

Professional training

Multimedia Graphic Designer

Aims

This training prepares the future multimedia graphic designer to design communications media of all kinds.

First year program:

Theoretical teaching:

Culture of the image, English, marketing, typography and UX (web)

Software:

Photoshop

Illustrator

InDesign

Animate

WordPress

Artistic techniques:

Observational drawing

Plastic expression

Graphic design:

- logo, typography, specifications, graphic charter
- creation of models from a specification
- creation of posters, flyers, advertising leaflets

Workshops:

- graphic charter, logos, posters, brochures, flyers...
- creation of a magazine and a website

Second year program:

Theoretical teaching:

Culture of the image, English, typography, economics-management and marketing

Software:

Photoshop

Illustrator

InDesign

After effects

Prestashop

Artistic techniques:

Intent drawing

Plastic expression

Photography

Creative studio:

Visual identity

Graphic design

Packaging

Posters

Logos

Models

Websites

Responsive Web

Schedules:

First year: courses = 608 hours, internship = 280 hours, workshop = 150 hours; total = 1038 hours.

Second year: courses = 592 hours, internship = 420 hours, workshop = 54 hours; total = 1066 hours.

Professional internship:

An 8-week internship during the first year and a 12-week internship during the second year in a company involved in one of the areas of computer graphics.

Employment and career prospects

The graphic designer can be a freelance production designer or work as an employee within a communication agency or a creative studio with an artistic director. He is above all an artist. He has therefore the artistic sense and a solid knowledge in this area, an excellent command of graphics software, as well as a good general culture and curiosity.

Requirements

Baccalaureate level. Motivation interview with school records and graphic works. Skills required: multimedia culture and artistic sense.

This training is accessible after:

- general baccalaureate
- MANAA
- Professional baccalaureate in graphic design and plurimedia
- Professional baccalaureate in visual communication and plurimedia
- Professional baccalaureate in production of printed products and plurimedia
- Prep multimedia graphics

Admission

Private degree without national agreement.

Student status.

5.256 euros/year*

Mac computer with the Creative Cloud license are included**

*non-contract rate

** leasing with option to buy in 3 years

Registration off Parcoursup