

DOCUMENT FOR INCOMING STUDENTS - ERASMUS +

Bachelor's Degree in Graphic Design

TWO FIELDS OF SPECIALIZATION:

Graphic Design in Connected Media Editing & Publishing.
Graphic Design in Printed Editing & Publishing.

The **Bachelor's Degree Graphic Design in Connected Media Editing & Publishing** leads students to develop into competent designers capable of managing the supervision of artistic orientations on multiple digital media (websites, internet applications, graphic interfaces, motion design, software programs providing animation training activities) as well as on the material tools and modes of visual communication. Graphic designers have to learn how to actively combine skills in typography with relating text to image, with interactive design and with the creation of scenarios. All the way through curriculum they are invited to nourish fervent interest and passion for all aspects of digital culture.

The **Bachelor's Degree in Graphic Design focusing in Printed Editing & Publishing** leads students to develop into competent artistic designers. They are to be capable of skillful art direction in the field of print materials (from press, fiction and non - fiction publications, all types of books, advertising, posters, brochures, flyers.....), as well as proficient in the sphere of publishing as it is deployed through digital networks. Graphic design students learn how to put in fruitful symbiosis their qualifications and talents in typography, relating text of image (lay - outs), and they develop sound critical and creative thinking on all types of communication media, their nature, their forms and their formats.

Educational organization

First Year focuses on the basic and fundamental acquisitions in Graphic Design. The training is strengthened by cross - disciplinary collaborative activities with the courses in general subjects and thanks to cultural visits. Workshop practice and implementation multiply technical experimentations related to the field of specialization (silkscreen, engraving and print - making, studio photography, creations in typography). Besides, specific workshop intervals, rhythmically interspersed through schoolyear, lead to fruitful collaborative work with students from the diverse design departments of our institution.

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 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 be completed through the implementation of all skills and competencies acquired during the course of studies. On the threshold of graduation students are required to create and implement a graphic line on multiple graphic media, 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.

General Tuition. UE 1 & 5.

S1 EC 1.1 / S2 EC 2.2 Humanities & Philosophy.

Lecture – based course 2 hours weekly / Practical follow- through one – hour weekly.

Initiation to a philosophy centered upon graphics as means of representation and media communication. Identification of present - day social, cultural, technical and esthetic challenges in design pertaining to graphic design.

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

Practical follow –through 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 graphic 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 product design creations.
- Arousal of constant cultural awareness.
- Study and assimilation of lexical terms and phrases specific to the language of object & product 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.

Research & experimentation in workshop 3 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 geometry, 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 diverse types of software.
- Students subsequently learn to understand the multiple facets of graphic design.

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

Lecture – based course 30 minutes weekly.

Practical follow – through 4 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.

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

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

Practical follow – through 3 hours weekly.

Students explore and analyze the characteristics of graphic creation and communication. 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.

Lecture - based course 1 hour weekly. Practical follow – through / Creative workshop 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 1 hour weekly.

This teaching class offers students the opportunity to highlight their own creative personalities, competencies as well as their personal professional design project through the analysis of codes of communication and modes of digital media. The course calls for a constant vigilance as regards vistas, evolutions and prospects in all aspects of graphic 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 Graphic Design Specialist Studies, Careers & Professions.

S1 EC 4 / S2 EC 8 Prospects and Perspectives for Specialist Study Pursuits and Career Routes in Graphic Design.

Practical follow through one hour weekly.

- Students are informed about the professional fields linked to careers and professions in graphic 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.

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 2 hours weekly.

Students delve further into the philosophy underlying graphic design and communication as well as into the social roles and usages of graphic design. The following processes are covered: conceptualization & actualization, 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 shooting...

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.**

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 graphic design include constant experimentations on software programs, observation sessions and case studies.

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 graphic design acquisitions 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 design creation.

- Study of fundamentals and sound progression leading to the mastery of basic digital tools (CAD, Adobe Illustrator, Photoshop, InDesign, XD, After Effects) and computer languages that enable image manipulations and retouching, interaction and motion graphics.

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 artistic practices and materials and their implementation through graphic. They develop their technological culture and build a technical lexicon of terms pertaining to the field of graphic 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 graphic design creation, how to meet to customers' needs and demands, how to deal with 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 graphic 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 graphic 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 Graphic 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.

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 graphic 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 graphic design.

Transdisciplinary Teaching and Training. UE 18 & 22.

S5 EC 18.1/ S6 EC 18.2 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 18.2 Materials & Technology.

Practical follow – through 1h30 weekly.

Sciences 1h30 weekly.

After Implementating the 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 explore the geometric principles that govern graphic design creation.

S5 EC 18.3 / S6 EC 18.3 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.
- Conceptualization and actualization of a graphic 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 graphic 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 Graphic 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 graphic 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.