

Bachelor in Graphic design:

Graphic creation and innovation

Aims

This bachelor's degree involves the students in an approach of the areas of graphic design up to their professionalization. We guide the students through a prospective approach involving formal, semiological and technical concerns related to the field of communication. The course offers a singular dimension that enhances the students' research. Notions questioning communication media serve the student in the development of his professionalization and in innovative approach of answers to different problematics.

The practice of a singular expression is complementary to the design approach and feeds the spirit of innovation. Society is changing and the uses too; the designer is at the center of these considerations and must be able to apprehend them, by clearing new forms and new practices. The professionalization of the students claims to be open, up to the follow-up and coordination of projects and to intervention of different actors. The mastery of traditional media is a basis of this course. This degree allows the students to master the challenges of graphic design and to feed a necessary creativity and singularity in the design of visual projects in a professional context. They will be able to graphically formulate ideas and functional concepts, to adapt to the constraints and to understand the challenges of their production.

Program

General studies:

General knowledge and expression
Philosophy
Foreign language 1
Physical sciences
Economics and management
Artistic training
Graphic design culture
Typographic culture
Plastic practice
Intent drawing

Vocational education:

Technology of creation
Technology of production
Communication culture
Creative studio
Main workshop

Optional courses:

Foreign language 2
Additional workshops

Professional internships

In order to consolidate and enhance their school career, different periods of internship during the three years will allow several experiences:

- A two-week internship (up to 70 hours) through the second semester in order to build a career path.
- A professional internship of 12 to 16 weeks in professional structures, prefiguring the orientation of the sixth semester project.

Perspective

The Bachelor in Graphic design leads to jobs within communication agencies, graphic design studios or communication services of large companies or public/private institutions. After the bachelor's degree, students may also continue studying in DSAA (higher degree of applied arts) or join university curriculums by equivalence.

Requirements

General, technologic or professional baccalaureate.

All students from a STD2A *Baccalauréat* and MANAA (upgrade of applied arts).

Admission fee

5.256 euros/year*

Mac computer and Creative Cloud license are included**

Private degree without national agreement.

Le Mirail Immaconcept is an *École Privée Sous Contrat* (private school with a national agreement)

Student status.

*non-contractual rate

** leasing with option to buy after 3 years