

**master**

**design**

**dsaa\***

\*Diplôme Supérieur d'Arts Appliqués  
(Arts Applied Higher Diploma)

object design

graphic design

interior design

**laab**

**France**

**Rennes**

## The DSAA Design (master) at the LAAB

Opened in 2010 at the **Brequigny high school\***, in Rennes (France), the DSAA Design is rooted to the local level due to various partners (companies, schools in related fields, institutions, etc.), and national level to the framework of design projects accompanied by those involved in the profession. Its researches extend to publications in specialized professional journals and selections in major events (Saint-Étienne International Design Biennale, exhibitions at the Printing Museum in Nantes...). The DSAA design is engaged to international level in the **Erasmus Charter for Higher Education (ECHE) 2021-27**.

The DSAA Design is made up of three mentions: Graphic design, Object design, Interior design. The training enable the ability to problematize a creative situation and has a very strong analytical dimension. On the other hand, the DSAA Design specialty involves developing a bespoke research approach which amplifies questions on contextual sides and investigates various possibilities of design practices.

Each student's research work therefore consists of implementing sophisticated creative strategies, and prepares them to confront complex situations. Hence an in-depth reflection on research methodologies and external contributions of technical, technological, on humanities or sciences, and the establishment of specific workshops. Hence also the need for in-depth and open-minded interdisciplinary team work, in order to develop the student's ability to guide and support changes in society, by developing their own professional practice.

\* Brequigny school is a secondary and high school that offers higher education programmes in Applied Arts and Design, from A levels to Master courses :

- [A levels] **STD2A Design (90 students)**
- [Bachelor] **DNMADE Graphic design (90 students)**
- [Master] **DSAA, Graphic design (20 students)**
- [Master] **DSAA, Object design (20 students)**
- [Master] **DSAA, Interior design (20 students)**

The school offers Master's courses to students from the DNMADE (Higher education institution), design or applied arts license (University) and DNA (School of Arts) courses from west of France and beyond..

In France, higher education is organized in accordance with the LMD system (Licence-Master-Doctorat). This system is common to academic education in all European countries part of the Bologna process, including France.



## The specificities of the DSAA LAAB in Rennes

### • External skills interventions with specialists or experts:

#### - in DSAA1

During the Experimentation and Research Laboratory courses, based on various external partnerships (designers to approach different project approaches, technicians and engineers to complete the professional technical culture),

#### - in DSAA2

During the defense of the professional dissertation (in February) and the final project (in June), a jury composed of two professionals from the discipline, a representative of an institution linked to the specificity of the mention, an academic, and an expert linked to the specificities of each student's project.

### • Internships

- A 10-week professional internship, carried out during the summer between semesters 2 and 3: Immersion in a design agency or studio or with a freelancer, in France or abroad.

- A 2-week technical internship (or also called know-how course): In-depth exploration of a craft technique or cutting-edge technology.

- Post-diploma internship of 6 months maximum (optional), with a view to professional integration.

### • Self-branding workshop

In order to build a professional identity: Strategy and tools specific to each one, is build with specialized consultants.

### • International Mobility

- Mobility policy for our students, by encouraging professional internships and study abroad.

- Multidisciplinary classes and all-English workshops, developing linguistic and professional skills.

### • Library specializing in art and design, with more than 1000 books and a materials library

### • Prototyping workshops and shooting studio

- Experiential learning: Students can engage in practical, hands-on activities to understand the screen printing, riso and engraving processes from start to finish.

- Creative expression: Encourage students to experiment with different techniques, materials, and designs to foster creativity and artistic expression.

- Problem-solving skills: Students can encounter real-world challenges such as troubleshooting ink consistency or achieving precise alignment, promoting problem-solving skills.

- Attention to detail: Encourage students to develop patience and attention to detail as they work.

- Technical proficiency: Provide comprehensive training on the safe and efficient use of machinery such as milling machines and drill presses, focusing on prototyping and fabricating their design ideas, promoting innovation in good conditions.

- Interdisciplinary collaboration: Facilitate interdisciplinary collaboration by inviting students from various disciplines to collaborate on projects.

- Visual communication: Explore the role of photography in visual communication and storytelling, encouraging students to convey messages through imagery.

**Overall, the pedagogical approach should prioritize hands-on learning, interdisciplinary collaboration, and the integration of theoretical knowledge with practical skills, empowering students to become proficient and creative practitioners in their respective fields.**



## The (Master) DSAA Design at the LAAB

LAAB is located on the 20-hectare Lycée Bréquigny campus, where courses are grouped by departments : Design, art and broadcasting, industry, biotechnologies, financial management...

### Facilities, workshops and equipment

The design department shares workshops and equipment in buildings D and F. Master Design courses (DSAA diploma), mainly taught in Building D, also feature equipment that encourages experimentation and mock-ups as part of design projects.

#### 1st floor - building D

- Design studio (207 m<sup>2</sup>)
- Teaching and conference room (46 m<sup>2</sup>)
- Resources center: Arts & design library and material library: Wood, fabrics, metals, paper, etc. (30 m<sup>2</sup>)

#### 2nd floor - building D

- Creative studio space (190 m<sup>2</sup>)
- Cutting workshop for cardboard and paper models and prototypes: cutting boards, cutters, rulers, etc. (17 m<sup>2</sup>)
- DIY workshop with hand and power tools, fixed machines: column milling, circular saw, drilling machine, lathe, etc. (50 m<sup>2</sup>)

#### Other equipment - building D

- Large-format inkjet printer (plotter)
- A3 and A4 laser printers
- RISO printer
- 3D printers (Raise 3D & Makerbot)
- Laser cutting (Trotec)
- Polystyrene cutter
- A3 digital paper and cardboard cutter
- Polystyrene cutter
- A3 thermal binder

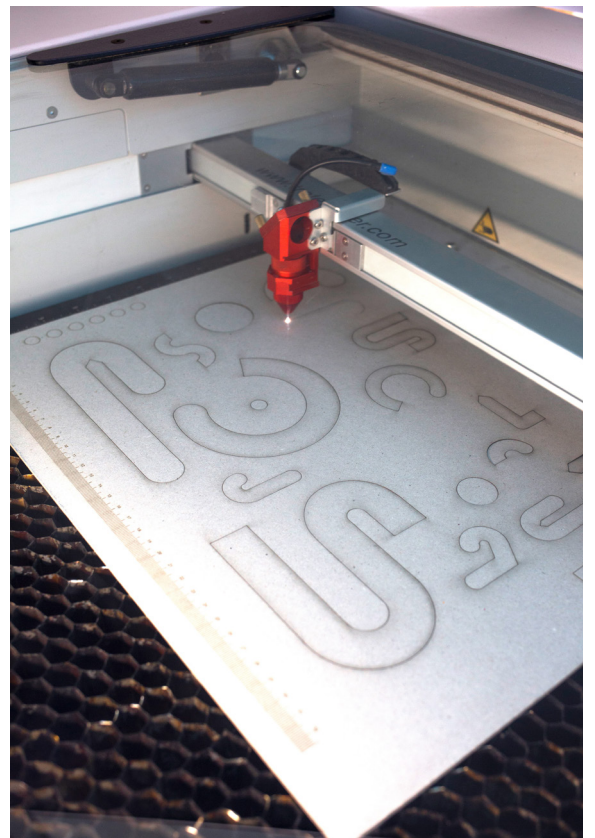
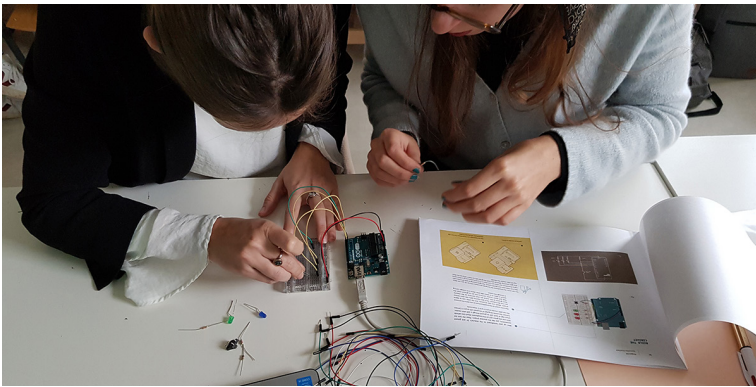
- Manual cutter A2
- A3 shears
- Sewing machine with small sewing equipment
- Badging machine
- A3 and A4 scanners
- Video projectors
- Cameras, tripods and lenses (macro 50mm f-2.5, 70-300mm, 250 mm)
- Compact cameras
- Digital dictaphones
- Programmable electronic boards (Arduino, Makey-Makey) sensors and components

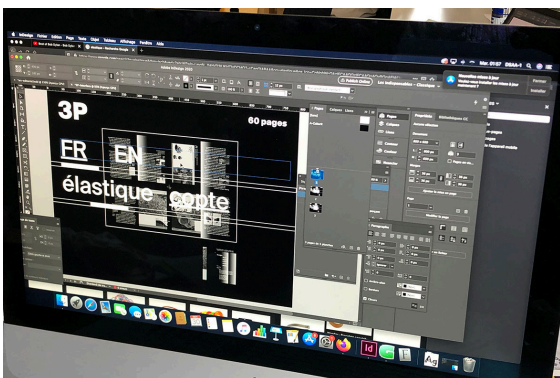
#### Workshops - Building F

- Screen-printing workshop: insulator, A4 to A2 frames, printing tables, squeegees, drying rack, inks, etc. (20 m<sup>2</sup>)
- Riso printing area
- Engraving workshop with engraving press
- Photographic studio: cyclo and backgrounds, mandarins, flashes, reflectors, lamps, etc. (20 m<sup>2</sup>)

#### • Video presentation •

You can have a look at the learning environment in the LAAB school - Master degree, [here](#).







## Training organization

**1\_ A class of 3 mentions (Graphic design, Interior design, Object design) in the same work space (open space platform + common model-prototyping workshops).**

**2\_ The pedagogy implemented in the LAAB is distributed according to different learning methods:**

### **DSAA1**

**(semesters 1 & 2)**

**• 30 students •**

**(10 students per mention)**

#### **Common learning situations:**

- Theoretical courses and analysis, criticism and writing work in Humanities courses (Literature, Rhetoric and Stylistics [LRS], Sociology, Philosophy, History of Arts, Sciences and Technology [HAST], in Modern language [English] and Marketing, Strategic and Legal contexts courses,
- Projects carried out in Project: Practice and Experimentation courses (interdisciplinary workshops and a long project where the methodology and organization of work are similar to a professional situation in agency).

#### **Specific disciplinary learning situations:**

- Technologies and techniques applied to the field (theoretical points articulated in projects, workshops linked to manufacturing and materials),
- Mediation (sessions and workshops aimed at learning specialized softwares and their articulation in the design project as design and communication tools),
- Self branding (contemporary issues in the communication of professional identity).
- Projects carried out in Project: Practice and Experimentation courses, specific to the mention: In terms of methodology, strategy and design tools, visual method and development in accordance with the skills of career.

#### **Search for thematic transversality:**

- the theoretical framework can in particular be established in the History of Arts, Sciences and Technology [HAST] courses, and explored Tools for Expression and Creative Research & Project Communication courses.

### **DSAA2**

**(semesters 3 & 4)**

**• 30 students •**

**(10 students per mention)**

Multidisciplinary work focuses on the professional dissertation in all Humanities courses, on the Modern Language courses, and a professional file in Marketing, Strategic and Legal contexts courses, regarding the research theme of each student, for the development of their final project.

Final project courses, Technical Practice & Know-How courses, Innovation, Foresight and Design Research courses, as well as Tools for Expression and Creative Research & Project Communication courses, are conducted in a disciplinary manner, and followed by the referring teachers of each mention, depending on the research theme of each student, for the development of their final project.

#### **• Language of instruction •**

Currently, all lessons given at the LAAB are taught in French. For this reason, we require incoming students to have a minimum level equivalent to B1 on the Common European Framework of References for languages. Individuals talks in english may be possibles during design projects and courses

#### **• Laab's Teachers •**

<b>OBJECT DESIGN</b>	<b>GRAPHIC DESIGN</b>	<b>INTERIOR DESIGN</b>
Émeline Belliot	Malika Boissard	Frédérique Leblond
Maximilien Boerg	Florian Chevillard	Erwan Le Bourdonnec
Joris Favennec	Flora Commaret	Guillaume Lenfant
Olivier Gassies	Thomas Hanus	Morwenn Lepage
Émilie Lemaître		

#### **• Opportunities •**

Employee in design agency, employee in company (industrial or tertiary), local administrations and institutions, or freelance designer.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8:15 am					
9:15 am	MARKETING, STRATEGIC AND LEGAL CONTEXTS 2h	MODERN LANGUAGE 2h	HUMANITIES SOCIOLOGY 1h / semestre 1	HUMANITIES SEMiotics 2h /semestre 1	
10 am			HUMANITIES LITTERATURE 1h / semestre 2		
12:15	HUMANITIES PHILOSOPHY 2h	TECHNICAL PRACTICE & KNOW-HOW 2h / semestre 1	HUMANITIES HISTORY OF ART, DESIGN & TECHNOLOGY 2h	PROJECT: PRACTICE AND EXPERIMENTATION 2h	PROJECT: PRACTICE AND EXPERIMENTATION 3h
1 pm	LUNCH	LUNCH		LUNCH	LUNCH
1:30 pm					
2 pm	TOOLS FOR EXPRESSION AND CREATIVE RESEARCH & PROJECT COMMUNICATION 3h	PROJECT: PRACTICE AND EXPERIMENTATION 3h		PROJECT: PRACTICE AND EXPERIMENTATION 3h	TOOLS FOR EXPRESSION AND CREATIVE RESEARCH & PROJECT COMMUNICATION 4h
3 pm					
4 pm					
5 pm					
5:30					
6 pm					

## **Object design course:**

- Gain proficiency in technical product design, including 3D modeling and rendering using software like Rhinoceros and Keyshot.
- Engage in prototype creation utilizing various materials such as wood, 3D printing, and sewing techniques.
- Explore the theory and the history of design.
- Collaborate with local partners to tackle real-world design challenges.
- Craft a personal approach through the development of an individual positioning with contemporary and future design issues.
- Participate in workshops led by creative professionals from diverse backgrounds to undertake collective or personal projects.
- Develop a critical perspective through theoretical courses, building coherent discourse
- Initiate group visits for collaborative projects, exhibitions and design-related company visits.
- Collaborate with students from Graphic design and Interior design to explore cross-disciplinary projects.

## **Interior design course:**

- Gain proficiency in technical interior and scenography design, including drawing, 3D modeling and rendering using software like Autocad, Sketchup Pro and Enscape.
- Create research models using a variety of materials.
- Explore scenography and delve into the history of architecture, interiors.
- Collaborate with local partners to tackle real-world design challenges.
- Craft a personal approach through the development of an individual positioning with contemporary and future design issues.
- Develop a critical perspective through theoretical courses, building coherent discourse
- Initiate group visits for collaborative projects, exhibitions and design-related company visits.
- Collaborate with students from Object design and Graphic design to explore cross-disciplinary projects.

## **Graphic design course:**

- Design Complex Printed and digital Objects that captivate both visually and conceptually.
- Create visually compelling visual identities for institutions or events, across various communication mediums.
- Skillfully synthesize and graphically present information or data, ensuring clarity and impact.
- Improve typographic design techniques, blending technical precision with stylistic innovation.
- Develop media and graphic content tailored for digital platforms, experimenting programmable electronic Boards, and coding (Arduinio, P5.js) to enhance digital projects.
- Collaborate with students from Object design and Interior design to explore cross-disciplinary projects.
- Craft a personal approach through the development of an individual positioning with contemporary and future design issues.
- Develop a critical perspective through theoretical courses, building coherent discourse
- Initiate group visits for collaborative projects, exhibitions and design-related company visits.

## **• year 1 calendar •**

**semester 1** goes from early september to mid-january

**semester 2** goes from mid-january to mid-june

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
8:15 am					
9:15 am	PROFESSIONAL THESIS 2h / semestre 1		MODERN LANGUAGE 2h	TECHNICAL PRACTICE & KNOW-HOW 2h / semestre 1	PROFESSIONAL THESIS 2h / semestre 1
10 am	MARKETING, STRATEGIC AND LEGAL CONTEXTS 4h / semestre 2				FINAL PROJECT PRACTICE AND IMPLEMENTATION 2h / semestre 2
12:15	HUMANITIES RHETORIC 2h / semestre 1	INNOVATION, FORESIGHT AND DESIGN RESEARCH 2h / semestre 1	HUMANITIES SOCIOLOGY 3h / 1 week in 3	FINAL PROJECT PRACTICE AND IMPLEMENTATION 2h	FINAL PROJECT PRACTICE AND IMPLEMENTATION 2h
1 pm	LUNCH	LUNCH		LUNCH	
1:30 pm					LUNCH
2 pm			LUNCH		
3 pm	HUMANITIES HISTORY OF ART, DESIGN & TECHNOLOGY 4h / semestre 1	FINAL PROJECT PRACTICE AND IMPLEMENTATION 4h	FINAL PROJECT PRACTICE AND IMPLEMENTATION 3h	FINAL PROJECT PRACTICE AND IMPLEMENTATION 4h	TOOLS FOR EXPRESSION AND CREATIVE RESEARCH & PROJECT COMMUNICATION 3h
4 pm					
5 pm					
5:30					
6 pm					

### For the three Master's degree courses:

- Develop a personal approach in the form of a coherent individual methodological framework and a solution in line with contemporary and future issues.
- Initiate visits for the personal final project, interviews, and design-related company visits.
- Work with companies or institutions to put practice at the service of a specific context.
- Write a design research dissertation based on the knowledge acquired throughout the course.

### Developing a professional approach through internship:

- Embarking on a 2 to 3-month internship provides a crucial bridge between academic learning and real-world application, fostering a professional approach essential for success in the labor market.
- Hands-on experience: Apply theoretical knowledge and practical skills acquired during academic studies in a professional setting. Engage with real projects, challenges, and deadlines to gain valuable hands-on experience.
- Skill refinement: Hone skills and acquire new ones by working alongside professionals. Gain insights into best practices, workflows, and standards, enhancing your proficiency and versatility.
- Networking opportunities: Build meaningful connections with designers in your field, including colleagues and potential employers. Leverage these connections for mentorship and future career opportunities.
- Graduation work integration: Integrate your internship experience into your graduation work, incorporating real-world insights, challenges, and solutions. This adds relevance to your personal final project.

### Portfolio development:

Use internship projects and design experiences to enrich your portfolio, showcasing your capabilities, achievements, and professional growth. A well-crafted portfolio is powerful, allowing you to present your skills and expertise to prospective employers.

### Market integration after graduating:

Position yourself effectively in the labor market by leveraging your internship experience and portfolio. Demonstrate your readiness to contribute effectively to organizations, accelerating your integration into the workforce.

**By combining academic learning with practical experience through internships and leveraging these experiences in graduation works and portfolios, you equip yourself with a professional approach that enhances your competitiveness and accelerates your integration into the workplace.**

### • year 2 calendar •

**semester 1** goes from end of september to mid-january

**semester 2** goes from mid-january to mid-june

### • Possibilities of internships •

At present, an internship between Year 1 and Year 2 of the DSAA is required to obtain ECTS credits, and another optional post-graduate internship is possible (up to 6 months in the same company).

## GEOGRAPHICAL LOCATION:

Rennes is close to Paris, with a one-and-a-half-hour train journey. As the capital of Brittany, the first beaches of Saint-Malo are just 45 minutes away.

### Rennes, a city on the move!

Well-known for its quality of life, Rennes was ranked 3<sup>rd</sup> in Europe for «good living» in 2023. It came 2<sup>nd</sup> in the ranking of best student cities, with a 98.24% student recommendation rate!

Cultural life is punctuated by events and festivals all year round (e.g. dance, music, digital art, etc.).

A green city, public transport (including the metro) makes it easy to get around.

Numerous parks give you access to nature and a chance to recharge your batteries.

A student city, 20% of Rennes' population is in higher education. The city adapts its activities and festive life to this predominantly student population.





## STUDENT LIFE:

### LAABREIZH

The student design association on the Bréquigny campus organizes events and participates in the school life.

Low-cost events!

Integration evenings, picnics, trips... The association offers a festive program.

Preferential rates on products!

Printing of goodies, sale of personal productions. The association raises funds for students.

Exclusive partnerships!

Discounted equipment, BDE-only rates at local events. The association sets up partnerships for students.

→ go to @laabreizh



→ go to [lycee-brequigny.fr](http://lycee-brequigny.fr)

→ go to [@brequigny.international](https://www.instagram.com/brequigny.international)

→ go to [@dsaa\\_laab\\_rennes](https://www.instagram.com/dsaa_laab_rennes)

[www.laab.fr](http://www.laab.fr)