



GRAPHIC DESIGN

IMAGE de COMMUNICATION

GRAPHIC AND COMMUNICATION DESIGN

Graphic design is used in a wide range of fields, developing language systems and visual messages to meet communication needs through a variety of articulated media.

It is by its very nature multidisciplinary. Our DNMAde graphic design-image communication students develop their technical and creative knowledge and skills, as well as their ability to observe and listen. Through the diversity of projects - real or fictional, topical or forward-looking - developed and supported by the teaching team, students tackle brand identity, editorial objects and message design in fields as varied as culture, food, cosmetics, sport, civics, ecology, etc. The social function of graphic design and its environmental impact are issues at the heart of our training.

A THREE-YEAR COURSE

Our 3 years curriculum leads to the **DNMAde (Diplôme National des Métiers d'Art et du Design)**, it is a level 6 EQF diploma (European Qualification Framework).

WORKING ENVIRONMENT AND TOOLS

Students have access to digitally equipped and connected workspaces, a printing and finishing centre with laser and inkjet printers as well as a risography press, a screen printing workshop and an engraving workshop.

TEACHING METHODS

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

The classes are made up of 24 students, who are supervised in workshops by two teachers. The projects are punctuated by individual follow-ups. Outside contributors come in from time to time to lead workshops to open up additional horizons. The teaching, which combines practical and theoretical input, is progressive.

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