

DN MADe in Graphic design

Graphic creation and innovation

Aims

The *National Diploma – Art and Design Crafts* (DN MADe) 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 and the uses are changing. 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 the different actors. The mastery of traditional media is a basis of this course. This DN MADe offers the students the opportunity to master the challenges of graphic design and to nurture the creativity and singularity necessary for the design of visual 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.

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 project practice
- Career professionalization and study pursuit

Professional internships

In order to consolidate and enhance students' 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 holder of the DN MADe exercises 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 many professional sectors:

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

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