

DNMADE (National Diploma in Arts and Design): Bachelor's degree in DIGITAL DESIGN.

OPTION 1: Narrative design, Motion design

OPTION 2: Interaction design

ACCESS

The DNMADE is a bachelor's degree: it is a post A levels/SAT, three-year training programme.

There are two stages in the selection of recruits: first, an assessment on the basis of the candidate's file and then an interview (which can be done by Skype).

Number of students: limited to 15 for each option. (30 students in total each year.)

OPTION 1:

This training focuses on NARRATIVE DESIGN (Video, motion design, stop-motion). It therefore includes learning the techniques of VIDEO DESIGN.

Major: Message design, visual identity, moving image design, graphic design.

Designing video or animated messages, exploring the potential of images in movement for identity, narrative, expressive or advertising purposes.

These messages can:

- be integrated into more global communication strategies: short-form clips on a website, awareness campaign, advertising.
- be intended for broadcast media: clips for online video platforms, short films.
- Be screened at events (for example video part of a performance, for a conference, video mapping ...)
- Lead to design interactive scenarios: web documentaries, interactive comics.

OPTION 2:

This training focuses on INTERACTION DESIGN.

Major: web, interactivity, UI (user interface design)

- UI design (user interface design) responding among other things to the design of services (connected objects, apps, augmented reality).
- Visual design questions ranging from a functional and ergonomic approach to UI, to a sensory and immersive approach.
- Study and development of interaction scenarios.. Functionality and gestural grammar.
- Awareness of issues related to UX (User Experience).

TEACHING OBJECTIVES OF THIS BACHELOR'S DEGREE:

- To develop general cultural and intellectual curiosity, particularly focusing on the latest waves of graphic design, arts and new media.
- To foster a critical mind, reflection and analytical skills.
- To sharpen the capacity to communicate, synthetize and persuade (individual or team work).
- To master the use of graphic creative tools (digital or more traditional)
- To develop plastic creativity, singularity and sensitivity.

To reach these objectives, the students will particulary need to broaden their general and visual culture and to improve their skills in written, oral, and graphic expression (regular drawing practice is required).

DN MADe - CREDIT ECTS		S1	S2	S3	S4	S 5	S6
Culture and humanities		8	8	7	6	4	4
Methodology/procedures and techniques.		11	11	10	7	5	6
Creative workshops		9	8	12	7	11	17
Professionnalization, business internship		2	3	1	10	10	3
Т	OTAL	30	30	30	30	30	30