

# **DN MADe in Space**

## **Communication space, ephemeral layout and scenography**

### **Aims**

The proposed course, "Communication space, ephemeral layout and scenography", must be understood in the broadest sense. The purpose is to understand how a brand, a company or an institution can manage to set up in a physical space. This includes events, service areas, booths, pop-up stores, store fronts, but also, on a smaller scale, points of sales or packaging.

The course offers an introduction to all the forms of communication that are necessary for the existence of a brand, product or service. The challenges of marketing contexts, interaction and communication techniques are at the heart of the project approach. The pedagogy values empathy, as a necessary projection to understand the needs of the client, in order to offer a strategic and consistent response.

Society and the uses are changing. The designer is at the center of these considerations and must be able to comprehend them, by creating new forms and new practices. The professionalization of the students claims to be open, up to the follow-up and coordination of projects and the different actors. The mastery of traditional media is a basis of this course. This training offers the students the opportunity to master the challenges of designing spaces and ephemeral volumes, to nurture the creativity and singularity necessary for the design of projects in professional environments. They will be able to graphically formulate ideas and functional concepts, to adapt to constraints and to understand the issues involved in their production.

### **Perspective**

The holder of this degree may exercise his/her professional activity as a designer, independent craftsman or technician, company employee or contractor within different business structures:

- Independent design agency
- Design service integrated into a company, an institution or a local authority
- Independent artisanal production company
- Artisanal or industrial production service of a company or a community

This degree allows access to different professional sectors:

- Design management
- Design, production of material goods
- Immaterial or interactive design and production
- Design of uses
- Manufacturing and restoration in relation with art trades
- Research Teaching

## **Program**

### **Generic teaching**

Humanities

Culture of arts, design and techniques

### **Cross-cutting teaching**

Creative exploration and expression tools

Technology and materials

Digital tools and languages

Modern languages

Economic and legal context

### **Creative workshop**

Know-how and technical excellence

Project practice and implementation

Project communication and mediation

Research approach in relation with the practice of the project

Career professionalization and study pursuit

## **Professional internships**

In order to consolidate and enhance students' school career, 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 within professional structures, foreshadowing the orientation of the sixth semester's project.

## **Continuation of studies**

The BACHELOR'S DEGREE level conferred by this diploma allows access to level 1 diplomas: university MASTER'S DEGREE in France and abroad as well as the High Degree in Applied Arts (DSAA) offered both by the high schools of National education and art colleges of the ministry of Culture.

## **Requirements**

This degree is accessible to all the students who passed the baccalaureate exam (general, technological or professional). The students can apply through the national "Parcoursup" platform.

**This training and the diploma are delivered under legal association contract with the French State.**

**Student status**

**2.428 €/year\***

**Mac computer and Creative Cloud license are included\*\***

**DN MADe students are likely to receive a scholarship.**

\* Non-contractual rate

\*\* Leasing with option to buy after 3 years