

SYLLABUS BACHELOR DESIGN 360 COURSE MENTION MULTIMEDIA COMPUTER GRAPHICS

Certified Level 6 RNCP title "Baccalaureate" (High school diploma) + 3 years

This bachelor's degree enables students to learn about the jobs of graphic and digital designers, allowing them to enhance the company's brand image. It enables students to acquire the skills needed to work in various areas of communication.

Duration of training : Three years

Careers : self-employed, salaried or consultant for a company or agency, the holder of a Bachelor's degree in multimedia computer graphics contributes to the design of various communication media.

In a professional structure, he/she exercises his/her know-how as a collaborator in a creative or communication office.

The first year of the Bachelor's degree is a year of initiation and discovery of graphic and digital design. It lays the foundations of drawing in its various forms, it allows students to learn about graphic representation software, and above all, this first year opens the student to approaches to creativity and concepts in the field of communication.

The second and third years of training are divided between professional courses on the one hand and artistic and general courses on the other. They combine conceptual and semantic learning linked to graphic design.

In the second year of the Bachelor's programme, the student must achieve a satisfactory level of mastery of all the skills and courses in order to be "autonomous" in the third year.

Students on an initial bachelor's degree course must complete a minimum of 18 weeks of work experience during their course :

- 6 weeks in the first year
- 6 weeks at the end of the second year
- 6 weeks in the third year of study.

These compulsory internships in agencies give the student the opportunity to be in contact with the professional reality. They facilitate the student's future integration into working life, his or her integration into multidisciplinary teams and study offices of the section followed.

PROGRAM

1st year of Bachelor Design 360 Multimedia computer graphic

Teaching program	ECTS	Weekly hours	Allocated hours semester 1	Allocated hours semester 2	Objectives
Humanities	8	1,5	18	18	Philosophical approach to problematisation, fundamental concepts, and applied methodologies. To acquire a philosophical culture associated with the exercise of indispensable methodological skills: questioning, organising a thought, presenting it in writing and orally.
Advertising culture	8	1,5	18	18	To know the major historical developments in graphic design. To identify the different currents of communication from the beginning of the 20th century to the present day.
Tools for expression and creative exploration	6	2	24	24	Implement different tools of expression, in the service of an intention. Be able to show their experimental work in a coherent and thoughtful way, in relation to their intentions. Be able to articulate his/her production to the approach of the project concerned, by visual, written and oral means.
Technologies and materials Typography and photography	4	4	48	48	Identify and understand the different professions in the graphic and digital chain. Understand the techniques for the material restitution of files. Understand the different printing techniques. Discover the typographic language around the sign and the layout. Mastering the fundamental parameters of photography. To know the main means of expression of the photographic medium.
Digital tools and languages	4	8	96	96	Deepening of DTP CAD tools. Mastery of digital languages through the software InDesign (page layout Edition) and Illustrator (vector tool), Photoshop, Wordpress and Animate.
Modern languages	4	1,5	18	18	Harmonisation of English language levels, development of oral and written comprehension and expression.
Economic & legal and marketing contexts	4	1,5	18	18	Implementation of a marketing strategy through tools (Swot...).

Techniques and skills/ academic drawing	4	2	24	24	Discovery and awareness of graphic practice through various media. Collaborative practices, crossing the specificities of complementary technical fields. Practice and deepening of a specific practice.
Project practice and implementation/ Visual communication	4	4	48	48	Open micro-projects in different fields of graphic design. Experimentation with the project approach in several creative fields. Universe of printed communication. The world of digital communication.
Communication and mediation of the project/ artistic culture	4	2	48	48	Apply the different codes and modes of representation and communication seen in semester 1. Articulate its communication choices with its creative approach. Deepen their understanding of the essential rules of composition, typography and layout in relation to their choice of communication media.
Communication analysis	6	2	48	48	Learn about different codes and modes of representation and communication. Identify different means of representation and communication, analyse them and relate them to the creative process. Identify the relevance of choices made to communicate an approach.
Professionalization course of study	4	0	0	0	Initiation and construction of the course, individualisation, tutoring, visits to companies, laboratories and research centres linked to the technology, materials and project course 6 weeks of professional immersion.
Internship in a company				210	

2nd year of Bachelor Design 360 Multimedia computer graphic

Teaching program	ECTS	Weekly hours	Allocated hours semester 1	Allocated hours semester 2	Objectives
Humanities	8	1,5	18	18	Reflections on the practice of design and the art professions, within informed current issues informed by philosophy. To develop and examine a number of cross-cutting concepts from the fields of philosophy and aesthetics, and more specifically, but not exclusively, from design and craft.
Art, design and advertising culture	8	1,5	18	18	Identify current modes of communication and new communication codes.
Tools for expression and creative exploration	6	1,5	18	18	Cross-practices and productions associated with the creative workshop. Autonomous plastic practices aimed at a personal and collaborative creative project.
Technologies and materials/Typography and photography	4	5	60	60	Observe and analyse printed works in the profession. Find and justify the creative thread of technical choices.
Digital production and languages	4	6,5	78	78	Deepening of the speciality tools and digital languages associated with the project. Learning and mastering After Effect software, social networks and UI/UX.
Modern Languages	4	1,5	18	18	International culture of reference, oral and written practice of the language in relation to the professional field.
Economic & legal/marketing contexts	4	1,5	18	18	Case study and development of collaborative projects and their economic and legal specificities.
Techniques and know-how	4	1,5	18	18	Collaborative practices, crossing the specificities of complementary technical fields. Practice and deepening of a specific field.
Practice and implementation of the project	4	4	48	48	Individual project approach, specific to a professional field. Collaborative project approach, complex problematic and specific to several professional fields.
Communication and mediation of the project/art culture	4	1,5	18	18	Presenting, communicating, and promoting your project. Master and exploit the different codes and modes of representation and communication. Be able to select codes and modes of representation to serve one's own approach. Make your project approach readable and understandable to others.

Communication analysis and research approach	6	2	24	24	Problematize and investigate through practice (pose a subject, define a problem, conduct a reasoning involving practice).
Professionalization course of study	2	1	12	12	Positioning and enrichment of skills in relation to the project, search for partnerships.
Internship in a company	2			210	Possible pre-professionalization internship in connection with the personal project 6 weeks.

3rd year Bachelor Design 360 Multimedia computer graphic

Teaching program	ECTS	Weekly hours	Allocated hours semester 1	Allocated hours semester 2	Objectives
Branding and advertising culture	8	2	24	24	Be able to define a brand identity. Be able to identify, analyse and qualify customer needs.
Conducting a marketing study/ Designing a communication plan	8	3	36	36	Be able to set up a trend monitoring process. Be able to conduct a marketing study. Be able to determine the actions to be implemented with regard to one's objectives, the composition of one's market, one's target clients/users and the positioning of one's product/service offer, to design the marketing/communication plan of the client entity, by establishing its timetable and defining the means to be allocated, the professionals to be mobilised, and by ensuring the coherence of the whole with regard to the problem to be solved and the resources and constraints of the project.
Tools for expression and creative exploration	4	2	24	24	Writing and expression of a plastic and didactic point of view in the service of the personal project and further study.
Communication project and strategic communication	8	5	60	60	Be able to design and produce marketing/communication tools and materials. Be able to propose an on and offline media plan. Conducting investigations into 360° communication and digital prospects.
Management and evaluation of marketing and communication actions	8	5	60	60	Organising and supervising the evaluation of the implementation of marketing/communication actions. By setting up teams and organising their working methods, supervising the implementation of marketing and communication actions, coordinating and monitoring the contributions of the various professionals involved, in order to ensure that the objectives are achieved and to produce an evaluation and assessment of the actions carried out.

Business strategy in modern language	6	2	24	24	To be familiar with all the existing entrepreneurial statutes. To be able to choose the legal status that best suits the professional project.
Financial and accounting management of the company	2	1,5	18	18	Introduction to the different administrative elements of corporate financial management.
E-reputation management and community animation.	4	2	24	24	In line with its positioning and overall communication strategy, manage the e-reputation and animate the community of clients/users of its client entity, by implementing actions contributing to the visibility, audience and frequentation of its online media, and by evaluating their effectiveness in order to identify optimisation possibilities (analytical).
Internal communication; corporate and institutional	4	2	24	24	Be able to intervene in different forms of communication: Internal, societal, institutional...
Research approach	4	2	24	24	Build an argued development supported by references, write a project brief specifying the choices and key stages of the approach.
Internship in a company	2	0	0	210	Possible pre-professionalization internship in connection with the personal project 6 weeks.
Professionalization course of study	2	0		10	Argumentation, valorisation and promotion of the personal project.