

# GRAPHIC DESIGN

## ILLUSTRATION

### GRAPHIC AND COMMUNICATION DESIGN

The graphic design DNMADe Image & Narration aims to acquire solid professional knowledge and skills in the various specialities of the arts and design professions. It offers each student the opportunity to build a personal training pathway tailored to their career plans. Based on a common core of fundamental and cross-disciplinary skills, the course is built around a project-based approach, with design workshops as the focal point for mobilising knowledge and skills. This positioning encourages links between 'design/creation' and 'production/manufacturing/implementation'.

### A THREE-YEAR COURSE

Our 3-year course leads to the DNMADe (Diplôme National des Métiers d'Art et du Design), a level 6 diploma under the EQF (European Qualifications Framework).

### WORKING ENVIRONMENT AND TOOLS

Students have access to digitally equipped and connected workspaces, a printing and finishing centre with laser printers, a screen-printing workshop and two engraving workshops, as well as a photographic studio and a laser cutter.

### TEACHING METHODS

The course unfolds through projects, the stages of which enable students to study and analyse artistic and professional situations, develop their ability to think, master and explore digital tools and produce editorial objects related to the field.

Classes are made up of 12 students. Projects are always punctuated by individual follow-ups, with external speakers occasionally leading workshops to open up additional professional horizons.

Students are encouraged to develop an ability to synthesise and anticipate, which is useful for the project approach, with the complementary nature of the humanities, science, technology and the arts.

The course aims to encourage traditional and digital creation, as well as know-how and manufacturing methods, and to develop organisational skills, autonomy and a willingness to work as part of a team.

### TEACHING HOURS and ECTS

Teaching hours per week: approximately 30 hours

Classes	Weekly hours	ECTS
Humanity	2	7
History of art, design and techniques	2	
Visual art	2	10
Technology and materials studies	2	
Digital tools, 3D modeling	2	
English language	2	
Economics and law	2	
Techniques and know-how	2	12
Design project practice	8	
Project's communication and mediation	1	
Research approach related to the project's practice	1	



Professional development and further study	1	1
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