→ *go to* 📷 *@dnmade.graphisme.rennes*

## DNMADE
## GRAPHIC DESIGN
### VISUAL LANGUAGES

*BACHELOR DEGREE*

LEGT **Bréquigny, Rennes**
public training, free of charge

www.lycee-brequigny.fr
dnmade.graphisme.rennes@gmail.com

Co-funded by the
Erasmus+ Programme
of the European Union

**LYCÉE
BRÉQUIGNY**
RENNES
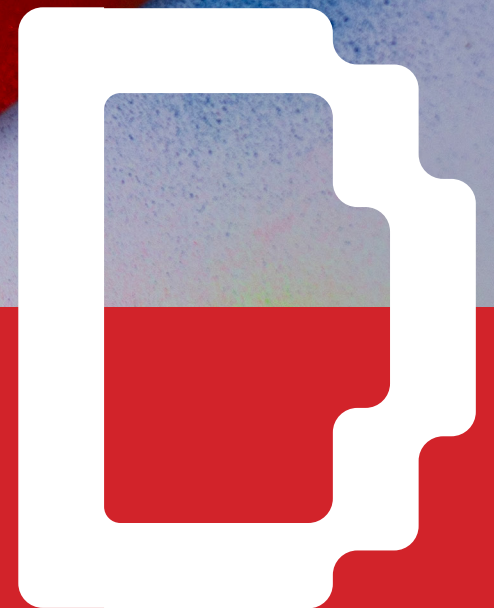
## PRESENTATION OF THE PROGRAM :

**The aim of the *DNMADE graphic design - visual languages -* is to train multi-skilled graphic designers to digital design and printed communication media.**

The program covers a wide range of disciplines relating to editorial and identity design in a variety of fields (cultural, public policy, associative, social, medical, etc.).

As specialists in visual signs (images, letters), graphic designers will be called upon to design printed editorial objects (posters, books, magazines, brochures, etc.) and digital media (websites, interface design, etc.); fixed visual identity systems (logotypes, pictograms, signage, packaging, etc.) and moving visual identity systems (motion design, credits, etc.).
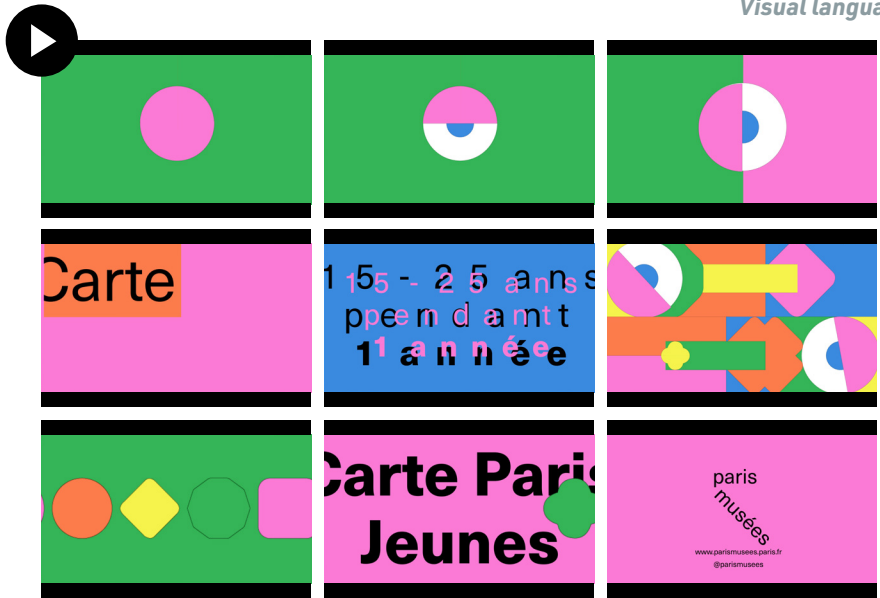
# TEACHING PROGRESSION :

The DNMADE (*National Diploma in Fine Craft and design*) delivers a bachelor's degree diploma over a 3-year study period.

## YEAR 1

**The first year is spent discovering and acquiring the fundamentals.**

**semester 1**
*sept. / jan.*

Discovering the <u>fundamentals</u> of graphic design

**SIGN** — *icotype, letter.*

**LAYOUT** — *poster, page layout.*

+ Workshop 1st & 2nd year

**semester 2**
*feb. / june*

Strengthening of graphic design <u>fundamentals</u>

**SIGN SYSTEM** — *logotype, pictogram, identity.*

**PRINT EDITION** — *leaflet, micro publishing.*

*from mid-june to end of june*
● **DISCOVERY INTERNSHIP 2 weeks**

## YEAR 2

**The second year is dedicated to deepening and specialization.**

**semester 3**
*sept. / dec.*

Deepening and <u>specialization</u> in graphic design

**SIGN SYSTEM** — *identity system, graphic charter.*

**PRINT EDITION** — *typography, editorial design.*

+ Workshop 1st & 2nd year

**semester 4**
*jan. / apr.*

Deepening and <u>specialization</u> in graphic design

**MOVING SIGNS** — *motion design, signage.*

**DIGITAL EDITION** — *UI & UX design.*

*from early april to mid-july*
● **PROFESSIONAL INTERNSHIP 12 to 16 weeks**

## YEAR 3

**The third year is focus on professional development.**

**semester 5**
*sept. / jan.*

<u>Professional development</u> and research thesis development

**VARIETY OF GRAPHIC MEDIA**

+ technical specialization : creative coding, 3D.

*end of january*
● **MADE THESIS defense**

**semester 6**
*feb. / june*

<u>Professional development</u> and deployment of a personal project

**VARIETY OF GRAPHIC MEDIA**

+ technical specialization : creative coding, 3D.

*end of june*
● **MADE PROJECT defense**

## YEAR 1

**The first year is spent discovering and acquiring the fundamentals.**

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**semester 1**
*sept. / jan.*

**Discovering the <u>fundamentals</u> of graphic design**

SIGN — *icotype, letter.*

LAYOUT — *poster, page layout.*

+ Workshop 1st & 2nd year

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**semester 2**
*feb. / june*

**Strengthening of graphic design <u>fundamentals</u>**

SIGN SYSTEM — *logotype, pictogram, identity.*

PRINT EDITION — *leaflet, micro publishing.*

*from mid-june to end of june*
● **DISCOVERY INTERNSHIP 2 weeks**

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**Weekly schedule for DNMADE1:**
*30h*

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|---|---|---|---|---|---|
| *8-9 AM.* | | Professionnalization pathways *1h* | | | Modern Languages *2h* |
| *9-10 AM.* | Humanities Philosophy *1h* | | Tools for Expression and Creative Research *3h* | Technique & Know-how *3h* | |
| *10-11 AM.* | Economic & Legal contexts *1h* | Technologies & Materials *2,5h* | | | Humanities Literature *2h* |
| *11-12 AM.* | Project Communication & Mediation *1h* | | | | |
| | LUNCH | LUNCH | LUNCH | LUNCH | LUNCH |
| *2-3 PM.* | | | Tools for Expression and Creative Research *2h* | | Culture of Art, Design & Technology *2,5h* |
| *3-4 PM.* | Project practice and implementation *4h* | Digital Tools & Languages *3h* | | Technique & Know-how *3h* | |
| *4-5 PM.* | | | | | |
| *5-6 PM.* | | | | | |

## YEAR 2

**The second year is dedicated to deepening and specialization.**

**semester 3**
*sept. / dec.*

**Deepening and <u>specialization</u> in graphic design**

- **SIGN SYSTEM** — *identity system, graphic charter.*
- **PRINT EDITION** — *typography, editorial design.*

+ Workshop 1st & 2nd year

**semester 4**
*jan. / apr.*

**Deepening and <u>specialization</u> in graphic design**

- **MOVING SIGNS** — *motion design, signage.*
- **DIGITAL EDITION** — *UI & UX design.*

*from early april to mid-july*
● **PROFESSIONAL INTERNSHIP 12 to 16 weeks**

## Weekly schedule for DNMADE2:
*28h*

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|---|---|---|---|---|---|
| 8-9 AM. | Professionnalization pathways *1h* | Humanities Philosophy *1h* | | | Project practice and implementation *4h* |
| 9-10 AM. | | Humanities Literature *1h* | Technique & Know-how *3h* | | |
| 10-11 AM. | Technologies & Materials *2,5h* | Economic & Legal contexts *2h* | | Modern Languages *2h* | |
| 11-12 AM. | | | | | |
| | LUNCH | LUNCH | LUNCH | LUNCH | LUNCH |
| 2-3 PM. | Culture of Art, Design & Technology *2h* | Digital Tools & Languages *2h* | | Tools for Expression and Creative Research *3h* | Project Communication & Mediation *1h* |
| 3-4 PM. | | | Technique & Know-how *3h* | | Project-related research *1h* |
| 4-5 PM. | | | | | |
| 5-6 PM. | | | | | |

## YEAR 3

**The third year is focus on professional development.**

### semester 5
*sept. / jan.*

**Professional development** and **research thesis development**

{ **VARIETY OF GRAPHIC MEDIA** }

+ technical specialization : creative coding, 3D.

*end of january*
● **MADE THESIS defense**

### semester 6
*feb. / june*

**Professional development** and **deployment of a personal project**

{ **VARIETY OF GRAPHIC MEDIA** }

+ technical specialization : creative coding, 3D.

*end of june*
● **MADE PROJECT defense**

## Weekly schedule for DNMADE3:
*26h*

| | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY |
|---|---|---|---|---|---|
| 8-9 AM. | Economic & Legal contexts 2h | Project practice and implementation 4h | | Technique & Know-how 4h | |
| 9-10 AM. | | | | | |
| 10-11 AM. | Digital Tools & Languages 2h | | Tools for Expression and Creative Research 2h | | Culture of Art, Design & Technology 1h |
| 11-12 AM. | | | | | Modern Languages 1h |
| | LUNCH | LUNCH | LUNCH | LUNCH | LUNCH |
| 2-3 PM. | Project-related research 2h | | | | Professionnalization pathways 1h |
| 3-4 PM. | | Humanities Literature 4h (S5 only) | | Technique & Know-how 3h | Project Communication & Mediation 2h |
| 4-5 PM. | | | | | |
| 5-6 PM. | | | | | |

**DESIGN PROJECT**

**KNOW-HOW**

**EXPERIMENT**

**THEORY**

# 1 + Manage a project or a design process

→ *Analyze / Research / Develop*
→ *Demonstrate, mediate, communicate*
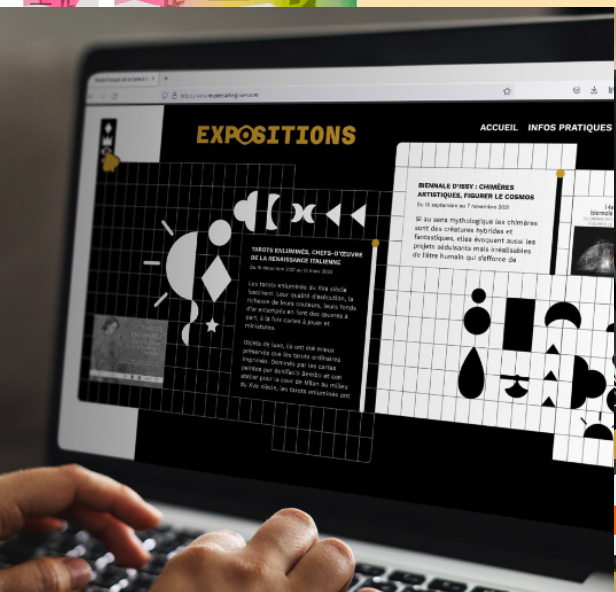
# 2 + Develop a visual grammar in space and time

→ *Build a visual sign (letter, icotype, texture, material, photo, drawing)*
→ *Articulate different visual signs (logotype, pictogram)*
→ *Organize a visual identity system (multi-support-animated identity, collection)*
→ *Develop a visual discourse (promotional-informational message, illustation, credits)*
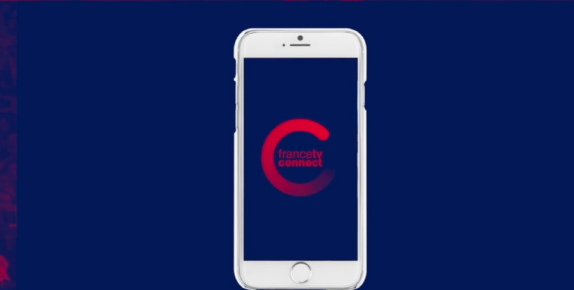
# 3 + Organize information in space and time

→ *Produce and select*
→ *Organize, structure and prioritize conceptually*
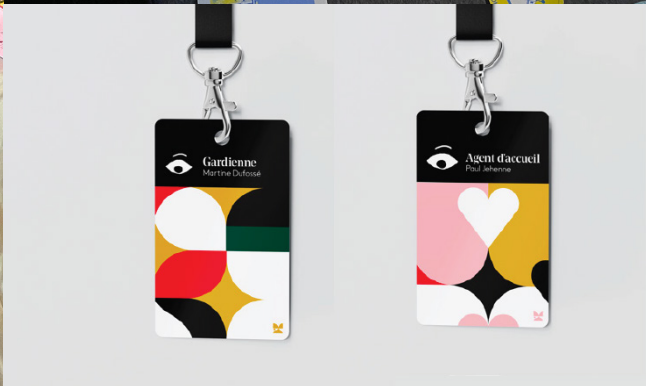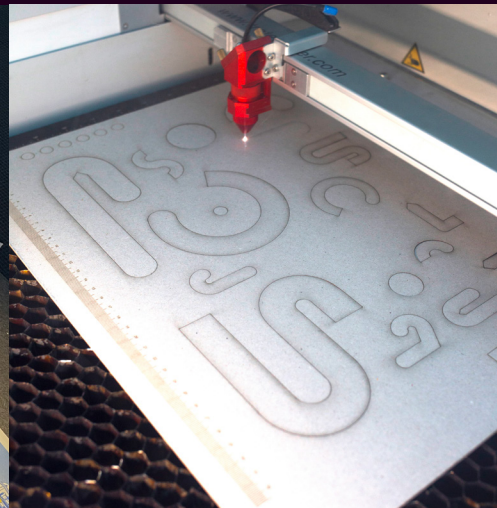→ *Present visually (teaser, interface) / sptially / temporally*
→ *Adapt (to user or context)*
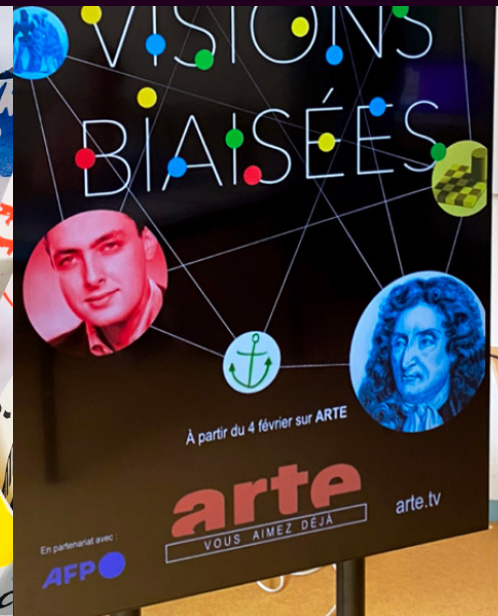
# 4 + Produce and prototype

→ *Produce visual material according to various technical modalities (traditional, analog and num)*
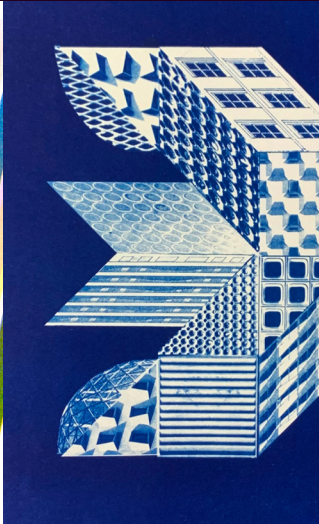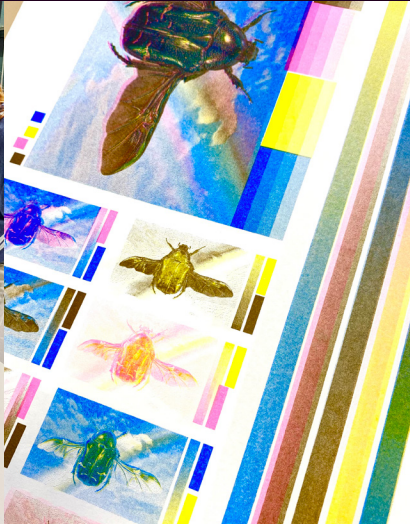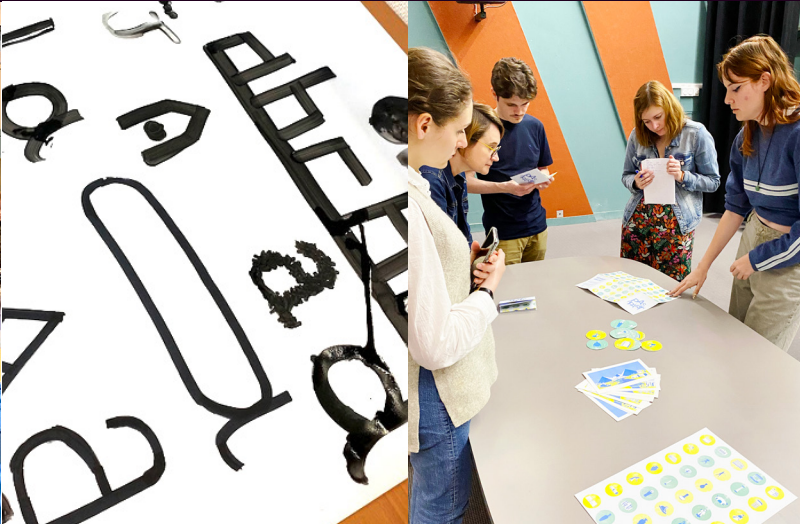→ *Know and understand / choose / experiment / master / innovate*
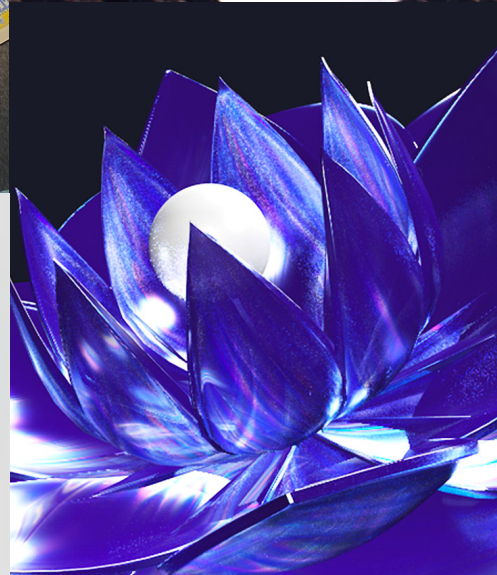
# 5 + Forge links with professionals

→ *Discover different techniques, contexts and ways of creating*
→ *Aquire expert skills and how-know taught by professionals*
→ *Argue, communicate, exchange with a variety of speakers*

# THE SCHOOL :

The «Lycée Bréquigny» is home to over 600 students, from bachelor's to master's degrees, including 150 students in the Design field. The school stands out for the diversity of its courses (art, technical, service, etc.).



## DESIGN CENTER

### DNMADE & DSAA
**The school offers a DNMADE (BACHELOR) in graphic design, as well as a DSAA (MASTER) in graphic, object and space design.**

The DNMADE program has four computer-equipped classrooms and two classrooms dedicated to visual arts.
The DSAA program has two 200-square-meter floors equipped with computer facilities and manufacturing workshops.
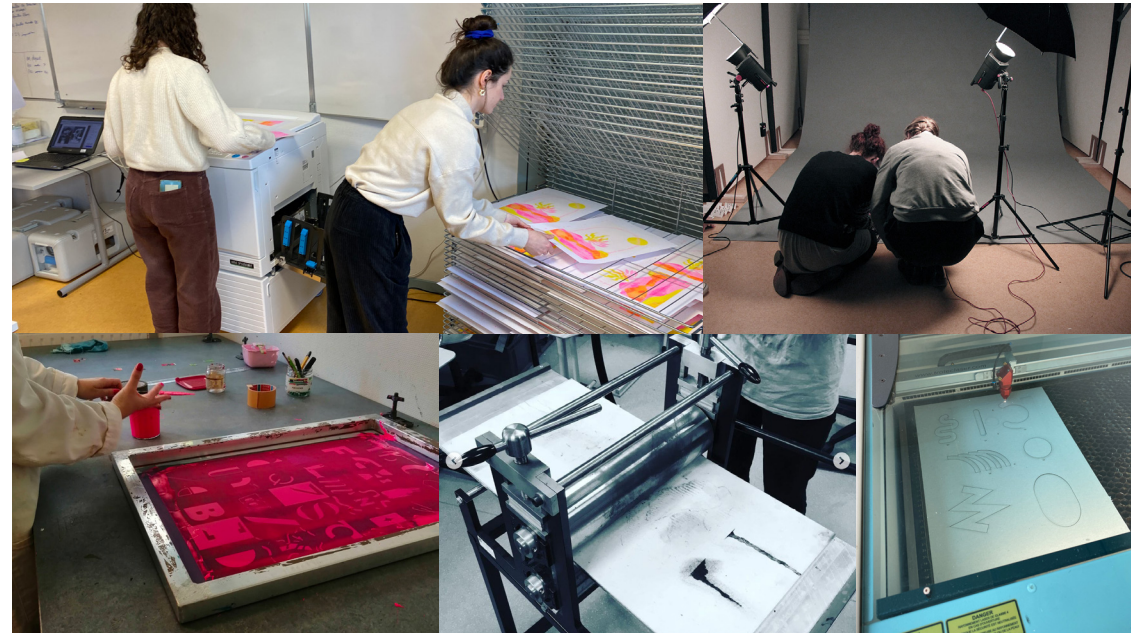


The campus includes a restaurant, a library, sports facilities and a protected natural park.

**the campus covers almost 20 hectares for a total of 3,000 pupils and students.**

## BRÉQUIGNY CAMPUS

### Brittany's largest public school
**One of the largest educational establishments in France,**



## WORKSHOPS ON CAMPUS:

### ESTAMPE
**Printmaking workshops are located in the immediate vicinity of the work rooms.**

**Screen printing workshop**
The workshop has two fixed and four mobile printing stations.
A multitude of colors are available.

**Engraving workshop**
The workshop is equipped with a press for etching, linocut and monotype. Engraving equipment (plates, burins) are available in the workshop.

**Risography**
The facility has a RISO duplicator equipped with 5 color drums.

### DIGITAL FABRICATION
**Several digital fabrication tools are located in the second building.**

**Laser cutter**
The facility is equipped with a Trotec A2 format laser cutter. The equipment is accessible with assistance.

**3D printing**
Two hot-wire 3D printers are available for volume projects.

**Vinyl cutter**
A Cameo A3 vinyl cutter is available to students.

### PHOTOGRAPHY
**Photography plays an important role in our teaching.**

**Photo studio**
The photo studio includes equipment for free-standing photography, as well as an object-specific overhead shooting station. Cameras, telescopic stands and lighting are available to students in the studio.

# 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

**Rennes, a city on the move!**
**Well-known for its quality of life, Rennes was ranked 3rd in Europe for «good living» in 2023. It came 2nd 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.**



RETOUR SUR
## LA SOIRÉE AUX PRAIRIES ST-MARTIN

2022-2023

SOIRÉE AU PUB GALL

ENTRÉE GRATUITE POUR LES ADHÉRENTS !
SUR INSCRIPTION
TARIFS NON ADHÉRENTS 6€

PRÉVENTES AVEC BRACELETS PERMETTANT DES RÉDUCTIONS
DÉTAILS →

MERCREDI 5 AVRIL - 20H
24 PL. DES LICES, 35000 RENNES

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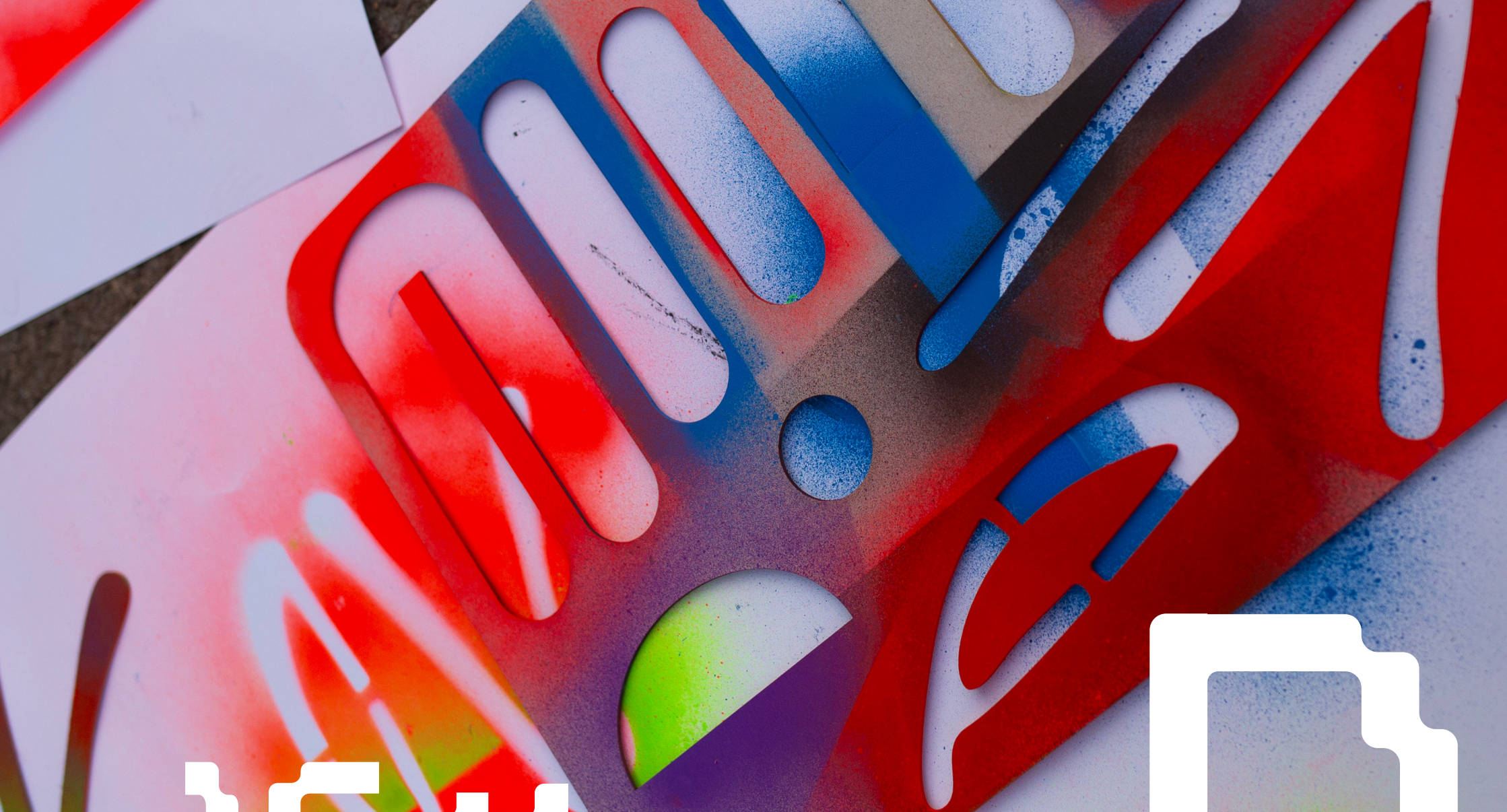Printing of goodies, sale of personal productions. The association raises funds for students.

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

→ go to @laabreizh

LEGT **Bréquigny, Rennes**
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