

course catalogue

the school
of art direction
and interior
architecture

penninghen



LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
COMPOSITION	L1.P1 COMPO	3	12
OBSERVATIONAL DRAWING	L1.P1 DESSIN	8	12
SPACE DESIGN FUNDAMENTALS	L1.P1 ESPACE	3	9
GRAPHIC DESIGN LANGUAGE	L1.P1 GRAPH	3	9
ILLUSTRATION	L1.P1 ILLU	3	6
FIGURE DRAWING	L1.P1 CROQ	3	6
ART CULTURE	L1.P1 CULTUR	2	6
TOTAL		25	60

COMPOSITION

—> Learning the rudiments of composition: plans, volume and space design

Teachers: Guillaume Bailly Michel, Christine Duchier Lapeyre, Mélanie Gransart, Amélie Lebleu

3 hours master class and 6 hours of personal work each week.
Lessons taught throughout the year

OBSERVATIONAL DRAWING

—> Learning how to visually portray sketches, figure drawing, proportion, perspective drawings, through framing, lighting, contrast and texture

- > Page layout design
- > Choosing a focal point
- > Composing an image
- > Mastering drawing design tools

Teachers: Francis Buchet, Christine Duchier Lapeyre, Olivier Dufaure de Lajarte, Sabine Forget d'Allembert, Armel Gaulme, François Supiot

8-hour art workshop and 3 hours of personal work each week.
Lessons taught throughout the year

SPACE DESIGN FUNDAMENTALS

—> Understanding the logic of composition – forms, structure, colours
—> Mastering the use of different space and product design codes

Teachers: Marion Haller, Anna Leymergie, Éloïse Moutiez

1-hour master class, 2 hours of practical work and 6 hours of personal work each week.
Lessons taught throughout the year

GRAPHIC DESIGN LANGUAGE

—> Understanding the logic of composition – forms, colours and materials

—> Mastering the use and application of different visual graphic design codes

Teachers: Stéphane Desbenoît, Solange Lhermitte

1-hour master class, 2 hours of practical work and 6 hours of personal work each week.
Lessons taught throughout the year

ILLUSTRATION

—> Mastering traditional and digital illustration tools

—> Visually portraying perspectives, materials and light thanks to traditional and digital tools

Teachers: Caroline Picard, Élise Toublanc

3-hour art workshop and 3 hours of personal work each week.
Lessons taught throughout the year

FIGURE DRAWING

- > Developing the capacity to synthesize through observation
- > Studying and recreating different forms within a short time frame
- > Developing a personal creative style

Teachers: Francis Buchet, Sabine Forget d'Allembert, Armel Gaulme, François Supiot, Rémy Wyart

3 hours per week in the art studio drawing different models
Lessons taught throughout the year

ART CULTURE

- > Acquiring general artistic culture in the history of art
- > Understanding the evolution of art and discovering art movements in regard to world history
- > Learning how to analyse a work of art in all its different forms and contexts
- > Developing a critical eye

Teacher: Marie-Noël Bellessort

2 hours a week within the context of school visits and 1 hour of personal work
Lessons taught throughout the year

LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
INTERIOR ARCHITECTURE	L2.AI2 ARCINT	4,5	15
ARCHITECTURE	L2.AI2 ARCHIT	3	15
ILLUSTRATION	L2.AI2 ILLUST	4	6
SCALE MODELS	L2.AI2 MAQUET	4	6
TECHNOLOGY	L2.AI2 TECHNO	2	6
ART CULTURE	L2.AI2 CULTUR	2	6
TECHNICAL PLANS AND 3D	L2.AI2 OUTILS	3	6
TOTAL		22,5	60

INTERIOR ARCHITECTURE TECHNOLOGY

→ Mastering technical skills and creative tools relating to the creation of architectural concepts (technical plans, cross sections, elevations perspective drawings and scale models)
 → Understanding the notion of space
 → Adapting ideas to different scales, furniture, in interior architecture and micro-architecture

Teacher: Lauren Boulay

4,5-hour master class each week as well as practical work
 Lessons taught throughout the year

→ Understanding the role of different professionals involved in architectural projects as well as important project phases and an introduction to the law on the control of public works
 → Discovering the different technical methods needed to present architectural elements
 → Introduction to building laws and architectural standards
 → Learning how to take into account ergonomic principles
 → Learning the required digital creative software tools

Teacher: Claire Eveno

5-hour master classes and practical work each week
 Lessons taught throughout the year

ARCHITECTURE

→ Discovering the fundamentals of architecture
 → Learning how to take into consideration site requirements
 → Understanding how to implement different scales

Teacher: Jacques Limousin

4,5 hour master class and practical work each week.
 Lessons taught throughout the year

ART CULTURE

→ Discovering important works of art spanning modern art to the present day art
 → Understanding the influence of the main 20th century art movements
 → Studying and analysing emblematic architectural elements

Teachers: Mélanie Gentil, Isabelle Hartmann, Camille Corlieu
 Maezaki, Pascal Chossegras

2,5-hour master class each week and personal project development
 Lessons taught throughout the academic year.

Subjects:

1st term theme: Rebellious Artists
 2nd term theme: Architecture
 3rd term theme: The French Touch

ILLUSTRATION

→ Learning to portray descriptive geometry
 → Analysing and transforming complex volumes into simple forms
 → Representing the linear and atmospheric perspective
 → Creating axonometric perspective and conic perspective views
 → Learning the appropriate visual vocabulary

Teachers: Armel Gaulme, Bruno Mallart

3-hour master class and practical work each week.
 Lessons taught throughout the year

SCALE MODELS

→ Creating scale models in given scales and formats
 → Transforming the architectural concept into 2D renderings
 → Discovering and learning more about the use of existing materials
 → Adapting materials to architectural projects
 → Creating scale models to present design proposals

Teacher: Gérard Cerveaux

5 hours of practical work each week and personal project development
 Lessons taught throughout the year

TECHNICAL PLANS AND 3D

→ Mastering the 2D visual tools
 → Discovering the fundamentals of modelling
 → Modelling through the introduction process components
 → Learning how to integrate light into visuals
 → Learning to create page layout when presenting technical plans, cross sections, elevations and 3D images

Teacher: Valérie Netchevitch

3-hour master class and practical work each week
 Lessons taught throughout the year

LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
INTERIOR ARCHITECTURE	L3.AI3 ARCINT	4	12
COMMERCIAL ARCHITECTURE	L3.AI3 ARCHIT	4	12
RESIDENTIAL DESIGN	L3.AI3 DESIGN	4	6
TECHNOLOGY AND CONSTRUCTION	L3.AI3 TECHN	4	6
ILLUSTRATION	L3.AI3 ILLUST	4	6
SCALE MODELS	L3.AI3 MAQUET	4	6
TECHNICAL PLANS AND 3D	L3.AI3 OUTILS	3	6
ART CULTURE	L3.AI3 CULTUR	2	3
DESIGN ENGLISH	L3.AI3 LANG	2	3
TOTAL		31	60

INTERIOR ARCHITECTURE

- Learning how to define and implement interior architecture concepts
- Defining an architectural program
- Creating a vocabulary of forms
- Designing a coherent and efficient visual identity and signage system in keeping with the brand image
- Learning how to prepare preliminary design, engineering and cost estimate files ("APS")

Teachers: Mathias Lipszyc, Guillaume Terver

4-hour master class and practical work each week

Lessons taught throughout the year

COMMERCIAL ARCHITECTURE

- Learning how to define and implement a personal architecture project
- Integrating different scales in different projects from urban landscape through to product design
- Learning how to work in a team
- Working in collaboration with technical drawing, scale model and architecture construction classes

Teacher: Jacques Limousin

4-hour master class and practical work each week (including a school field trip to Venice)

Lessons taught throughout the year

RESIDENTIAL DESIGN

- Mastering ergonomics and learning how to make optimum use of space
- Materials research and construction plans
- Understanding the importance of industrial realities
- Developing a coherent working methodology in relation to the specific residential design sector

Teachers: Bruno Pimpanini, Christophe Delcourt

4-hour master class and practical work each week

Lessons taught throughout the year

TECHNOLOGY AND CONSTRUCTION

- Understanding all technical aspects related to the design of buildings and interior design layout, including issues such as physical protection of buildings and interior comfort of inhabitants
- Learning how to take into consideration architectural standards and norms
- Using different technical representation to visually portray a project including all architectural elements
- Learning how to work in a team and how to use required digital tools

Teacher: Alessandro Boldrini

3-hour master class and practical work each week

Lessons taught throughout the year

ILLUSTRATION

- Learning how to analyse buildings, objects, fauna, lighting, materials and colours
- Understanding the 2D representation of a space
- Developing perspective-drawing skills, sketching, horizontal lines, proportion and framing techniques
- Learning how to portray light and shadow through the use of different cross sections
- Understanding the hierarchy of elements in order to prepare optimal renderings of space

Teachers: Antoine Buonomo, Anthony Fitoussi

3-hour master class and practical work each week

Lessons taught throughout the year

SCALE MODELS

- Mastering traditional visualising techniques
- Learning how to use modern plastic resins in their different forms
- Learning how to work with machinery-tools and other specific hand tools
- Developing students comprehension of technical plans

Teachers: Christophe Barbier

3-hour master class and practical work each week

Lessons taught throughout the year

TECHNICAL PLANS AND 3D

- > Mastering architectural software to create plans and perspectives
- > Developing computer CAO software skills
- > Mastering page layout communication tools
- > Introduction to different 3D architecture software

Teacher: Valérie Netchevitch

3-hour master class and practical work each week

Lessons taught throughout the year

ART CULTURE

- > Discovering the important trends in contemporary architecture and design
- > Acquiring a solid base and knowledge of important architecture

Teacher:

1.5-hour master class and practical work each week

Lessons taught throughout the year

DESIGN ENGLISH

- > Working on written and spoken understanding of design subjects
- > Developing the use of design vocabulary in different sectors
- > Preparing students for international placements and internships (CV's, cover letters, etc)

Teachers: Cerith Gardiner, Ann Nisbet

2 hours per week including personal project development

Lessons taught throughout the year

LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
INTERIOR ARCHITECTURE	M1.AI4 ARCINT	4	7
ARCHITECTURE	M1.AI4 ARCHIT	4	6
DESIGN AND NEW USAGES	M1.AI4 DESIGN	4	5
INTERNATIONAL STUDIO	M1.AI4 STUDIO	3	5
PRESENTATION TOOLS	M1.AI4 OUTILS	3	4
VISUAL IDENTITY	M1.AI4 IDVISU	3	2
INTERNATIONAL COMMUNICATION	M1.AI4 COMINT	2	1
INTERNSHIP	M1.DA4 STAGE		30
TOTAL		23	60

INTERIOR ARCHITECTURE

- Developing project management and creative skills in keeping with client specifications
- Developing space Planning techniques

Teachers: Amandine Chezeau, Gaël Lunven

3-hour master class and project follow-up each week
Lessons taught in the 1st term

ARCHITECTURE

- Synthesizing architectural specifications and project constraints in small scale
- Mastering all the elements inherent in the development of an architectural project
- Knowing how to design and develop an architectural project from an abstract concept

Teacher: Pascal Chossegros

4-hour master class and project follow-up each week
Lessons taught in the 1st term

DESIGN AND NEW USAGES

- Developing design methods from specific constructive elements
- Integrating bespoke furniture design concepts into a specific architecture project
- Learning about the industrial design constraints within residential and urban design sectors
- Working in partnership with other design schools in France and abroad
- Working in a team within a professional international environment

Teachers: Emmanuel Cairo, Dan Yeffet

4-hour master class and project follow-up each week
Lessons taught in the 1st term

INTERNATIONAL STUDIO

- Familiarising students to the realities of study and engineering offices
- Discovering the variety of construction materials and understanding their structural constraints
- Learning how to integrate both natural and artificial light into an architectural project

Teacher: Jean Le Lay

3-hour master class each week
Lessons taught in the 1st term

PRESENTATION TOOLS

- Mastering architectural drawing skills
- Strengthening knowledge of the construction constraints
- Acquiring a strong vocabulary of solid forms
- Mastering illustrative skills applied to an architectural project

Teachers: Antoine Buonomo, Rodolphe Indrowski

3 heures de suivi de projet par semaine
Lessons taught in the 1st term

VISUAL IDENTITY

- Learning to communicate and develop the visual identity of each architectural or product design project
- Mastering the various different ways to visually portray a project and developing art direction skills

Teacher: Geoffroy Tobé

3-hour project follow-up each week
Lessons taught in the 1st term

INTERNATIONAL COMMUNICATION

- Communicating (both written and spoken) within a professional context in the Interior Architecture field
- Developing communication skills, ensuring students are able present ideas and concepts clearly and precisely
- Developing personal projects and international portfolios

Teachers: Cerith Gardiner, Ann Nisbet

2 hours per week
Lessons taught in the 1st term

INTERNSHIP

- Developing working methods within a professional context
- Defining personal career projects and validating future career choices

LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
MASTERS DEGREE THESIS PROJECT PREPARATION	M2.A15 DIPLOME		20
INTERIOR ARCHITECTURE	M2.A15 ARCINT	4	9
ARCHITECTURE	M2.A15 ARCHIT	5	6
INTERNATIONAL STUDIO	M2.A15 STUDIO	3	5
PERSONAL CAREER DEVELOPMENT	M2.A15 STORY	2	4
PROFESSIONAL CAREER DEVELOPMENT	M2.A15 PROJET	1,5	4
INTANGIBLE ELEMENTS/SKILLS IN DESIGN	M2.A15 DESIGN	3	3
PROJECT PRESENTATION TOOLS	M2.A15 OUTILS	4	3
INTERNATIONAL COMMUNICATION	M2.A15 COMINT	2	2
ART CULTURE	M2.A15 CULTUR	2	2
VISUAL IDENTITY	M2.A15 IDVISU	1,5	2
TOTAL		28	60

MASTERS DEGREE THESIS PROJECT PREPARATION ARCHITECTURE

- Choosing and determining the Master's Degree thesis subject
- Developing and analysing students' personal skill set and acquired skills in order to define their topic
- Preparing and completing the final intention statement and design proposal
- These 3 elements are validated by the school and enable students to then go on to present their project in front of the Masters Degree design jury

- Creative skills, design process and final project realisation
- Presentation and communication skills in both French and English in front of an international jury
- The successful completion of the Masters Degree is based on these 2 objectives as well as each student's yearly grades throughout the final year.

INTERIOR ARCHITECTURE

- Working independently on architectural projects from initial brief to final realisation
- Learning how to produce theoretical analysis
- Developing a coherent working hypothesis
- Creating / developing / a regulating layout
- Developing a sample image
- Generating a methodological classification
- Proposing formal interpretation

Teachers: Adeline Rispal, Guillaume Terver

4-hour project follow-up each week
Lessons taught in the 1st and 2nd term

- Perfecting student's existing skills within the field of architecture including:
- Presentation of design proposals including project development
- Justifying choices and design strategies
- Explaining and proposing realistic technical solutions
- Incorporating budget constraints for architectural projects
- Presenting Preliminary Project Design documents ("APS")

Teacher: Jacques Sebbag

5 hours per week
Lessons taught in the 1st and 2nd term

INTERNATIONAL STUDIO

- Working in partnership with other international design & engineering schools
- Putting into place collaborative communication tools for international projects
- Participating and developing relevant sustainability design concepts
- Creating new urban spaces and developing new ways of designing within the interior and exterior architecture sectors

Teacher: Jean Le Lay

3-hour master class and project follow-up each week
Lessons taught in the 1st and 2nd term

PERSONAL CAREER DEVELOPMENT

- Communication: perfecting public speaking and general presentation skills
- Reinforcing and increasing professionalism for students' personal communication strategy
- Developing communication strategy in compliance with a coherent argumentation
- Identifying and expanding professional opportunities within the field of design and architecture

Teachers: Thomas Pieds, Guillaume Terver

Lessons taught in the 1st and 2nd term

PROFESSIONAL CAREER DEVELOPMENT

- Preparing students for the professional world with an insight into the opportunities regarding their professional career
- Learning about the different legal status' such as working as freelance designer, creating a start-up or limited company
- Design tenders and the bidding process, insurance & financial budgeting, client prospecting, etc
- Discovering more about the economic aspects within the graphic design and architecture sectors

Teacher: Etienne Prost

2-hour master class per week plus other professional conferences
Lessons taught in the 1st and 2nd term

INTANGIBLE ELEMENTS/ SKILLS IN DESIGN

- Understanding the influence/importance of intangible environmental parameters
- Experiencing the technical requirements of an architectural project
- Developing a subjective approach in relation to the constraints of an architectural project
- Managing and controlling the project constraints in order to enhance creative skills

Teacher: Jean Le Lay

3-hour master class and practical work each week
Lessons taught in the 1st and 2nd term

PROJECT PRESENTATION TOOLS

- Mastering creative drawing skills
- Developing the construction process
- Mastering the visual vocabulary of forms
- Perfecting illustrative skills applied to project presentations
- Learning the basics of CAD software such as Grasshopper and Rhino

Teachers: Rodolphe Indrowski, Yoan Truong

3-hour master class and practical work each week
Lessons taught in the 1st and 2nd term

INTERNATIONAL COMMUNICATION

- Preparing the Master's Degree thesis project in English
- Ensuring that student's are able communicate their concepts, ideas and design solutions in English in front of the international design jury
- Finalising all essential communication tools such as CV's, international portfolio, personal profile descriptions, web site, etc

Teacher: Ann Nisbet

2 hours per week
Lessons taught in the 1st and 2nd term

ART CULTURE

- Learning how to contextualise within the art & design sectors
- Preparing analysis and research studies
- Developing the critical capacity to interpret different topics
- Personal communication and positioning

Teachers:

1.5 hours per week
Lessons taught in the 1st and 2nd term

VISUAL IDENTITY

- Learning to communicate and develop the visual identity of each architectural or product design project
- Mastering the various different ways to visually portray a project and developing art direction skills

Teacher: Geoffroy Tobé

3-hour master class plus practical work each week
Lessons taught in the 1st and 2nd term

LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
GRAPHIC DESIGN	L2.DA2 DIRART	3	12
TYPOGRAPHY AND PAGE LAYOUT	L2.DA2 TYPO	3	10
GRAPHIC DESIGN TECHNIQUES	L2.DA2 TECHGR	3	9
CALLIGRAPHY	L2.DA2 CALLI	3	8
DRAWING	L2.DA2 DESSIN	8	6
ACADEMIC DRAWING (FIGURE DRAWING CLASSES)	L2.DA2 CROQ	3	6
PRINT AND PUBLISHING TOOLS	L2.DA2 OUTIL	2,5	6
ART CULTURE	L2.DA2 CULTUR	4	3
TOTAL		26,5	60

GRAPHIC DESIGN

- Learning and implementing the fundamentals of graphic design
- Learning how to use a wide range of different visual communication tools
- Creating harmonious and balanced visual elements
- Learning how to evaluate the important link between text and image

Teachers: Sabine Forget d'Allembert, Antoine Leroux-Dhuys, Geoffroy Tobé

Lessons taught throughout the year

TYPOGRAPHY AND PAGE LAYOUT

- Discovering different typography rules and their visual codes
- Applying typography to different printed materials
- Working on original typeface designs
- Learning how to analyse and create lettering text

Teachers: Muriel Paris, Thibault Geffroy

2-hour master class and practical work each week

Lessons taught throughout the year

GRAPHIC DESIGN TECHNIQUES

- Learning how to analyse and use colour elements
- Creating coherent and effective colour palettes
- Discovering the art of narration through an image
- Developing composition and page layout skills
- Mastering the development of illustrative writing

Teachers: Christine Adam, Stéphane Desbenoît

3-hour practical work in the studio each week

Lessons taught throughout the year

CALLIGRAPHY

- Discovering the fundamentals of creating original hand-lettering
- Understanding the different rules of proportion, rhythms and tensions when creating a system of signs from abstract forms

Teachers: Pascal Richon

3 hours practical work each week

Lessons taught throughout the year

DRAWING

- Continuing to perfect drawing skills
- Strengthening the art of observational composition
- Developing technical skills and a personal creative style

Teachers: Olivier Dufaure de Lajarte, Brigitte Gallois

8 hours of drawing lessons in the art studio each week

Lessons taught throughout the year

ACADEMIC DRAWING (FIGURE DRAWING CLASSES)

- Practicing drawing from a live model in different poses to capture the essence of the human figure
- Studying fundamentals such as form, proportion, colour, line, perspective, shading ...
- Learning how to visually portray human anatomical elements and to integrate movement, weight, balance, and tension into the final composition

Teachers: Francis Buchet, Pierre Créac'h

3 hours of figure drawing lessons in the art studio each week

Lessons taught throughout the year

PRINT AND PUBLISHING TOOLS

- Discovering photo image manipulation and photomontage techniques
- Learning page layout and design composition computer software
- Preparing documents and files for final print & production

Teachers: Élodie Chaillous, Valentine Petit-Morin, Damien Rossier

2-hour master class and practical work each week

Lessons taught throughout the year

ART CULTURE

- Developing acquired knowledge in general artistic culture from modern art to the present date
- Understanding the influence of important art movements throughout the 20th century
- Discovering the emblematic figures of graphic design around the world

Teachers: Mélanie Gentil, Isabelle Hartmann, Camille Corlieu Maezaki, Michel Wlassikof

2.5 hour master class plus project development each week

2 hours personal study in the form of exterior visits and reading

Subjects: 1st and 2nd term: Rebellious Artists / 2nd term: The French Touch / 3rd term:

Graphic Design and Art Direction

LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
ART DIRECTION	L3.DA3 DIRART	3	9
PRINT & PUBLISHING	L3.DA3 EDIT	2	6
LETTERING DESIGN	L3.DA3 ECRIT	3	6
PHOTOGRAPHY	L3.DA3 PHOTO	3	6
DRAWING	L3.DA3 DESSIN	6	6
ANIMATION	L3.DA3 ANIM	3	6
FIGURE DRAWING	L3.DA3 CROQ	3	6
ART CULTURE	L3.DA3 CULTUR	2	6
INTERACTION AND MOTION DESIGN	L3.DA3 INTMOT	3	6
DESIGN ENGLISH	L3.DA3 LANG	2	3
TOTAL		30	60

ART DIRECTION

- Cultivating student's artistic sensitivity
- Developing visual conceptualisation skills
- Developing a personal design language and style
- Working on a design project using different visual mediums

Teachers: Christophe Salaun, Sylvia Tournerie, Philippe Auclair

3-hour master class and practical work each week

Lessons taught throughout the year

PRINT & PUBLISHING

- Mastering the art of page layout and text composition
- Learning how to develop page layout hierarchy and tiers of information
- Acquiring basic knowledge in semiology

Teachers: Muriel Paris, Marie Philippe

2 heures de cours magistral et de travaux pratiques par semaine.

Enseignement à l'année

LETTERING DESIGN

- Discovering the creative form of signs, words and textual space
- Developing lettering, typography and calligraphy skills
- Learning more about typographic creation

Teachers: Pascal Richon

3 hours practical work each week

Lessons taught throughout the year

PHOTOGRAPHY

- Learning how to develop photography skills when taking pictures of a given site
- Mastering the art of light within a photographic studio environment
- Discovering the software and technical tools required in the digital photography field

Teachers: Françoise Dorelli, Thomas Symonds

3-hour master class and practical work each week

Lessons taught throughout the year

DRAWING

- Developing observational creative drawing and perspective skills
- Creating and applying a personal design style

Teachers: Pierre Créac'h, Olivier Dufaure de Lajarte, Rémi Wyart

3 hours practical work each week

Lessons taught throughout the year

IMAGE ANIMÉE

- Learning how to develop skills when creating scenarios and storyboards
- Discovering the range of different stop-motion techniques and materials
- Developing a personal creative style

Teachers: Christine Adam, Olivier Cotte

3-hour master class and practical work each week

Lessons taught throughout the year

FIGURE DRAWING

- Perfecting observational skills when working within a short time frame
- Strengthening drawing skills created from memory
- Developing drawing skills when applying forms and colour
- Learning how to analyse and convey movement through drawing techniques

Teachers: Frédéric Arditi, Chantal Petit Cieslewicz

7 hours of drawing within an art studio environment each week

Lessons taught throughout the year

ART CULTURE

- Learning how to contextualise works of art
- Preparing analysis and research studies
- Developing the critical capacity to interpret different topics
- Personal communication and positioning

Teachers:

2-hour master class each week

Lessons taught throughout the year

INTERACTION AND MOTION DESIGN

- > Learning how to develop skills in interaction and animation
- > Developing digital software skills
- > Discovering the art of digital creation

Teachers: Arnaud Lammens, Nicolas Martin

3-hour master class and practical work each week

Lessons taught throughout the year

DESIGN ENGLISH

- > Working on written and spoken understanding of design subjects
- > Developing the use of design vocabulary in different sectors
- > Preparing students for international placements and internships (CV's, cover letters, etc)

Teachers: Cerith Gardiner, Ann Nisbet

2 hours per week including personal project development

Lessons taught throughout the year

LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
ART DIRECTION & BRANDING	M1.DA4 DIRART	2	6
BRAND IMAGE AND BRAND ARCHITECTURE	M1.DA4 MARQ	3	5
PRINT & PUBLISHING PHOTOGRAPHY	M1.DA4 PHOTO	3	5
FILM PRODUCTION	M1.DA4 FILM	3	4
EDITORIAL	M1.DA4 EDITION	3	4
DRAWING WORKSHOP	M1.DA4 DESSIN	3	2
ART CULTURE	M1.DA4 CULTUR	4	2
INTERNATIONAL COMMUNICATION	M1.DA4 COMINT	2	2
INTERNSHIP	M1.DA4 STAGE		30
TOTAL		23	60

ART DIRECTION & BRANDING

- Learning how to understand and create coherent concepts in keeping with a detailed client brief
- Learning how to incorporate and visually portray a brand image
- Putting into place efficient working methods
- Defining and understanding specific brand requirements
- Developing presentation skills and implementing consistent design vocabulary

Teachers: Pascal Richon, Hugh Wilson

3-hour master class and practical work each week

Lessons taught in the 1st term

BRAND IMAGE AND BRAND ARCHITECTURE

- Understanding the essential elements of brand identity
- Integrating text and visual elements
- Developing graphic design awareness
- Exploring different marketing materials methods in keeping with specific client needs

Teachers: Étienne Robial, Yorgo Tloupas, Alexis Tse, Dany Wang

4-hour master class and practical work each week

Lessons taught in the 1st term

PRINT & PUBLISHING PHOTOGRAPHY

- Learning how to consider the photographic form as an extension to the global design process
- Perfecting different photographic techniques for shooting products
- Developing a photographic style and methodology

Teachers: Michel Maidenberg, Eric Pillault

3-hour master class and practical work each week

Lessons taught in the 1st term

FILM PRODUCTION

- Discovering film language and visual narration principles
- Acquiring and developing audio visual and animation skills
- Learning how to prepare production files

Teachers: Vincent Dupuis, Christine Ponzevera

3-hour master class and practical work each week

Lessons taught in the 1st term

EDITORIAL

- Learning how to create an editorial line from collective elements
- Discovering the principles of a graphic design system
- Developing visual narration skills by putting into place a graphic system (visual story telling)

Teachers: Bernard Baissait, Sandrine Nugue, Michel Wlassikoff

3-hour master class and practical work each week

Lessons taught in the 1st term

DRAWING WORKSHOP

- Developing acquired figure drawing and sketching skills
- Learning how to visually represent a moment in time
- Mastering a strong and coherent graphic vocabulary
- Developing skills when integrating proportions
- Strengthening student's personal creative style

Teachers: Frédéric Arditi, Chantal Petit Cieslewicz

3 hours in an art studio environment per week

Lessons taught in the 1st term

ART CULTURE

Teacher: Marc Cemin

2 hours per week

Lessons taught in the 1st term

INTERNATIONAL COMMUNICATION

- > Communicating (both written and spoken) within a professional context in the graphic design sector
- > Developing communication skills, ensuring students are able present ideas and concepts clearly and precisely
- > Developing personal projects and international portfolios

Teachers: Cerith Gardiner, Ann Nisbet

2 hours per week

Lessons taught throughout the year

INTERNSHIP

- > Developing working methods within a professional context
- > Defining personal projects
- > Validating future career choices

LESSON	CODE	HOURS PER WEEK	CREDITS PER YEAR
MASTERS DEGREE THESIS PROJECT PREPARATION	M2.DA5 DIPLOME		20
CONCEPTUAL GRAPHIC DESIGN	M2.DA5 CONGRA	5	8
PHOTOGRAPHIC ART DIRECTION	M2.DA5 PHOTO	3,5	8
DIGITAL WORKSHOP	M2.DA5 LABNUM	3	6
DRAWING	M2.DA5 DESSIN	3	6
PERSONAL CAREER DEVELOPMENT	M2.DA5 STORY	2	4
PROFESSIONAL CAREER DEVELOPMENT	M2.DA5 PROPRO	2	4
ART CULTURE	M2.DA5 CULTUR	2	2
INTERNATIONAL COMMUNICATION	M2.DA5 COMINT	2	2
TOTAL		22,5	60

MASTERS DEGREE THESIS PROJECT PREPARATION

- Choosing and determining the Master's Degree thesis subject
- Developing and analysing students' personal skill set and acquired skills in order to define their topic
- Preparing and completing the final intention statement and design proposal
- These 3 elements are validated by the school and enable students to then go on to present their project in front of the Masters Degree design jury

- Creative skills, design process and final project realisation
- Presentation and communication skills in both French and English in front of an international jury
- The successful completion of the Masters Degree is based on these 2 objectives as well as each student's yearly grades throughout the final year.

CONCEPTUAL GRAPHIC DESIGN

- Developing visual expression and reflection based on major themes in our society
- Creating and developing pertinent and coherent design proposals
- Mastering the ability to incorporate artistic references and theories
- Putting into place all acquired skills within the visual communication sector

Teachers: Perrine Bonafos, Michel Bouvet, Étienne Robial

4 hours per week

Lessons taught in the 1st and 2nd term

PHOTOGRAPHIC ART DIRECTION

- Analysing photographic styles and techniques
- Expanding photographic knowledge
- Learning how to implement photographic skills in a wide range of different materials
- Developing visual narration skills and choosing the editorial format
- Learning how to edit within the photographic field
- Developing a strong photographic style
- Regular conferences with professional photographers

Teachers: Agnès Propeck, Shaun Severi

3.5-hour master class and photography presentations each week

Lessons taught in the 1st and 2nd term

DIGITAL WORKSHOP

- Improving and strengthening knowledge of the digital model
- Incorporating all digital solutions within the context of social network and data
- Undertaking a detailed program of applied research within a multidisciplinary context

Teachers: Bernard Baissait, Christophe Salaun

3 hours and project follow-up each week

Lessons taught in the 1st and 2nd term

DRAWING

- Continuing to deepen visual analysis
- Developing creative skills by perfecting existing drawing techniques
- Developing a strong personal creative style

Teacher: Stéphane Levallois

3 hours per week

Lessons taught in the 1st and 2nd term

PERSONAL CAREER DEVELOPMENT

- Communication: perfecting public speaking and general presentation skills
- Reinforcing and increasing professionalism for students' personal communication strategy
- Developing communication strategy in compliance with a coherent argumentation
- Identifying and expanding professional opportunities within the field of design and architecture

Teachers: Thomas Pieds

PROFESSIONAL CAREER DEVELOPMENT

- Preparing students for the professional world with an insight into the opportunities regarding their professional career
- Learning about the different legal status such as working as freelance designer, creating a start-up or limited company
- Design tenders and the bidding process, insurance & financial budgeting, client prospecting, etc
- Discovering more about the economic aspects within the graphic design and architecture sectors

Teachers: Antoine Leroux-Dhuys

2-hour master class per week plus other professional conferences

Lessons taught in the 1st and 2nd term

ART CULTURE

- Learning how to contextualise within the art & design sectors
- Preparing analysis and research studies
- Developing the critical capacity to interpret different topics
- Personal communication and positioning

Teachers:

1.5 hours per week

Lessons taught in the 1st and 2nd term

INTERNATIONAL COMMUNICATION

- Preparing the Master's Degree thesis project in English
- Ensuring that student's are able communicate their concepts, ideas and design solutions in English in front of the international design jury
- Finalising all essential communication tools such as CV's, international portfolio, personal profile descriptions, web site, etc

Teachers: Ann Nisbet

2 hours per week

Lessons taught in the 1st and 2nd term