

DOCUMENT FOR INCOMING STUDENTS - ERASMUS +

# Bachelor's Degree in Stage & Events Design

TWO FIELDS OF SPECIALIZATION:

**Commercial events.**

**Cultural events.**

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The **Bachelor's Degree in Stage & Events Design specializing in Commercial Events** enables students to create appliances, arrangements, displays, decorations and environments for events in the domains of commerce, trade and business. Design in Commercial events consists in conceptualizing and contextualizing arrangements in spaces and volumes that enhance and highlight brand names, products, services, institutions..... Its specific places, spaces and environments of implementation are stands, pop – up stores, outdoor markets, window displays, festive decors, signs and placards, shelves, retail design and merchandizing.

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The **Bachelor's Degree in Event Design specializing in Cultural Events** enables students to create appliances, arrangements and environments, presentations, shows and spectacles. Cultural scenography focuses on past and present cultural works and creations that convey the vision of a curator, a director or an event organizer. Its fields of implementation are exhibition scenography, decors and live - shows (in theaters, dance spectacles, at the circus or at the opera) and performance events (fashion and celebration parades, festivals, festivities, events in public or private places, TV sets....)

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## Educational organization

**First Year** focuses on the basic and fundamental acquisitions in Event Design methods and techniques. The training is strengthened by an interdisciplinary collaboration with the courses in general subjects and thanks to cultural visits. Workshop practice and implementation multiply technical experimentations related to the field of specialization (perspective drawing, models in paper volumes, cardboard, carton plume, folds, creations in collaborative workshop). Besides, specific workshop intervals, rhythmically interspersed through schoolyear, lead to fruitful collaborative work with students from the diverse design departments of our institution.

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**Second Year** enables students to further explore project practice through the implementation of their acquisitions in methods, knowledge and know – how. They are requested to confront various situations: fictitious projects that embrace the many facets of specialization, collaborative projects with local and entrepreneurial partnerships placing students in real - life contexts within a set of strategic constraints and deadlines. During the fourth semester second - year students are required to actively engage in a three-month professional internship whose validation is integral part of graduation.

**Third Year** is the time and opportunity for students to realize their final - year design project. This personal professional design project is to contain a written account and a completed event design project. On the threshold of graduation students are required to create assemblages and arrangement displays in the various professional sectors related to commercial events and to simultaneously put in evidence their awareness of the social & economical, technical and strategic contexts that have informed and infused their work, research and exploration.

## **YEAR 1. Semesters 1 & 2.**

Students in both specializations follow the same studies along the first year of their degree course. They acquire and strengthen basic artistic, conceptual and technical skills and knowledge. This teaching and practice is all the way fostered by classes in general subjects focusing on arts and culture, sciences, business, law and management, and is furthermore enriched by attending lectures and conferences, and by visits to art-galleries and museums, exhibitions and expositions, catwalk shows and parades, as well as by on-site discoveries of renovated or revamped buildings so characteristic of our industrial and cultural heritage. Constant workshop practice multiplies technical experimentations in relation to stage & events creation. Toward the end of academic year a two-week training course enables a fieldwork implementation of basics and fundamentals.

Besides, specific workshop intervals, rhythmically interspersed through the schoolyear, lead to fruitful collaborative work with students from the diverse design departments of our institution.

### **General Tuition. UE 1 & 5.**

#### **S1 EC 1.1 / S2 EC 2.2 Humanities & Philosophy.**

*Lecture – based course 1 – hour weekly.*

Initiation to a philosophy centered upon events notions and concepts, focusing upon the multiple categories of objects. Identification of present - day social, technical and esthetic challenges in design pertaining to stage and events' creations.

#### **S1 EC 1.2 / S2 EC 5.2 Culture of the Arts, Design and Techniques.**

*Lecture –based course 2 – hours weekly.*

- Study of significant chronological landmarks in the history of the arts and the evolution of techniques.

- Acquisition of methods of analysis about art - works and stage and events' design creations.

- Development of critical thinking from variegated documentation pertaining to the sphere of the arts and creations in the domain of object design.

- Codes of understanding images and objects in relation to art- works and events' design creations.

- Arousal of constant cultural awareness.

- Study and assimilation of lexical terms and phrases specific to the language of stage and event design.

- Taking into account the fluid movement through the links and connections through the arts, craftsmanship, artistic decoration and industry.

## **Transdisciplinary Teaching and Training. UE 2 & 6.**

### **S1 EC 2.1 / S2 EC 6.1 Tools for Creative Exploration and Realization.**

*Lecture – based course 5 hours weekly. Practical follow – through 2 hours weekly.*

- Knowledge acquisitions of basic tools and media related to creative processes, and discovery and examination of modes of research and experimentation.
- Application of the above acquisitions to drawing, plastic expression, lights and colors, types of materials, photography.
- Methods of Conventional drawing and expressive non - conventional drawings.
- Exploration of arts & crafts techniques, volume – making.

The transdisciplinary approach leads to the production of micro-projects that enable students to adopt their own stance on creative processes.

### **S1 EC 2.2 / S2EC 6.2 Materials and Technology.**

*Lecture – based course 1 hour weekly.*

*Practical follow – through 2 hours once every 2 weeks in department of Sciences laboratory.*

- Implementations of techniques related to the mastery of the various tools and machinery available on the spot.
- Students subsequently learn to understand the multiple facets of a project through the study of samples and models.
- Students engage in model - making through the whole year.

### **S1 EC 2.3 / S2 EC 6.3 Digital Tools and Software Languages.**

*Practical follow – through 2 hours weekly.*

- Study of fundamentals and undertaking of progression endeavors leading to the mastery of basic software tools Computer – Aided Publishing / Computer- Aided Design - CAP / CAD - and computer languages that enable image manipulations and retouching.
- Vector image drawing.
- Basic notions in handling 3D software.
- Defining the changing characteristics of an object through different perspectives.
- Thorough examinations of folding and unfolding methods and techniques, analysis of the different types of perspectives, identifying what is specifically seen through the eye.

## **Professional Acquisitions, Practice & Implementations. UE 3 & 7.**

### **S1 EC 3.1 / S2 EC 7.1 Techniques and Know - How.**

*Practical follow – through 1 hour weekly.*

Students explore and analyze the characteristics of wooden, plastic and textile materials. They expand their technological culture and develop in stride their abilities to observe and analyze.

### **S1 EC 3.2 / S2 EC 7.2 Design Project Practice and Implementation through Information & digital Media.**

*S1 Practical follow – through 5 hours weekly.*

*S2 Lecture - based course 1 hour weekly. Practical follow – through 5 hours weekly.*

The course deals with techniques, strategies and stratagems required for written work, accounts and reports as well as oral presentations and performances, including live briefs. Codes and modes of written and oral communication are to be gradually mastered.

### **S1 EC 3.3 / S2 EC 7.3 Design Project Research / Commitment & Strategies.**

*Practical follow – through 2 hours once every two weeks.*

This teaching class offers students the opportunity to highlight their own creative personalities and competencies as well as their personal professional design project through material modes of communication and digital media. The course calls for a constant vigilance as regards vistas, evolutions and prospects in all aspects of object and product design.

Students examine means and stratagems to communicate their projects through the use of drawings, draftings, blueprints, photographs, 3D images, videos. They learn all the basics about lay - outs and typography, develop their skills in media communication. The whole follow-through highlights constant oral and written practice.

## **UE 4 & 8 Grounding and Guidance in Specialist Studies, Careers & Professions.**

### **S1 EC 4 / S2 EC 8 Prospects and Perspectives for Specialist Study Pursuits and Career Routes in Stage & Events Design.**

*Lecture –based course 2 hours every two weeks.*

- Students are informed about the professional fields linked to careers and professions in object and product design and related industries. They get acquainted with the ethical and environmental challenges that confront object design creation. They define, determine and set up their own choices of routes and developments through their studies and toward their future careers. For that purpose They set up a portfolio as they seek to determine their own creative identity

- A short two-week observation training course takes place at the end of academic year (semester 2).

## **YEAR 2. Semesters 3 & 4.**

The second year of studies in the Stage & events Design Bachelor's Degree concentrates specifically on the in-depth use of previously acquired methods, know –how and knowledge. Students are presented with diverse creative problematic situations. They are therefore requested to respond to fictitious object design projects encompassing real - life partnerships and situations that directly place the students within a professional framework.

During the fourth semester the students have to actively engage in a three-month professional internship whose validation is integral part of graduation.

## **General Tuition. UE 9 & 13.**

### **S1 EC 1.1 / S2 EC 2.2 Humanities & Philosophy.**

*Lecture – based course 1h30 weekly.*

Students delve further into the philosophy of the events display and scenography as concepts and notions as well as into the social roles and usages of Stage & Events design. The following processes of object, equipment and furniture creation are covered during course of study: manufacturing, creation, production, merchandizing, usage & function, form & material, management & responsibilities, assets & resources.

### **S3 EC 9.2 / S4 EC 13.2 Culture of the Arts, Design and Techniques.**

*Lecture –based course 2 – hours weekly.*

The course aims to convey theoretical, historical, esthetic, sociological and technical knowledge. Students examine and analyze the ways and means by which art, craftsmanship and design complement one another and articulate together from the 1950s onwards to the present day. The course encompasses the examination of Good design, the ULM School, Pop design, Sustainable design, Alternative Design.

## **Transdisciplinary Teaching and Training. UE 10 & 14.**

### **S3 EC 10.1 / S4 EC 14.1 Tools for Creative Exploration and Realization.**

*Lecture –based course 5 hours weekly. Practical follow – through 2 hours weekly.*

- Knowledge acquisitions of basic tools and media related to creative processes, and discovery and examination of modes of research and experimentation.
  - Application of the above acquisitions to drawing, plastic expression, lights and colors, types of materials, photography.
  - Openings on the plastic arts/ Students select different arts to stage their personal project through the development of their specific plastic sensitiveness. They operate their choices by choosing among painting, drawing, sculpture, live performance, object display, interior decoration, video films...
- International as well as local implementations of creative tools are studied and commented upon so students can further identify and define their own stance and individual strategies as regards researches and investigations.

### **S3 EC 10.2 / S4 EC 14.2 Materials and Technology. A scientific approach.**

*Lecture –based course 1 hour weekly.*

*Practical follow – through 2 hours once every 2 weeks in department of Sciences laboratory.*

Implementations of techniques related to stage & events' design materials include various experimentations, observation sessions and case studies. Students subsequently examine the characteristics of plastic materials, plaster, paper, wood, porcelain and synthetic fibers. They also set up color diagrams and they furthermore learn the basic technical principles that govern light and lighting as well as those that regulate the characteristics of natural and synthetic fibers.

### **Materials and Technology. A practical and technical approach.**

*Practical follow – through in work – groups, 4 hours twice monthly.*

Students are presented with a thoroughly hands - on approach on the practical exploration and implementation of manufacturing processes and characteristics of materials in this course.

### **S3 EC 10.3 / S4 EC 14.3 Digital Tools and Software Languages.**

*Lecture – based course 1 hour monthly.*

*Practical follow – through 3.00 hours twice – monthly..*

- Development of technical competencies in the use of software enabling graphic stage & events design creation.
- Study of fundamentals and sound progression leading to the mastery of basic digital tools (CAP / CAD, Adobe, Illustrator, Photoshop, InDesign, Rhinoceros 3D, Key Shot) and computer languages that enable image manipulations and retouching.
- Progression in handling 3D software. Passage and fluidity from 2D to 3D.
- Study of isometric perspective and of numerical approach of space leading to the acquisition of three – dimensional mastery of objects and of the cut – out of objects within appropriate space limits.

## **Professional Acquisitions, Practice & Implementations. UE 11 & 15.**

### **S3 EC 11.1 / S4 EC 15.1 Techniques and Know – How.**

*Lecture –based course 1hour weekly.*

Students gain knowledge and understanding of ceramic, glass, metal materials and of their specific properties, and get to know the processes which are essential to their manufacturing and transformation. They develop their technological culture and build a technical lexicon of terms pertaining to the field of Stage & Events Design.

### **S3 11.2 / S4 EC 15.2 Design Project Practice and Implementation through Information & Digital Media.**

*Practical follow – through 4 hours weekly.*

- Students learn how to bring pertinent responses to the issues inherent in stage & events design creation, to customers' needs and demands, to specific contexts.
- They get acquainted with creative methods, they learn how to analyze customers' orders, they engage in creative hypotheses that will lead them to determine their own specific object design project.

### **S3 EC 11.3 / S4 EC 15.3 Design Project Research / Commitment & Strategies.**

*Practical follow – through 2 hours weekly.*

Each student make up the portfolio that will help them along in their search for their professional internship. In the second semester they learn how to communicate the projects they elaborated in workshops.

### **S3 EC 11.4 / 15.4 Design Project Research / Commitment & Strategies.**

*Practical follow – through 4 hours weekly.*

Students are taught how to make the most of their work, assets, knowledge and know - how through social networks, photo shoots, montages and video editing. The course enhances the developments of skills in sharing information and transmitting it.

They take on micro – projects linked with project practice to learn how to cope with issues and problems confronting professional stage & events designers.

## **Grounding and Guidance in Careers & Professions. UE 12 & 16.**

### **S3 EC 12 / S4 EC 16 Prospects and Perspectives for Specialist Pursuits of Studies and Career Routes in Stage & Events Design.**

*Lecture –based course and practical follow – through 1 hour weekly.*

- Students learn how to skillfully complete application letters and curriculum vitae / résumés that highlight their creative and professional assets and personality.
- Students are requested to write a detailed report on their professional internship. This report is to be placed online within portfolio.

## **YEAR 3. Semesters 5 & 6.**

Throughout third year students realize and complete their final - year personal and professional design project, which consists of a written article and a personal professional major project assignment in which all the previously acquired knowledge, skills and competencies are to be creatively effected and actualized.

## **General Tuition. UE 17 & 21.**

### **S1 EC 1.1 / S2 EC 2.2 Humanities & Philosophy**

*Lecture – based course 1 hour weekly. Practical work 1 hour weekly in work groups.*

*Practical follow – through 2 hours weekly.*

Students are provided with individual guidance along their dissertation / research article in stage and events design. They are moreover taught how to adopt a critical approach toward their personal project, and they re-inforce the acquired ways and methods of confronting design issues and facing creative challenges.

### **S5 EC 17.2 / S6 EC 21.2 Culture of the Arts, Design and Techniques.**

*Practical follow – through 1 hour weekly.*

Students acquire all the methods needed to write and present orally their research article in Stage & Events Design.

## **Transdisciplinary Teaching and Training. UE 18 & 22.**

### **S5 EC 18.1/ S6 EC 22.1 Tools for Creative Exploration and Realization.**

*Practical follow – through two hours once every two weeks.*

The course objective is to insure the full development and maturation of students' individualized stance on their creative strategies. They furthermore develop abilities and stratagems to give verbal accounts and presentations of their unique creative approach and pathway.

Students realize a personal artistic project in link with the theme of their research article in object design.

### **S5 EC18.2 / S6 EC 22.2 Materials & Technology.**

*Practical follow – through 1h30 weekly.*

*Sciences 1h30 weekly.*

After implementing techniques related to object materials include various experimentations, observation sessions and case studies. Students examine the functions and impacts of traditional and innovative techniques. They furthermore learn the basic technical principles that govern object display and exhibitions, light and lighting as well as those that regulate the characteristics of natural and synthetic fibers. Scientific techniques are moreover applied to the identification and study the microscopic structures of materials.

### **S5 EC 18.3 / S6 EC 22.3 Digital Tools and Software Languages.**

*Practical follow – through 1.30 hours weekly.*

- Practice and implementation of digital tools and computer languages requisite for research projects and responding to the needs of each student in their personal professional design projects.

- Implementing edition, planning and media.

- Gaining full proficiency in the use of Adobe Illustrator, Photoshop, Scripts and JavaScript.

- *Fablab* handling and operating.

## **Professional Acquisitions, Practice & Implementations. UE 19 & 23.**

### **S5 EC 19.1 / S6 EC 23.1 Techniques and Know – How.**

*Practical follow – through 3 hours weekly.*

The course provides guidance in the technical choices that enable the implementation of the students' personal projects.

### **S5 EC 19.2 / S6 EC 23.2 Design Project Practice and Implementation through Information and digital Media.**

*Lecture – based course 1 hour weekly.*

*Practical follow – through 6 hours weekly.*

- Realization of a micro-project: set subject.

- Composition of a written article.

- Full completion of an Stage & Events Design project.

### **S5 EC 19.3 / S6 EC 23.3 Design Project Practice and Implementation through Information and Digital Media.**

*Lecture –based course and practical follow – through 2 hours weekly.*

**Guidance in the choices of elements needed to compose the research article and the stage and events design project toward degree validation.**

Students concentrate on the modes of communication – printed materials and digital media - related to their personal professional projects. To highlight their creative stance and vision, they manipulate tools for photography and film animation.

## **Grounding & Guidance in Specialist Studies, Careers & Professions. UE 20 & 24.**

S5 EC 20.1 + EC 24.1 / S6 EC 20.2 + EC 24.2 **Prospects and Perspectives for Pursuits of Studies and Career Routes in Stage & Events Design. Professional internship.**

*Lecture –based course and practical follow – through 1 hour weekly.*

Students receive in - depth information and knowledge about careers and professions deriving from object design tuition and training.

Back from internship students compose in writing a detailed account in which their express their questions and feelings of surprise arising from their initiation and subsequent immersion into the professional world.