DESIGN PROJECT

In this design option, the values of the brand are central to the Brand Design project and are the starting point. This option is open to a number of different student profiles, (product, graphics, visual communication, point of sale and display).

The objective of Brand Design is to develop a new generation of products, packaging, or service, which will communicate clearly the values, and positioning of the company in its marketplace. Students will need to research the company; its competitors, its market and its values, personality and culture to determine the way forward. In addition, they will study in detail the codes of the brand found in existing products (form, shape, colour, ergonomy, semiology, materials, shape...) and in services (the way it does things), from ordering to delivering – the Customer Journey. An existing identity may also need to be considered (colours, icons, symbols, layout, typography, corporate guidelines...). The notion of brand (and user) experience is present throughout the project.
Here, students do not just design graphic components; they translate and integrate brand values into their productions.

ANTHROPOLOGY (Semester 1 only)

The objective of this course is to introduce the different anthropological disciplines (social, cultural, biological) to design students and to show them how can anthropology be useful for a designer and vice versa. Anthropology can tell us something about the roles of design in everyday life. If we know and use it properly it provides us with valuable information that can be used to design "better" things or to design nothing at all. Have you ever wondered how could you do "better" design in order to improve the other peoples' lives? Have you ever wondered what tools you can use so the result actually matches expectations and reflects the real need of the users? Anthropology can show us how to explore, learn about and interpret the life of other people (in our own and other cultures) and also how to reach an objective understanding of their way of living. Students will also discover the methodology of ethnographic research using ethnographic tools. Ethnography can be a very subjective "adventure", but knowing how to correctly perform it makes it a source of valuable information not only for the ethnographer but also for a designer.

FRENCH LANGUAGE AND CULTURE

This class is aimed at students who are keen to learn both the French language and culture. After completing a placement test, students join one of 3 levels : Beginner (A1), Intermediate (A2), Advanced (B1/B2).
At the end of the term, students in the Beginners group should be able to deal with everyday situations such as buying groceries or booking a train ticket For the more advanced levels, students should also be able to give their opinion about French issues such as politics, society, art and media.
Throughout the semester, students have the opportunity to discover the French culture while visiting places of interest in Nantes and also in class through movies,TV programmes and songs.

VISUAL ARTS

The starting point of every visual art project is always an open subject. This class allows students to develop and create their own personal art project throughout the semester, starting with research, continuing with tests and models and ending with the realization of their art project. At the end of the semester, students organise a small exhibition to show their art to the public.

GRAPHIC DESIGN

This course aims at understanding the graphic design process and explores different aspects of creating a brand. It is set through a design project with regular theoretical inputs.
design a graphic identity for a company, a product or a service
brochure layouts (choice and use of type, grid systems, rhythm, contrasts, illustration, colour, visual vocabulary, etc.)
Students will learn to gather and analyse information in order to define precisely their communication and brand values. Mood boards will help them to visualise the style and values they want to convey. They will explore several graphic concepts, develop personal visual vocabulary, and set up the final project on the computer.

3DS MAX

3ds Max is the main Autodesk design and visualization software. It is the most used 3D design software, because of its power and its number of users. This 3D is Multi-function tool, offers artists a comprehensive creative toolset, and amazingly powerful and complex software for modeling, texturing, lighting, rendering and animating. This top-tier application for digital content creation provides students with everything they need to get off to a good start.
This course covers modeling with polygons, curves, and subdivision surfaces; defining surface properties with materials, shaders and maps; setting up cameras and lights; animating objects and final output rendering.

SEMIOTICS (Semester 2 only)

What does the brand designer specifically deal with? From a semiotical viewpoint, it is essentially the relationship between identity and image. During this course students will study the production and the management of meaning by looking further into this identity/ image relationship. Students will assess the elements involved in this flow of meanings. The receiver must be able to develop strong and meaningful connections between identity and image. In this way, students will work on meaning and its traceability.

METHODOLOGY WORKSHOP

At the beginning of each semester students are familiarized with the design methodology applied at the school through a week-long workshop.

BRAND DESIGN WORKSHOP

A week-long Brand Design workshop: students are given a design brief and, working in groups, are asked to follow the project through from the research phase to its final stages.

CINTIQ (Semester 1 only)

Introduction to using graphic tablets.

NARRATIVE IMAGES (Semester 1 only)

The Narrative Images course runs over one term, it is a studio-based course designed to offer an introduction to sequential storytelling by equipping students with analytical and practical tools. Narrative Images projects find their initial basis in observation, with a subsequent strong focus on exploring the design issues of visual narratives. The course also includes short Bande dessinée (ie. Inspired by the European Comic strips tradition and contemporary avant-garde) experimental exercises. The course draws from a wide range of graphic storytelling traditions, from William Hogarth or Osamu Tezuka to Duane Michals, Hugo Pratt or Richard McGuire.

DRAWING/ILLUSTRATION (Semester 2 only)

During this course students will work on five lino etchings of a text in English with at least one whole realistic human figure in each.
The attitude of the figures (which must be detailed, with an accurate anatomy and proportion, as studied at the beginning of the course), space, lights, colours and textures all
contribute to the expression of the specific graphic universe suggested by the text.
Criteria are as always based on the investment of the student, the student's relationship with the given text, originality, expressiveness of visible and accurate anomatical landmarks of figures, spaces, colours and shadows.

SEMIOTICS (Semester 2 only)

What does the brand designer specifically deal with ? From a semiotical viewpoint, it is essentially the relationship between identity and image. Students will study the production and the management of meaning in the relationship between identity and image. It is important to assess the elements involved in this flow of meaning. The receiver must be able to develop strong and meaningful connections between identity and image. Students' work will therefore focus on meaning and its traceability.

AFTER EFFECT (Semester 2 only)

This course aims to teach students the notion of motion design and the use of After Effects software. Students will start by working on exercises to become familiar with UI and the tools of the software. They will then focus on the notion of rhythm and animation dynamics. By the end, students will create a full motion based on graphics created during the year.

INTERNATIONAL WORKSHOP (Semester 2 only)

Teachers from our international partner schools are invited to the school to conduct a week long practical Brand design workshop with students.

ILLUSTRATION (Semester 1 only) OPTIONAL

The illustration workshop takes place in English and the object of the course is to encourage young designers to explore illustration, to discover how its' use can enrich and enhance every type of text, to see how the power of a good illustration can and reinforce any kind of presentation.
The challenge will be to see how we can interpret and express an idea or tell a story by creating a unique and original visual.
Two projects will be proposed, one individual project and one group project and without needing to be good at drawing, with a pencil or a piece of string, students will explore different styles and techniques to create illustrated documents.

PHOTOGRAPHY (Semester 1 only) OPTIONAL

"This is not a technical process" - a workshop about illustrative photography
As a medium to illustrate a concept or a slide-show, photography seems an obvious choice because it has become really easy to find or produce.
But this impression of easiness can be deceiving as finding the picture that best illustrates an idea is a task that requires more skills than just typing a few words in a browser, and sorting out a picture among hundreds of others to represent the quintessence of your last summer holidays is tough.
This workshop designed for beginners and advanced photographers is an opportunity to discover or improve your awareness of the relationship between technical, emotional and intellectual aspects of this medium to simply be a better illustrative photographer.
We will spend 20 hours (10x2hrs) in both the studio, field and post-production room to help you improve in every stage of the digital photographic production process.
Students are allowed to use their own photographic equipment, and for the non equipped, digital cameras and tripods are available at the school's studio.

3DS MAX (Semester 2 only) OPTIONAL

3ds Max is the main Autodesk design and visualization software. It is the most used 3D design software, because of its power and its number of users. This 3D is Multi-function tool, offers artists a comprehensive creative toolset, and amazingly powerful and complex software for modeling, texturing, lighting, rendering and animating. This top-tier application for digital content creation provides students with everything they need to get off to a good start. This course covers modeling with polygons, curves, and subdivision surfaces; defining surface properties with materials, shaders and maps; setting up cameras and lights; animating objects and final output rendering.

SOLIDWORKS (Level 1 Beginners) (Semester 2 only) OPTIONAL

Introduction to Solidworks, a computer-aided design application (CAD) frequently used to create 3D models in design agencies and departments.

TECHNICAL DRAWING (Semester 2 only) OPTIONAL

The purpose of this course is to understand technical drawing as an essential tool for analysis, representation and to design any project. The different techniques of geometrical drawing (plan, section, elevation, axonometry) will be explored through concrete subjects.

This course will be based on drawing by hand to reveal representation complexity. Students will develop their skills of representation and comprehension of a space, a piece of furniture, a product or a technical detail. The course will be divided into several individual exercises, accompanied by theoretical courses giving the necessary technical bases. The aim is to give each student the essentials skills of technical drawing in order to understand its usefulness in the project approach, from conception to communication.

DRAWING FOR PRODUCT DESIGNERS (Semester 2 only) OPTIONAL

Students will learn and develop drawing techniques used in product design.