

DESIGN PROJECT

Retail and Interior design is intended for students with backgrounds in architecture, interior, retail and exhibition design.

Retail and interior design embodies all **the visual attributes of a brand** (architecture, visual identity, permanent and pop-up branded environments, POS and merchandising, signage and wayfinding, packaging, signage, launch communications, online tools and social media). Beyond its creative dimensions, this 'systemic approach' enables students to consider more complex strategic issues such as empathy, ergonomics, service design, business models, and ways of communicating, selling and creating sustainable concepts.

As most of our projects are based on real partnerships with companies, students are encouraged to explore synergies and links between creative design fields such as graphic design; scenography and window display... and therefore have to consider their project as a whole. Building on this expertise, this course is a great opportunity to develop additional creative and strategic skills.

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 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.

3DS MAX Level 1 or 2

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.

TECHNICAL DRAWING

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.

NARRATIVE IMAGES (Semester 2 only)

The Narrative Images course 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

CINTIQ (Semester 1 only)

Introduction to using graphic tablets.

SEMIOTICS (Semester 2 only)

From a semiotical viewpoint, the aim of Global Design is to provide at the very least a universe of meaning to users and, at best, offer them an experience. We will study design as a language, as a set of meanings. In this way, each type of design (graphic, product, object, space, interactive) takes the user on a journey starting with the initial sensations it provokes and leading to its meaning.

MODEL MAKING

Students learn how to use the model as a design tool. This course aims to develop students skills in making choices and defining model strategies both in the research and the communication of their projects.

TECHNOLOGY

Designed for students in scenography and interior architecture, the technology course broadens their knowledge on building systems and materials application in the implementation of commercial, institutional and industrial spaces.

The other objective of the course is to raise student's awareness on an eco-design approach by encouraging them to consider environmental, energy and social issues during their projects within the school. With this 'Lifecycle' focused approach, students can enrich their thinking and develop a critical awareness on the relevance of their materials and constructive choices.

METHODOLOGY WORKSHOP

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

RETAIL AND INTERIOR DESIGN WORKSHOP

A week-long Global 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.

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.

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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.

DRAWING FOR PRODUCT DESIGNERS (Semester 2 only) OPTIONAL

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