 - Drafting the activity .
- Individualised support for personal projects: preparing portfolios, writing covering letters, etc.
 - Presentations by professionals (former students of the École Estienne): developments in their creative and professional field of study since graduating, status, operation of their company.S6
 - Method of maintaining professional intelligence, study of project presentation and exhibition methods.

assessment

- S5
- Consistency in the presentation of the personal project.S6
 - Position yourself in the context of the book industry and identify career prospects and/or further study.

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 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
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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, processing, finishing, 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 right 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.).
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