

Bachelor Degree Program 180 ECTS Credits

The objective is to give students the necessary knowledge and design skills to enable them to participate in each step of the design process, working on a project from initial brief to final artwork. At the end of this 3-year program, students will be able to work as a junior designer in one of the following sectors:

► Visual communication, editorial (digital & print), branding and Global Design, moving Image Arts (video, film & advertising fields)

L1 – First year Courses / 60 ECTS Credits

This one-year introductory year is compulsory for all students and is designed to introduce them to the wide range of possibilities within the field of art and design, giving them general artistic knowledge in a range of different design subjects.

The aim is to encourage an open-minded, flexible and exploratory approach within a supportive learning environment. Enabling students to develop important design skills such as concept and idea development, visual awareness, analytical and critical thinking, whilst learning how to put into place a clear & logical methodology in their creative process.

At the end of this first year, students can either continue their studies at ESAG Penninghen (if they are successfully selected for their specialised Bachelor Degree program).

Students who apply for this program are not required to have any formal training or expertise in design – however, applicants are expected to have creativity, personal motivation & personal development potential, as well as an interest and knowledge of fields associated with art and design. In every vocational field, within the visual communication industry, designers need to review and update their knowledge, skills and understanding of new technology and develop effective methods to communicate their ideas. Our students are expected to demonstrate this in their work as the year progresses.

From the very beginning of this course, students work in groups in our art studio. The design studio environment encourages sharing of ideas, enhances teamwork and nurtures a supportive work and social environment. Teachers also follow the progress of each student in order to evaluate their strengths and help them make informed decisions regarding their specialist degree level choices.

At the end of the first trimester, student's design skills are assessed through graded submitted work

in each of the different disciplines and evaluated through a global design exam to ensure the artistic progression of each student. Teaching methods include studio-based work, group tutorials, lectures and skills workshops. During the 2nd and 3rd terms students are encouraged to develop their personal creative style in order to prepare a portfolio of work that is then assessed for progression into the chosen ESAG design program.

L2 – 2nd year Bachelors Degree program / 60 ECTS Credits

The objective is to give students a clearer and more global understanding of their chosen specialisation including each phase of the design process within the design and communication field. The program is designed to encourage student's general artistic and cultural knowledge, develop their creativity, working methodology, and visual techniques, in order to ensure they are able to successfully communicate ideas and concepts both visually and verbally.

L3 – 3rd year Bachelors Degree program / 60 ECTS Credits

The course objectives are to give students a better understanding of the professional design industry and to ensure that they have acquired all the necessary skills to become a Graphic Designer or Interior Architect Assistant. At the end of the year, they will have the opportunity to put their skills to use during a mandatory internship period of 2 to 3 months.

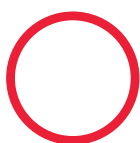
Students must demonstrate proven skills in computer graphics, have developed an extensive portfolio of design work, and, if continuing their studies in our Master's Degree program, have prepared their application for an International Exchange Program and/or found their internship placement.

TOEIC

At the end of the 3rd year, selected students prepare for the TOEIC English exam ("Test of English for International Communication"), which evaluates their written and listening comprehension skills. In 2013, the average score was 883 (results ranging from 525 to 990) out of a possible 990 points.

Courses Catalogue

L1. P1



1st year Art Direction Program

60 ECTS Credits

COURSE	CODES	HOURS PER WEEK	CREDITS PER YEAR
GRAPHIC DESIGN	L1.P1 ARTGRA	3	12
SPATIAL DESIGN	L1.P1 DESESP	3	12
OBSERVATIONAL DRAWING	L1.P1 DESOBS	8	9
LANGUAGE AND DESIGN	L1.P1 LANGRA	3	9
FIGURE DRAWING	L1.P1 CROQ	3	6
ANALYTICAL DRAWING	L1.P1 DESANA	3	9
DIGITAL ILLUSTRATION			
HISTORY OF ART	L1.P1 HISART	2	3
Total		25	60

Graphic design

1st Trimester

Poster Design and typographic illustrations

Teachers Guillaume Bailly-Michels, André Troublé

2nd Trimester

Editorial and Information Design

Teachers Guillaume Bailly-Michels, Mélanie Gransart

3rd Trimester

Brand identity & introduction to Art Direction and Packaging Design

Teachers Guillaume Bailly-Michels, Christine Duchier Lapeyre

Courses Objectives

The courses includes an introduction to Graphic Design and is the synthesis and application of all the other disciplines taught during the first year.

The course enables students to develop their understanding of how to communicate different visual meanings and to create images with strong visual impact for a precise target audience. Above all, the course aims to develop each student's creativity, by provoking their curiosity, encouraging them to keep up-to-date with the latest trends and to develop artistic knowledge and cultural references.

Teaching Methods and Courses Program information

Approximately ten projects are given during the year to cover the diverse applications of Graphic Design: press and publishing, packaging, brand identity... students learn how develop composition and study the relation between text and image, in order to adapt their design work to different printed materials. Work involves both cultural and technical aspects that require considerable research and documentation. Therefore, time must be given to study outside the required school hours.

Courses work / 3 hours per week.

Personal work and study / approximately 10 hours a week

ECTS Credits per year: 12

Assessment methods includes a personalized critical evaluation, presentations, project reviews and comparative assessment of the design work rendered

Continuous assessment: organized within a framework of the practical assignments. You will be marked for each assignment completed during these sessions.

Spatial design

1st Trimester

Scenic Design

Teachers Stéphanie Jarre, Daphne Roulot

2nd Trimester

Introduction to Interior Architecture

Teachers Eloïse Moutiez, Marion Haller

3rd Trimester

New products design introduction course

Teachers Yves Domergue, Terence Mesguich-Jacquemin

Courses Objectives

An introduction to interior architecture through studying scenic design techniques: developing an understanding of how to use space, light and materials, starting with theatre set design - then moving on to global scenic design.

Students learn to create in 3 dimensions and gradually discover the technology of design and discover the importance of forms, structure, and colour in space design. They also learn how to implement a conceptual methodology to support their creative process.

Students are then given basic practical knowledge about designing in architecture & interior design and discover architects and designers in this field.

Architecture Project - observation and analysis of a building's structure.

Interior Design Project - students take part in the interior design project of a particular residential client

Teaching Methods and Courses Program information

During the 1st trimester the course is focused on scenic design conceptual work. The first subject given is related to theatre set design and the second subject consists in designing and developing a TV set.

During the 2nd trimester the aim of the course is to enable students to discover modern architecture within public and private spaces and to give them an introduction into interior design methods and techniques by working on a particular architecture client project.

This course also introduces students to the history of art and design. An exercise on the theme of future perspective design complements this work.

The 3-hour weekly courses alternate lecture and workshop sessions.

Personal work and study / approximately 10 hours a week

ECTS Credits per year: 12

Language and design

1st Trimester

Basics of black and white drawing

2nd Trimester

Workshop drawing

3rd Trimester

Exterior drawing and figure drawing

Teachers Armel Gaulme, Bertrand Bataille,
Brigitte Gallois, Olivier de Lajarte, Francis Buchet,
Sabine Forget

Courses Objectives

Students are taught a variety of basic drawing techniques – including the study of line, shade, and colour. They learn to consider balance, proportion and perspective in a subject, and to express volume through line and the use of strong contrasts between light and dark. By the end of this course, students are able to develop a subject through centring, composition, light, contrasts and textures; working on page layout, linear perspectives and vanishing points.

Teaching Methods and Courses Program information

Through a series of workshop classes, students learn how to draw objects, plaster casts and models in line form. The course then focuses on how to develop a theme through a series of drawings: study of centring, composition, and animation of the drawn surface.

The same elements are then approached during the exterior drawing lessons. Within the course program, students benefit from individual follow-up adapted to their individual needs, in order to help them produce final art work and enable them to put together their artistic portfolios for design school selective entrance exams.

Workshop program / 8 hours per week

Personal work and study / approximately 5 hours a week

ECTS Credits per year: 9

Method and design

1st Trimester

Graphic Design exercises

2nd Trimester

Sketching to develop creative ideas

3rd Trimester

Page composition applied within the communication industry

Teachers Stéphane Desbenoit, André Troublé

Courses Objectives

The aim of the course is to provide students with the artistic knowledge and techniques that will enhance the pertinence and effectiveness of their graphic design work within the framework of the disciplines taught throughout this first year of study.

It focuses above all on giving students a logical approach to a creating their concepts and design ideas: how to develop page composition, how to use colours and textures to obtain the best results; understanding that artistic culture is an important key to success in the creative process.

Teaching Methods and Courses Program information

The course is organized around 4 main pedagogical topics: 1) training in basic graphic design techniques 2) introduction to composition 3) sensitization to colour 4) introduction to the formal rhetoric of the image as an important communication tool.

The main objective is to structure the creative mind of students so that they can understand and apply basic principles in the process of creating, analysing, and evaluating graphic design solutions in relation to specific end uses and consumer needs. Each theme is designed to improve the students design process and help them to develop a cohesive design method. Each theme has a framework that is based on artistic reflection, culture and design methods, concentrating on developing skills used to communicate ideas that exist in the imagination.

As the year progresses students are encouraged to develop and adapt their ideas within the context of the professional design world and the reality of client demands.

Courseswork / 3 hours per week

Personal work and study / approximately 10 hours a week

ECTS Credits per year: 9

Figure drawing

1st Trimester

Figure sketching methodology

2nd Trimester

Drawing the human body / the human anatomy / how to sketch the human body

3rd Trimester

Figure sketching techniques

Teachers Rémy Wyart, Francis Buchet,
Sabine Forget, Olivier de Lajarte, Armel Gaulme

Courses Objectives

The main objective of this courses is to make students aware of the relation between figure drawing proportions and movement, whilst encouraging them to think flexibly, determine alternatives and find new ways to accomplish each given task and global design.

This sketching technique is aimed at developing student's observational skills and their knowledge of the human form. It is intended to enable each student to develop a personal style and visual vocabulary using a variety of drawing techniques with an emphasis on personal expression.

No prior training in drawing is required. However, students must be curious and receptive. Throughout the year, they are advised to consult works on drawing, painting, sculpture, photography, and graphic design in general..

Teaching Methods and Courses Program information

During each class, students have to draw a series of short sketches based on a variety of different movements and positions. At the end, a selection of different sketches are displayed on the class drawing board, in order to study the subject in more detail.

As a result, students can study the human figure with an emphasis on observing proportion, volume and light, and fundamental exercises in gesture and lines, discovering new means of visual expression.

Workshop program (live model) / 3 hours per week

ECTS Credits per year: 6

Analytical design and digital illustration

1st Trimester

Traditional illustration techniques

2nd Trimester

Introduction to digital design

3rd Trimester

Digital illustration

Teachers Caroline Picard, Elise Toublanc

Courses Objectives

To develop artistic skills using traditional design tools as well as practical use of digital design software.

Teaching Methods and Courses Program information

Throughout the 1st trimester, students are encouraged to use traditional design tools such as pencil, ink, & gouache paints to represent forms and shapes from a number of different aspects. By the end of the first semester, students then broaden their knowledge by learning how and when to use a graphic tablet or optical stylus, using Corel Painter. The objective is to develop student's analytical design skills using a variety of different digital tools used in the visual arts field.

This training continues in the second semester when students learn about the theory and function of two important software packages: In Design (page layout and typography) and Photoshop (image editing techniques and practical application). The program also includes social networks and the creation of an online portfolio.

Workshop class projects to be handed in approximately 10 hours per trimester.

Workshop design work / 3 hours per trimester

Personal work and study / approximately 5 hours a week

ECTS Credits per year: 9

History of art

1st Trimester

The birth of art through to the Late Stone Age ("Upper Paleolithic")

2nd Trimester

The evolution of Art from the 13th to the 18th century

Teacher Marie-Noël Bellessort

3rd Trimester

Introduction to the history of art from the 19th to the 21st century

Teacher Constance Moreteau

Courses Objectives

In both the 1st and 2nd trimesters the main aim of the history of art course is to give students an overview of general art history and culture, essential for all professionals working in today's design world (be it designers or Art Directors). This includes an introduction to a wide variety of different artists, focusing on particular periods, and the study and analysis of art and architecture as a means of communication.

This not only provides a specialist knowledge and understanding of techniques and materials used in the past (frescos, tempera, oil painting, wood engravings, stone and metal) and how to explain and judge ...

It also offers the tools to analyse and understand works of art. Students learn that there are personal, political, sociological and religious factors behind almost all works of art linked to the social environment of each particular period. Art History provides intellectual confidence through learning how to interpret facts, analyse, understand and develop critical thinking.

The 3rd trimester gives students an introduction to the history of art from the 19th to the 21st century. Although in chronological order, the course is also focused on different themes in order to avoid presenting the information in a simple timeline of different artistic styles and art movements, although these still remain the fundamentals of the course. Throughout the program students learn how to study and analyse different works of Art.

Teaching Methods and Courses Program information

1st and 2nd trimesters/ include the main key lectures, using visual projections and a variety of different documents, based on the following:

Understanding what is a work of art, illustrated by a course studying paintings during the Upper Paleolithic age.

The evolution of European painting and sculpture from the 13th to the 18th century. This includes an introduction to the different styles and art movements during this period. The History and evolution within architecture. A global over view of the different styles and development of various calligraphic styles (linked to the future typography classes)/ visual communication and forms of expression, including the analysis of the graphic design and page layout context for piece of art.

The main objective in the 3rd trimester is to teach students how to observe, study, describe and analyse a work of art.

Also to show students that by studying the characteristics of any given artistic period they can recognize how some artists were able to break away from the existing codes and develop their originality and unique artistic style. The intermeshing of visual styles, being an important recurrent theme in the 19th century history of art program.

Students also have to understand and learn the chronological order of art history during this period, including the political history and social-cultural elements, by studying the most important dates.

Main course / 2 hours per week.

Courseswork available on the school's intranet network

Personal work and study / 1.5 hours a week

1 hour written assessment per trimester

ECTS Credits per year: 6

L2. DA2



2nd year Art Direction Program

60 ECTS Credits

COURSE	CODES	HOURS PER WEEK	CREDITS PER YEAR
GRAPHIC DESIGN	L2.DA2 ARTGRA	3	12
TYPOGRAPHY & PAGE LAYOUT	L2.DA2 TYPMPEP	3	9
LETTERING DESIGN	L2.DA2 DESECR	3	9
FIGURE DRAWING	L2.DA2 DESSIN	8	6
GRAPHIC DESIGN TECHNIQUES	L2.DA2 TEGRA	3	6
COMPUTER GRAPHICS	L2.DA2 EDPRI	3	6
FIGURE DRAWING	L2.DA2 CROQ	3	6
HISTORY OF ART	L2.DA2 HISART	2	6
Total		28	60

Graphic design

1st Trimester

Applied Graphic Design

2nd Trimester

Visual Communication

3rd Trimester

Publishing & Events Design

Teacher Sabine Forget, Antoine Leroux, Geoffroy Tobé

Courses Objectives

Students are introduced to key areas of communication design and learn the practical application of graphic design and visual communication, including an introduction to art direction and animation.

Students are taught the essential elements of graphic design composition and page layout: alignment, balance, contrast, proximity, repetition, the importance of colour and white space, learning how to successfully use and integrate typography and images.

Teaching Methods and Courses Program information

1st Trimester / Graphic Design applied to different graphic design materials and products

2nd Trimester / Visual Communication; brochure design, film and television posters, cultural events ...

3rd Trimester / the course focuses on Art Direction and animation. As the academic year progresses, students develop skills that enable them to put their drawings into practical use for the design of logos, signs and symbols. Learning how to use visual imagery effectively to communicate ideas, messages and meaning.

Main lecture courses / 1 hour a week

Practical workshops / 2 hours a week

Personal work and study / 10 hours a week

Design work handed in / 2 per trimester

Work completed as projects and then exhibited in class / 3 per trimester

Jury presentations / 2 per trimester

ECTS Credits per year: 6

Typography & page layout

1st Trimester

Letters: Style and History

2nd Trimester

Typography and Page Layout Creative Expression

3rd Trimester

Working with Page Layout Templates

Teacher Muriel Paris

Courses Objectives

What is the purpose of typography? Why are there so many different typefaces? This course answers these two important questions by showing students how typography can play a major role in the success of a graphic design project. Typography is a powerful communication tool, has its own particular guidelines and is based in experimentation and research - constantly changing within the print media field thanks to the advances of modern technology.

Students learn how to use typography to explore the interaction between the style and appearance of a typeface and its importance when communicating a message. This course involves the practice and study of typography and covers many important aspects of letter design and application, whether creating a logo or a marketing headline. Understanding that style and content go hand in hand: a letter is, above all, a design and text is a composition.

Teaching Methods and Courses Program information

The subjects given to the students are designed to develop creative expression, as well as discovering the function of a letter and its composition. Many of the exercises are hand-drawn so that students develop an understanding of and sensibility to typographic details used to create effective communication, and, as a result, avoid reproducing pre-formatted models. Theoretical bases are set as a foundation for the following course year, through historical and aesthetic points of interest. Students are also encouraged to produce their own analysis and research, working on sketchbooks to develop and enhance the creative process: detailing the coursework and outlining their ideas, concepts, analysis & personal research.

Main lecture course / 1 hour a week

Workshop session / 1 hour a week

Personal projects / 2 hours a week

Regular visits organised to exhibitions & museums / 1 hour a week

ECTS Credits per year: 9

Lettering design

1st Trimester

Fundamentals of lettering design

2nd Trimester

Use of Lower Case & Italic

3rd Trimester

Composition & Page Layout

Teacher Michel Derre

Courses Objectives

The aim of this course is to help students understand and apply the main principles of original lettering design, such as proportion, balance, rhythm & tension between letters, when creating a system of signs and abstract forms.

Teaching Methods and Courses Program information

The course begins with an introduction to the calligraphic line based on the capital letter form. Students then learn how to apply these skills in their work, learning how to develop spatial tension and line spacing. Exercises in composition and layout enable students to explore and express tensions, space and the dynamics of forms within a page layout. Students are provided with examples of different writing styles in order to inspire and broaden their knowledge.

Practical work / 3 hours a week

Personal projects / 2 hours per week

Regular visits organised to exhibitions & museums / 1 hour a week

ECTS Credits per year: 9

Drawing techniques

1st Trimester

Construction, Proportion, Line & Value

2nd Trimester

Developing Personal Style & Expression

3rd Trimester

Discovering Design Techniques

Teachers Brigitte Gallois, Bertrand Bataille

Courses Objectives

The aim is to develop the drawing skills already initiated in the 1st year, through the observation of composition, proportions, line and value. The work is based on the study of plaster casts and assembled objects, as well as figure drawing and still life subjects.

Students are expected to have acquired the ability to observe and understand proportion, figure, layout, line and scale.

Teaching Methods and Courses Program information

Students practice their "drawing from observation" techniques within a workshop environment, using plaster casts and assembled objects.

Exterior visits are also organised in order to study architectural styles; streets, monuments and/or landscape gardens. During these drawing sessions students study examples of outstanding architecture, interior design and decor or subjects related to nature. Other drawing sessions are organised in museums and exhibitions.

Workshop courses / 8 hours a week

Exterior drawing sessions / 10 per year

Projects to be handed in at the end of class / 20 to 30 per trimester

Outside visits (exhibitions & museums) / 1 hour a week

From the 2nd trimester onwards, every 2 weeks a themed piece of work has to be handed in (approximately 8 hours of personal home study)

ECTS CREDITS PER YEAR: 6

Figure drawing

1st Trimester

Revision of the Basics

2nd Trimester

Movement & Interpretation

3rd Trimester

Personal Design Style

Teachers Frédéric Arditi, Chantal Petit

Courses Objectives

The aim of the figure drawing class is to develop skills already learnt during the first year and to develop student's personal style when representing the human form. The art of this style of drawing is the capacity to quickly sketch a general composition that is fluid and efficient. To think about placement, proportion, movement, lines, tones, shadows and highlights to give the pose a life-like feel.

Teaching Methods and Courses Program information

Life models (both male and female) are the subjects of the workshop course: during each session, the model strikes a series of different poses at varying lengths. At the end of each session, students have a series of drawings representing a wide range of different postures, using black and white or coloured materials.

Workshop sessions / 3 hours a week

Projects to be handed in at the end of class for presentations / 10 per trimester

ECTS Credits per year: 6

Graphic design techniques

1st Trimester

Development of the image for storytelling

2nd Trimester

Development of a personal illustrative style

3rd Trimester

Introduction to Editorial Design

Teachers Christine Adam, Stéphane Desbenoit

Courses Objectives

Observing the use of colour in a given ambiance - developing a personal palette - working on perspective from observation - and exploring a wide range of tools and techniques. The aim of this course is to develop student's skills in page layout, giving them an introduction to narrative imagery, and encouraging research into an illustrative style, as well as the creation of a personal editorial project.

Teaching Methods and Courses Program information

Students begin by observing objects organised individually or arranged in a given setting. The next step is to draw these different objects using line drawing techniques, adding value and colour, learning how to maximise natural light and learning how to recognize the effects that colour has on objects, spaces, people and portraits.

Progressively, the student learns how to apply their work to illustrative or visual communication projects in a themed composed visual form. Students complete this study of volume with an analytical, structural and constructive approach, applied to a given setting.

Practical workshop courses / 3 hours a week

Personal work and study / 3 hours a week

Design work handed in & presented in class / 10 per trimester

Project work to handed in / 2 or 3 per trimester

Juries / 3 times per year

ECTS Credits per year: 6

Computer graphics

1st Trimester

Introduction to Digital Design Software

2nd Trimester

Desk Top Publishing - 1

3rd Trimester

Desk Top Publishing - 2

Teachers Elodie Chaillous, Damien Rossier

Courses Objectives

This introductory course is intended to give students basic skills in computer graphics for desktop publishing (DTP): composition, photomontage, image manipulation, digitally enhanced images and page layout techniques. Through a series of practical exercises students learn how to develop their computer photo editing and page composition skills.

Students familiarize themselves with the graphic design software Photoshop and Illustrator in the 1st term, and then InDesign and Xpress the 2nd term. During the 3rd trimester students produce different documents using the range of computer graphics skills previously learnt.

Teaching Methods and Courses Program information

Students are exposed to the theory and function of the major software packages and basic digital design principles utilized in the visual arts for both MAC and PC.

To begin with, students learn how to use Illustrator to create logos, set fonts, work on text composition and headlines, as well as vector illustration. They then move on to learn the various image manipulation techniques such as layering, masking, and chromatic control, using Photoshop. Finally, students start to create and lay out periodical publications, posters and other media ready for print using InDesign.

Main lecture course / 1 hour a week

Practical workshops / 1 hour a week

Digital artwork handed in / 3 per trimester

ECTS Credits per year: 6

History of art

1st Trimester

History of Contemporary Art

Teacher Mélanie Gentil

2nd Trimester

"French touch" - the French design

Teachers Isabelle Hartmann, Camille Corlieu Maezaki

3rd Trimester

History of Graphic Design

Teacher Michel Wlassikoff

Courses Objectives

This course is intended to make students aware of important movements in art, from the modern period to today. Students read The History of Art (Phaidon) by Austrian-born art historian Ernst Gombrich; references from which are used throughout the trimester.

Teaching Methods and Courses Program information

Throughout the 1st trimester the course covers all the significant art movements of the 20th century in order to familiarize students with the avant-garde theories that strongly influenced many important creative fields ranging from fine Arts, Graphic Art, Art Deco, Architecture & Design to cinema and music.

In the 2nd trimester students study the importance of the "French style" within interior architecture, fashion, luxury, graphic design and industrial design - to gain an understanding of what sets France apart in these fields of expertise.

In the 3rd trimester students learn about the history of graphic design around the world.

MAIN LECTURE COURSE / 1.5 hours a week

PROJECT WORKSHOPS / 1 HOUR A WEEK

VISITS TO MUSEUMS, EXHIBITIONS & ART GALLERIES, PLUS PERSONAL READING TIME (BOOKS AND SPECIALIST MAGAZINES & NEWSPAPERS) / 2 HOURS A WEEK MINIMUM

WORK TO BE HANDED IN AT THE END OF CLASS / 1 PER TRIMESTER

WRITTEN HOMEWORK / 1 PER TRIMESTER (IN THE 2ND TRIMESTER THERE IS A FINAL MCQ TEST TO ASSES THE ACQUIRED KNOWLEDGE IN THE 4 DIFFERENT AREAS OF STUDY)

ECTS Credits per year: 6

L3. DA3



3rd year Art Direction Program

60 ECTS Credits

COURSE	CODES	HOURS PER WEEK	CREDITS PER YEAR
GRAPHIC DESIGN	L3.DA3 ARTGRA	3	7,5
EDITORIAL DESIGN	L3.DA3 DESEDI	3	7,5
LETTERING DESIGN	L3.DA3 DESECR	3	7,5
DIGITAL PHOTOGRAPHY	L3.DA3 PHOTONUM	3	7,5
DRAWING	L3.DA3 DESSIN	6	7,5
ANIMATION	L3.DA3 IMANI	3	7,5
WEB DESIGN / HTML	L3.DA3 HTMANIM	3	6
FIGURE DRAWING	L3.DA3 CROQ	3	6
PROFESSIONAL ENGLISH	L3.DA3 ANG1	2	3
Total		29	60

Arts graphiques

1st Trimester

Graphic Design & Art Direction

2nd Trimester

Branding & Visual Identity

3rd Trimester

Art Direction - Print & Multimedia

Teachers Gilles Poplin, Christophe Salaun

Courses Objectives

The aim of this course is to nurture student's creativity in visual communication, covering the key skills of graphic communication, illustration, animation and photography to discover a wide range of visual communication methods. Students are encouraged to work on their personal creative style and to critique their own work objectively, culminating in the development of their own graphic language. They also learn how to communicate concepts, design solutions, and arguments clearly and concisely through verbal and visual means.

Teaching Methods and Course Program information

The course deals with and combines different graphic design fields with conceptual visual communication. General graphic design skills are developed in order to help students create and work on signs, composition, page layout and art direction, whilst developing project management skills. This gives students a valuable understanding of the way we communicate and interact with visual information whether it is for print or screen (multimedia, web and interactive design).

This is one of the key design courses of the Bachelor Degree program, and involves key lectures and practical experience. It also includes several important conferences from visual communication design professionals, incorporating important aspects of brand design strategy and online marketing. By developing knowledge in these key areas (print, interactive design & animation) students develop their conceptual skills throughout the entire design process and reinforce art direction skills.

Lecture courses / 3 hours a week

Personal work and study / 10 hours a week

Design work handed in and presented in class / 2 per trimester

ECTS Credits per year: 6

Editorial design

1st Trimester

Print, Writing and Readability

2nd Trimester

Lay out and Reading

3rd Trimester

Print & Publishing

Teachers Jeffrey Blunden, Muriel Paris

Courses Objectives

The object of the course is, first and foremost, to train the eye to "see" proportion, scale, tension and rhythm. Students then discover the importance of the letter itself: both it's form and it's history. An introduction to semiology is also included in the course, in particular the relationship between the connotation/denotation between characters and fonts.

The Petit Manuel de Composition Typographique (Handbook on Typographic Composition) by Muriel Paris - an educational student guidebook - is also distributed to students during the year.

Teaching Methods and Course Program information

Throughout this course, students are given a variety of different projects:

Creation of a typographic special character inspired by the functional, aesthetic and pedagogic elements of an important historic typographic font.

Creation of a book divided into two sections, combining tradition with modernity, designing a page layout that uses two historically important typography texts.

Design of a weekly newspaper or magazine where each student chooses the page order of the given information.

Design of a small newspaper entirely dedicated to a famous graphic designer.

The final subject of the year is centred on the Bachelor Degree end of year project, enabling students to demonstrate a wide range of the design skills learned throughout the course, in particular page layout and typography skills, encouraging students to have an eye to detail, composition, readability and page structure, to show the professionalism of their design work and final concept.

Lecture courses / 2 hours a week

Practical workshop experience / 1 hour a week

Personal projects in the form of home study / 4 hours a week

Design work handed in and presented in class / 2 per trimester

ECTS Credits per year: 6

Design of writing / lettering design

1st Trimester

Calligraphy Composition

2nd Trimester

Creative Writing

3rd Trimester

Typographic Writing

Teacher Michel Derre

Courses Objectives

The aim of this course is to encourage students to consider writing as veritable design object: hand-drawn writing and calligraphy techniques, as well as standard typographic writing.

Enabling students to acquire the reflexes of concentration and creative sensitivity when formulating signs, structuring words and designing textual space. Gradually students develop their skills and strengthen knowledge of all the elements involved in the art of writing; artistic reflexes, tools, materials and design mediums.

Teaching Methods and Course Program information

This course is based on the three structures of Roman lettering, and, through the elaboration of a system of imaginary writing, calligraphic exercises develop the students ability to understand line, trace, stroke, rhythm, and colour. Students also learn how to approach page layout and to successfully judge juxtaposition of typographic text and calligraphic signs, and are introduced to typographic drawing by designing a character for semi-titling.

The reference work is the Petit Manuel de composition Typographique by Muriel Paris. Photocopies of other writing models are also distributed to students throughout the academic year.

Practical workshop experience / 3 hours a week

Personal projects in the form of home study / 5 hours a week

Project design work to be handed in / minimum of 3 per trimester

ECTS Credits per year: 6

Digital photography

1st Trimester

Understanding Photography Basics

2nd Trimester

Photography Theory

3rd Trimester

Photography applied to visual communication

Teacher Françoise Dorelli

Courses Objectives

The aim of this course is to introduce students to the world of digital photography, developing their theoretical and technical knowledge and skills in photography by combining photographic courses, studio practice and art theory. By the end of the academic year, students should have mastered this new skill and be able to introduce the acquired skill-set into graphic design projects.

Teaching Methods and Course Program information

Theory lessons: learning about the art of taking photos and to understand the visual language of this design medium, also includes an introduction to different software tools such as Photoshop and Lightroom.

Practical experience: different visits are organised outside school in order to learn more about photographic angles and views when taking photographs, introduction to different photographic techniques and how to use light to maximum effect when in the studio. Beginners' course only.

Main lecture course / 1 hour a week

Practical studio experience / 3 hours a week

Personal projects / 3 hours a week

Project design work to be handed in / 2 per trimester

ECTS Credits per year: 6

Figure drawing

1st Trimester

Study of Human Movement

2nd Trimester

The link between Drawing and Graphic Art

3rd Trimester

Bachelor Degree Project

Teachers Frédéric Arditi, Chantal Petit

Courses Objectives

The aim of this course is to further develop student's observation skills and build their confidence to draw nude figures in an expressive manner that can then be used and adapted in other professional disciplines.

Students will be introduced to various methods and approaches used to depict the human anatomy with emphasis on observing proportion, texture, volume and light, as well as learning how to apply colour effectively to differentiate each model. The aim is to also help students work on different themed projects in other design courses and Art History.

It is important for students to realize the importance of this design discipline in a more global and professional light within other graphic design and new media fields.

Teaching Methods and Course Program information

1st Trimester: developing drawing skills in black and white, with a focus on research, innovation and experimentation of new techniques, using a variety of different materials and formats, to study in more detail the human form (and animation) and it's

2nd Trimester: studying the use of colour and the relation it has to graphic design, editorial design, typography, & new technology, through different Art History themes.

3rd Trimester: workshop sessions that aim to help students choose a subject that will then be developed for their Bachelor Degree project. This workshop is in parallel with the Graphic Design course.

Practical workshop / 3 hours a week

Personal projects and home study / 4 hours a week

Work to be handed in & presented at the end of class / 10 per trimester

ECTS Credits per year: 6

Web design & interactive design

1st Trimester

HTML Web Site Design

Teacher Christophe Salaun

2nd Trimester

Animation Techniques & Special Effects

Teachers Philippe Auclair, Arnaud Lammens

3rd Trimester

3D Animation

Teachers Philippe Auclair, Arnaud Lammens

Courses Objectives

This course offers practical exercises to give students basic skills in html, interactivity and animation and teaches then how to use computer software tools specific to web then animation such as After Effects.

The main prerequisite is a working knowledge of the computer environment (operating and backup systems) through use of personal computers (MAC). Basic typography knowledge (choice of characters, screens, typographic tones) is also a plus.

Teaching Methods and Course Program information

In the 1st trimester students learn how to use HTML coding to structure the look and layout of a web page including content templates, folders, navigation and page development.

Throughout the 2nd and 3rd trimesters students are introduced to animation graphic techniques and compositing using After Effects including basic animation and sound techniques, creating 3D figurines, as well as the basic design principals of a character and scenery animation.

Main lecture course / 1.5 hours a week

Practical experience / 1.5 hours a week

Personal projects on MAC / 4 hours a week

Work to be handed in / 3 per trimester

ECTS Credits per year: 6

Moving image arts

1st Trimester

Short-film production

2nd Trimester

Story board, Scenery & Design layout

3rd Trimester

Story board & short-film techniques

Teachers Christine Adam, Olivier Cotte

Courses Objectives

This course is focused on the creation, manipulation and animation of digital imagery including the integration of multiple elements into artistic projects.

This aim of the course is to help students acquire the knowledge and understanding of moving image genres and to develop a critical understanding of film language, narrative, and representation from concepts to final production. Also, how colour and lighting effects can be used in a film or short film to create moods and atmosphere.

Teaching Methods and Course Program information

Through lectures and demonstrations of film art-making, students explore contemporary uses of digital media techniques and create moving image products.

The main focus will be on the content of the digital art works created in class. Students learn about software and the different technical aspects of this discipline, such as choice of materials, motion graphics using After Effects, narrative story-telling, storyboard techniques & film pre-production, as well as the creation of opening and closing Credits.

Students are given one main personal project to work on over several months in parallel with the 3D animation course.

Main lecture course / 30 minutes a week

Practical work in class / 2.5 hours a week

Personal projects and home study / 4 hours a week

Work to be handed in at the end of class every 2 weeks

Personal project in two stages

Jury presentation / 1 per trimester

ECTS Credits per year: 6

Drawing

1st Trimester

Observation & Analysis

2nd Trimester

Creative Development in illustration

3rd Trimester

Conception & Illustration

Teachers Pierre Créac'h, Remi Wyart

Courses Objectives

The aim of this course is to make students aware of the importance of drawing - and to understand that it's the key to success of all creative work within the graphic design industry.

The diversity of the subjects and the specificity of techniques applied in drawing from observation, create new patterns of thought and creative methodology that are essential when designing 3D animations or creating more traditional compositions on a given surface.

Teaching Methods and Course Program information

Students are encouraged to develop their drawing skills through studio-based projects and explore drawing and image making as a creative discipline.

The strength of our program is in encouraging each student to develop his or her own interests and direction, assisting them to develop their work to a level of professional excellence.

Students also learn “trompe-l’oeil” techniques and are confronted with the extensive aspects of graphic design: layout and centring, line and outline, scale and proportions, light and relief, colours and textures, perspectives and volumes.

Practical drawing experience (exterior or studio-based)
/ 6 hours a week
Design work to be handed in / 6 per trimester

ECTS Credits per year: 6

Professional design english

1st Trimester

Design Communication

2nd Trimester

Professional Career Vocabulary

3rd Trimester

TOEIC

Teachers Cerith Gardiner, Ann Nisbet

Courses Objectives

The aim of this course is to prepare students for the professional international design environment (international internships or International Exchange Programs), improve their professional language skills and to give them the confidence they will need to successfully communicate in English.

Through learning essential design terms and vocabulary, students develop both their spoken and written language skills. All classes are in English and taught by native English speakers specialised in the design and marketing fields.

Teaching Methods and Courses Program information

We start by building the student’s design’ vocabulary as well as looking at verbs and adjectives they will need in describing a design project. At the same time, we highlight, through a range of group activities, the importance of being able to pronounce key design words correctly.

Students then go on to study design articles, latest international design trends and different design sectors, with the aim to develop their reading & comprehension skills. This is complemented with listening comprehension exercises where students begin to listen to short interviews to develop their comprehension skills.

CV workshop –students learn the essential terms and vocabulary required to write a professional design CV and accompanying cover letter - they also study international graphic design job descriptions.

During this first year, students also study for and complete coursework to prepare them for the TOIEC English exam held at the end of the 3rd year.

Coursework / 2 hours a week

Presentations / Bachelor Degree design project & internship

Assessment tests / 1 or 2 per trimester

Written homework (CV & cover letter) / 1 per trimester

TOIEC study and preparation / 1 hour a week

ECTS Credits per year: 6

Master's Degree Program 120 ECTS Credits

During this 2-year cycle (M1 & M2), students build a portfolio that demonstrates their acquired design skills and technical abilities to work on design projects from initial concept through to final artwork. The program ensures that students are able to practice their profession in one of the following sectors:

- . Visual Communication**
- . Editorial (digital & print)**
- . Branding and Global Design**
- . Moving Image Arts (video, film & advertising fields)**

M1 – 4th year (60 ECTS Credits)

During the 4th year, the student's design work is focused on large-scale projects. Students develop their communication skills and learn how to present their design proposals, explaining how they overcame difficulties and demonstrating an ability to "sell" a design project. They also have to complete a 3-month internship at the end of the year and are strongly encouraged to participate in an international exchange programme if possible.

M2 – 5th year (60 ECTS Credits)

The 5th and final year of studies is focused on research and design innovation and prepares students for a career in the design industry. Students must be autonomous in their work and demonstrate competency in all technical and creative skills applicable to Art Direction. They must also be able to analyse and evaluate information from multiple sources & diverse perspectives and present their design ideas clearly & objectively..

Master's Degree Project

Throughout the second half of the academic year, students prepare and develop their final Master's Degree Project that is presented in both French and English at the end of the year in front of an international jury, that includes renowned professionals in the industry. Obtaining a Master's Degree in "Art Direction, Graphic and Digital Design" or "Interior Architecture & Spatial Design" recognized by the CFAI (The French Council of Architects).

Diploma Supplement

The purpose of the Diploma Supplement, developed by the European Commission, Council of Europe and UNESCO/CEPES, is to provide sufficient independent data to improve international 'transparency' and fair academic and professional recognition of qualifications (diplomas, degrees, certificates etc.). It is designed to provide a description of the context, content, level and status of the studies pursued and successfully completed by the individual named on the original qualification.

« Certification Attestation »

This certification document, providing information on the appraisal, attestation and certification procedures, is given to each student when they obtain their Master's Degree.

Art Director in Graphic Design & Digital Design, State-certified qualification is certified by the French government (established by Decree n° NSF 320v of 19/01/2012).

Interior Architect & Designer, State-certified qualification recognised by the CFAI (French Board of Interior Architects) and certified by the French government (established by Decree n° NSF 233n of 19/01/2012)..

M1. DA4

COURSE	CODES	HOURS PER WEEK	CREDITS PER YEAR
ART DIRECTION & DESIGN	M1.DA4 DACA	3	12
BRAND IDENTITY	M1.DA4 IMAIDE	3	12
MOVING IMAGE ARTS	M1.DA4 IMANIM	3	12
DIGITAL PHOTOGRAPHY	M1.DA4 PHOTONUM	3	9
PRINT & TYPOGRAPHY	M1.DA4 EDITYP	8	9
ACADEMIC DRAWING	M1.DA4 CROACA	6	3
PROFESSIONAL DESIGN ENGLISH	M1.DA4 ANG2	2	3
Total		29	60



4th year Art Direction Program

60 ECTS Credits

Art direction & design

1st Trimester

The Design Process (graphic guidelines)

2nd Trimester

Visual Identity

Teachers Régis Guérin, Nicolas Clery-Melin

3rd Trimester

Marketing & Advertising

Teacher Hugh Wilson

Courses Objectives

Throughout the 1st & 2nd trimesters, the aim is to increase student's knowledge of the design process, visual language and typographic principles and to improve conceptual ability, through a wide range of projects. Learning how to balance visual, technical & creative flair with an astute awareness of the realities of the professional design world. Students also discover more about the advertising and marketing sectors, both of which are the cornerstone of today's design industry. In the 3rd trimester students learn the importance of branding in the marketing mix and the challenges, difficulties & different design methods that have to be implemented. Nowadays, it is more and more important that designers understand brand strategy. For this, a designer has to be open-minded, have strong cultural and artistic knowledge and be able to communicate concepts & design solutions concisely through visual, verbal and written means.

Teaching Methods and Courses Program information

In the 1st and 2nd trimesters students develop all the skills necessary for ideation, exploration, & communication, covering graphic design topics such as Art Direction and Art History. They are continually encouraged to take into consideration the reality of the market (both marketing & financial aspects) whilst developing their creativity. All courses are designed with this purpose in mind, in order to push students to go further in their concepts and to "think out of the box".

The 3rd trimester is divided into 4 different key areas 1) main lectures 2) teamwork in small groups 3) student presentations 4) development of general artistic knowledge and design methodology. The objective of these courses is to give students the necessary tools they will need to understand and study a design brief; taking notes, organising information, then redefining & developing the client

brief if required. Every 2 weeks students are asked to prepare a written and spoken presentation in class in order to encourage active student participation, develop self-expression skills and cultivate general artistic knowledge.

Main lecture course / 1 hour a week

Design project presented in small groups / 2 hours a week

Personal work and study / 3 hours a week

Project work to be handed in / 3 in the 3 trimester

Internship to be completed at the end of the year (from June to September)

ECTS Credits per year: 12

Moving image arts

1st Semestre

Visual Film Language, Animation & Production

Teachers Christine Ponzevera

2nd Semestre

Cinema aesthetics

Teachers Christine Ponzevera, Matthieu Robert

Courses Objectives

In the 1st semester students learn how to analyse visual film-making language and animation through a series of practical assignments that include how to create storyboards and analyse scenes.

Students acquire an understanding of modern filmmaking & audio-visual techniques by studying specific examples: animated film (it's history, different techniques & production), different means of distribution, the question of 'target audience' and trans-media storytelling. This course is completed by a series of lectures organised by design professionals specialised in this sector, as well as several case study presentations. Creation and development of an audio-visual project from initial concept through to final production.

In the 2nd semester students learn about the culture of artistic cinematography. In order to sharpen their ability to appreciate and understand the aesthetics of cinema making, students watch a wide range of different films, ranging from the beginning of cinema history until modern day filmmaking.

Teaching Methods and Courses Program information

1st semester / the main lecture course includes film, animated image and narrative story telling. Also, pre-production and production of films, animated films, trans-media storytelling & interactive design, with the hybridization of different genres. Storyboard design, used in the film planning process to provide an overview of key scenes and to record camera

angles, movement & transitions, within the scope of a personal project.

2nd semester / from the fixed to the animated image, students are encouraged to use the moving image as a distinct area of study that bridges a number of other creative disciplines such as art, architecture & music. This approach aims to ensure that students are able to understand the complexities of moving image arts, and to strengthen their capacity to "see" and analyse filmmaking techniques in the context of an art form.

Main lecture course / 1 hour a week
Personal projects / 2 hours a week
Personal work and study / 5 hours a week
Continuous assessment tests / 2 per semester

ECTS Credits per year: 12

Brand identity

1st Trimester

Brand Architecture

Teacher Etienne Robial

2nd Trimester

Teacher Bernard Baissait

Editorial Design

3rd Trimester

Graphic Creation

Teacher Bernard Baissait

Courses Objectives

1st Trimester / Fundamentals of Brand Identity
2nd & 3rd Trimesters / Editorial and Graphic Design Art

Teaching Methods and Courses Program information

In the 1st trimester students are given practical and theory exercises to learn more about brand identity, different marketing material formats and the importance of colours in branding.

In the 2nd trimester students are encouraged to explore their design concepts, free of the usual creative constraints, in order to develop their creative skills and visually represent their personal design style through a wide range of subjects and media. The design process is consistently oriented towards client requirements – the consumer – the target audience – taking into consideration the client brief, in order to ensure a clear brand message within any given media.

A series of conferences are organised throughout the year by design professionals - known for their particular field of expertise - to present design work and prepare different subjects for students to study. They then return 4 weeks later to give constructive advice to our students, and to assess & evaluate their design work.

Main lecture course / 2 hours a week
Practical coursework / 1 hour a week
Personal projects & study / 5 hours a week
Projects to be handed in / 2 per trimester
Presentation of work / 1 per trimester
Jury / 1 to 2 per trimester

ECTS credits per year: 12

Digital photography

1st Semestre

Editorial & Publishing

Teacher Shaun Severi

2nd Semestre

Photography Art Direction

Teacher Michel Maidenberg

Courses Objectives

In this course students develop their skills in studio-based classes and learn how to light subjects using flash techniques in the photographic studio. Students also work on large-scale photos and Polaroid film. In digital photography, they learn how to produce professional images using the Photoshop digital editing tools.

During the 3rd trimester, they develop their photography skills further by integrating a graphic design approach to their work, and learning how to successfully transfer images from analogue to digital.

Teaching Methods and Course Program information

In the 1st semester, students are given a variety of different themed subjects in order to develop their photo-practice skills, ranging from photographic journalism through to advertising & commercial photography. Working on colour and lighting within the photo studio, students then learn how to adjust and calibrate images using the Picto Fuji system guidelines and how to edit and enhance photos using Photoshop.

In the 2nd semester students learn how to apply these skills to commercial photography. Developing an aesthetic sense and defining a personal photographic style, whilst being technically equipped to produce exciting and innovative photo-based work.

Main lecture course / 1 hour a week
Personal studio projects / 2 hours a week
Projects and home study / 4 hours a week
Design projects to be handed in / 3 per trimester
Design projects to be handed in & presented in class / 1 per trimester

ECTS credits per year: 9

Print & typography

1st Trimester

Typography Application

2nd Trimester

Information Visualisation

Teachers Bernard Baissait, Michel Wlassikoff

3rd Trimester

Graphic Design Research

Teacher Bernard Baissait

Courses Objectives

The aim of this course is to perfect student's typography skills, including form and integration, page layout, ergonomic principles & dynamic composition, in order to work in a variety of different print media formats. Students must already be efficient in typography (including the use and implementation of different typography fonts) and page layout composition, as well as being proficient in digital software.

Teaching Methods and Course Program information

Students are given a variety of typography projects that they have to adapt to different materials and formats, such as generating fonts for logos, posters and working on page layout for brochures and books. During the first half of the year students incorporate the history of graphic design, completing research & study in small groups, the projects are then presented during specialised workshops. During the second half of the year, courses are designed to give students more creative freedom, encouraging them to explore different ways of communicating ideas, in order to visually challenge convention and discover their own direction and personal design style.

Main lecture course & practical work / 3 hours a week
Personal projects & study / 5 hours a week
Design projects to be handed in & presented in class / 2 per trimester

ECTS credits per year: 9

Academic drawing

1st Semestre

Morphology of the Human Body

Teachers Francis Buchet, Pierre Créac'h

2nd Semestre

Architecture, Light & Colour

Teachers Pierre Créac'h, Armel Gaulme

Courses Objectives

The academic drawing course enables students to perfect their observational and documentation drawing techniques, encouraging them to apply these skills to translate images that can be used for cinema, video games design and/or illustrations for print media.

Students develop technical drawing skills, acquire new conceptual approaches to drawing and strengthen the aesthetic and expressive qualities of their work. The principles of contour line, line weight, value, positive and negative shape and colour are employed, using traditional drawing tools as well as the digital tablet.

Teaching Methods and Course Program information

1st semester / Figure drawing is arguably one of the most difficult subjects a designer encounters. Therefore, this course continues to develop the student's skills in this discipline using life models to help students study the structure and lines of the human form. In parallel, there is a theory and practical character design course that aims to help students prepare professional projects when designing characters for film, cinema and video games.

Developing an approach to the human morphology: understanding the skeletal form and the main muscular areas, the head & shoulders, face, bust, arms and legs, and how to apply these drawing skills to character design

2nd semester / how to use and maximize natural light in architectural drawing. Exercises are designed to develop the student's ability to portray shadows and add contrast when drawing perspectives. Throughout the course, students will also learn to work with colour and develop page composition. This work is particularly aimed at preparing students to adapt their work to pre-production of animated film and video games.

The course covers a wide range of subjects such as observational memory, knowledge of forms & drawing techniques, in order to give students practical hands-on experience and enable them to create an extensive bank

of information. These skills are then used in a professional context when working on precise client briefs, visual communication projects, storyboards, pre-production and/or illustration projects. At the end of each lesson, students present their research and their illustrative work in the form of a concept board.

Workshop courses / 3 hours a week

Design projects to be handed in at the end of class / 10 per trimester

ECTS Credits per year: 3

Professional design english

1st Trimester

Self-expression

2nd Trimester

Professional design vocabulary

3rd Trimester

Applying Professional English

Teachers Cerith Gardiner, Ann Nisbeth

Courses Objectives

The aim of this second year of English study is to continue to develop student's proficiency in spoken and written English and equip them with the specific terminology of their chosen field of study.

Students learn to communicate in a professional context within the design industry, preparing them for international internships, international exchange programs and design projects, design awards, etc. Particular emphasis is given to student's communication skills, ensuring that they can present their ideas and concepts clearly and precisely. All classes are in English and taught by native English speakers specialised in the design and marketing fields.

Teaching Methods and Course Program information

Spoken English: students take part in debates and brainstorming sessions and present their concepts and design projects. At the beginning of the trimester they are also expected to hand in a written internship report that is presented in small groups each week.

Presentation skills: are improved through a series of different themed presentations throughout the year (international designers and/or inspirational design projects) in order to focus on developing student's confidence within a professional context.

Writing skills: students continue to practice different writing skills throughout the 4th year enabling them to describe their main design concepts and portfolio projects. We continue to build on student's design vocabulary with regular evaluation tests. CV and career workshops: updating design work experience to their CV.

Listening skills: students listen to a selection of different design interviews and international conferences in order to improve and develop their comprehension skills.

CV and career workshops: updating design work experience to CV's, studying international job descriptions & renowned international design agencies.

Coursework / 2 hours a week

Continuous assessment tests / 1 or 2 per week

Student Presentations / 1 per week

Written exercises (design portfolio, personal web site, design projects...) / 2 or 3 per trimester

ECTS Credits per year: 3

M2. DA5



5th year Art Direction Program

60 ECTS Credits

COURSE	CODES	HOURS PER WEEK	CREDITS PER YEAR
ART DIRECTION & PRODUCTION	M2.DA5 DAPROD	4	6
PRINT & TYPOGRAPHY	M2.DA5 EDITYP	3	6
PHOTOGRAPHY & ART DIRECTION	M2.DA5 DAPHOT	3	6
MOVING IMAGE ARTS	M2.DA5 IMANIM	3	6
GRAPHIC STUDIO	M2.DA5 LABOGR	3	6
DESIGN MANAGEMENT	M2.DA5 MANAGE	2	6
PROFESSIONAL DESIGN ENGLISH	M2.DA5 ANG3	2	4
MASTER'S DEGREE	M2.DA5 DIPLOM	2	20
Total		22	60

Art direction & production

1st Trimester

Graphic Design in our Society

Teachers Michel Bouvet, Pauline Jankowiak

2nd Trimester

Art Direction

Teacher Etienne Robial

Courses Objectives

In their final year, students have to demonstrate high proficiency in all design principles, design process, theory, history & contemporary design practice. They would have developed an understanding of problem solving methods and are able to explore the effect graphic design has, in order to develop pertinent design solutions, adapted to a wide variety of printed and digital formats. After five years of study, students are now capable of integrating the professional design industry and possess all the necessary art direction skills for a career in this field.

Teaching Methods and Course Program information

During the 1st trimester term, teaching focuses on the development of design methodology and concept development; initial idea research which must be carefully worked out & put into form as roughs or sketches, developing concept boards which are then presented to professors and students for comment and analysis. They must also have the ability to communicate and present their ideas in an original and innovative way.

The subjects given to the student are based on the important themes of our society, they are then presented in a public exhibition.

Students also develop team working skills, by working together in small groups, and are able to work on global design projects of a high professional level.

Throughout the 2nd trimester, students develop their communication skills. They are encouraged to make definitive choices and to then successfully present and "sell" their design ideas, using professional design vocabulary to show how they selected, designed & structured their projects.

Workshop Projects / 4 hours a week

Personal Projects and home study / 8 hours a week

Exterior student visits (exhibitions, museums, etc) / 1 to 3 hours a week

Visits to exhibitions are organised in conjunction with Graphic Design Festivals and international design competitions and awards

Design work to be handed in / 1 per trimester

Project Design work to be handed in / 2 per trimester

Jury presentation / 2 per trimester

ECTS Credits per year: 6

Masters degree project

1st et 2nd Trimester

Subject Selection Workshops

Teacher Gilles Poplin, Thomas Schlessler

3rd Trimester

Master's Degree Dissertation Project - preparation

Teacher Design Project Tutor chosen from the teaching staff at ESAG Penninghen

Courses Objectives

During the 1st and 2nd trimesters students have to choose and determine their Master's Degree dissertation topic. The subject should be one that is both realistic and accessible, and be of potential interest to others in the field, not necessarily the 'latest trend', but at least a theme that has proven to be compelling. It also has to demonstrate the wide range of design skills students have acquired during their 5 years of study, in preparation for 3 months of independent work on this chosen subject.

In the 3rd trimester, during the creative stage and development of their concept, the dissertation topic is validated and given final approval. Students then continue to work on the final realisation of their design project under the mentorship of an ESAG university teacher, selected by the student.

Teaching Methods and Courses Program information

In the 1st trimester the year begins with general introduction and orientation workshops, designed to help students reflect upon and develop their dissertation topic. A broad range of issues and themes are addressed; social, educational, environment, religion, the consumer society, urban landscape, ecology and media (other topical subjects can also be incorporated). The project is developed and refined throughout the 2nd trimester. In the 3rd trimester students work on their dissertation topic, demonstrating the ability to put into practice all stages of the design process, as well as research, dissertation description, technical aspects and project presentation skills. Their chosen project tutor accompanies them throughout this 3-month period. Defining/presenting Masters Degree dissertation project (written and spoken)

Conferences, workshop sessions & individual student mentorship / interviews

ECTS Credits per year: 20

Photography & art direction

1st Trimester

Photography & Communication

Teachers Agnès Propeck, Jean-Luc Tonini

2nd Trimester

Photography Techniques

Teachers Jean-Louis Bloch-Lainé, Jean-Luc Tonini

Courses Objectives

Artistic culture / form a broad understanding of photography: learning how to analyse the photographic style of different photos presented. Supplying students with a large selection of photographic imagery and trends within the industry, in order to strengthen and develop their photography knowledge. Students also learn to incorporate new techniques so that they are able to respond to the current demands and changing requirements, both in digital and traditional photography.

Art direction / understand how to balance text and image, enhancing skills in relation to photography and text. At the same time students discover the importance of page layout when working with images; double page, single page or poster format. Creative Vision / students are encouraged to think, work and “see” as a professional with projects that not only teach technical skills (photo editing for example) but also focus on creative photography. Students learn to be aware of what makes a photo successful and how whilst developing their own personal creative style and interpretation.

Industry trends and topics / students are taught by a range of high-profile professionals / members of the Master's Degree Dissertation project jury are also renowned design professionals.

Teaching Methods and Course Program information

1st trimester / photographic projections presenting a wide range of different styles and photographers. The aim is to develop student's knowledge and history of photography (subjects are changed every year).

A practice-based course, students work on several projects throughout this trimester in order to perfect their photography skills. Core teaching involves an extensive programme of practical inductions, tutorials, lectures, workshops, group activities and presentations in front of the class. Through all this, students are encouraged to question and engage with photographic debates and develop their professional practice, research and presentation skills.

Students are expected to hand in one photography project a week. To do this, they are given 2 weeks to work on and develop their project: the 1st week is dedicated to presentations and analysis and the 2nd week on the realisation of their photographic work. At the end of the trimester students have to present this work in front of a professional design jury.

2nd trimester / this begins by a presentation of Jean-Louis Bloch-Lainé's work and is then followed by a theoretical course designed to demonstrate photography methodology. Students work on a given subject and also one they have chosen themselves.

Main lecture course / 2 hours a week

Workshop Projections/Presentations / 2 hours a week

Personal Projects and home study / 6 hours a week

1st trimester / Design Projects to be handed in and presentation of design work in front of a jury

2nd trimester / Presentation of projects and jury

ECTS Credits per year: 6

Graphic studio

1st Trimester

Interface & Interactive Design

2nd Trimester

Digital Design

Teacher Bernard Baissat

Courses Objectives

The course focuses on planning, analysing, prototyping and integrating interaction and interface design so that students fully understand the creative possibilities that this design software offers both designers and Art Directors. This discipline has now become an essential part of graphic design and an important strategic element.

In order to be able to develop digital interfaces, students are required to have both creative and technical skills as, in this design field, designers often work together with a technical engineer.

Teaching Methods and Course Program information

Project concept: familiarizing students with design for interaction, commercial design and design for social innovation.

The functional aspect of a project requiring graphic design and ergonomic research

Learning how to organise an arrange content: from ergonomics to usability / creating a visual style

Design of an interactive brochure

A global overview of an interactive design project: software applications, collaborators, technology, events.

Study & assessment will be carried out through the setting up of a “blog design” workshop.

Main lecture course / 1 hour a week

Design Project work to be handed in & jury / 1 per trimester

“La Gaité Lyrique” annual design project

ECTS Credits per year: 6

Professional design english

1st Trimester

Personal Communication Skills

2nd Trimester

Masters Degree Dissertation Project

Teachers Cerith Gardiner, Ann Nisbeth

Courses Objectives

The 5th year course is aimed at giving student's all the necessary skills required to work in an international English-speaking environment, ensuring that student's are able communicate their concepts, ideas and design solutions (both written and spoken). They also take part in professional design career lectures, where they learn the keys of writing and finalizing English CVs and complete a detailed portfolio description, printed and/or online version.

A large percentage of this final year is also spent on helping students to prepare their Master's Degree Dissertation Project in English.

Teaching Methods and Courses Program information

Initial classes are focus on finalising the CV and portfolio des-

criptions. Then, throughout the 2nd trimester students work individually or in small groups to formulate their Master's degree Dissertation project, this begins with describing and presenting their concepts verbally and then writing an outline of their ideas and objectives, using vocabulary learnt throughout their English studies. This exercise improves spoken fluency, and develops skills in composition, translation and interpretation. At the end of the trimester students have to finalise their concept and produce a written A4 presentation detailing their Master's degree Dissertation project, that is then sent to the international members of the jury.

ECTS credits per year: 4

Print & typography

1st Trimester

Contemporary Publishing Techniques

2nd Trimester

Graphic Creativity & Professionalism

Teachers Bernard Baissait, Christophe Salaun

Courses Objectives

The aim of this course is to enable each student to develop their own personality as a graphic designer, conciliating creativity with professionalism.

Students are required to have already acquired techniques and skills in every discipline taught in the school and should have assimilated the basics of graphic design, understood the mistakes to be avoided, and fully understand the rules of graphic design and composition. They should also be familiar with publications related to the graphic design world (typography, photography, art, architecture, cinema, new media...) as well as books on art, in particular, contemporary art.

Teaching Methods and Course Program information

Students are incited to explore different ways of communicating ideas, encouraged to take more creative risks and develop new and innovative design approaches. They must also demonstrate the ability to analyse, synthesize, and develop probable design solutions.

In this course they will acquire, articulate, and apply specialized terminology and knowledge relevant to art direction, including the link between traditional and new media, and to other contemporary global issues.

Main lecture course / 1 hour a week

Workshop Projects / 2 hours a week

Personal Projects and home study / 6 hours a week

Design Projects to be handed in / 2 per trimester

ECTS Credits per year: 6

Moving image arts

1st Trimester

The Culture of Cinematography

2nd Trimester

Short films

Teacher Marc Cemin

Courses Objectives

The course is designed to develop student's knowledge and understanding of this important discipline, focused on cinema as an art form in all its aspects, both visual and audible; a visual language, form of storytelling, highlighting character development, cinema as a "living "art" & spectacle, the art of editing, etc ... Students also study cinema's history and look at each aspect of film from inception to current development.

With an interdisciplinary approach lessons and include various exercises in style involving practical hands-on coursework and case studies, the history of cinematography and semiology subjects. Then, rather than studying the art of filmmaking in chronological order, they are encouraged to study films by theme, time period, location or actors.

Teaching Methods and Course Program information

The course focuses on all the important aspects of cinematography, sound, animation and narrative development, with particular emphasis on new technological advances. Throughout the course, students take part in lectures and see examples of movies (or excerpts from films) and will take part in discussions.

Students have to work on and produce a short 30-second film.

Main lecture course / 2 hours a week

Personal Projects and home study / 6 hours a week

1st trimester / Design Projects to be handed in at the end of term

2nd trimester / Presentation of a short film project

ECTS Credits per year: 6

Design management

1st Trimester

Project Leadership & Management skills

2nd Trimester

The Professional Design industry

Teacher Antoine Leroux

Courses Objectives

It is essential that students understand and appreciate the interdisciplinary and constantly changing nature of design. With this in mind, this course is designed to explore the structure of the graphic design industry, preparing students for the world of work and giving them a valuable insight into the opportunities open to them regarding their future career.

In this course, students learn about the different legal status, such as working as an independent designer, or how to create a start-up or limited company. And more about the

In the 2nd trimester students listen to experts specialised in different fields of expertise (print, cinema, creative directors, advertising professionals and graphic designers) in order to learn more about their personal experience in the design industry, including open discussions and question/answer sessions.

Teaching Methods and Course Program information

Lecture courses give important legal, financial, tax and practical details concerning becoming an employee or freelance, creating a Private limited company (SARL) or Private limited liability company under sole ownership (EURL) or being part of a freelance co-operative. Other subjects included in this lecture are: financial budgeting, copyright & other legal issues, estimations, purchase orders, fees, billing and accounting.

Main lecture course / 1.5 hours a week

Guest lecturers from different sectors of the design industry

Assessment tests spread out over the 2 trimesters

ECTS Credits per year: 6