

SYLLABUS DNMADE COURSE

MENTION SPACE AND EVENT MANAGEMENT

- **Communication Space, Temporary Arrangement, Stage designing/scenography and event planning course**
- **Innovation, Packaging, Eco-Design, Communication Space and creation of point-of-sale advertising course**

Title with degree "Baccalaureate" (High school diploma) + 3 years : Licence Grade Approved

This DNMADE (Public Bachelor's Degree, national diploma for arts and design professions) enables students to learn about the professions of event designer, stand designer and commercial space designer, enabling the enhancement of the company's brand image. It permits the acquisition of skills to intervene in various areas of activity: scenography, museography, ephemeral spaces (fairs, exhibitions, decorations, etc.).

Duration of training : Three years.

Careers : self-employed, salaried or consultant for a company or an agency, the holder of the DNMADE event management course contributes to the aesthetic design of spaces and volumes in our daily lives.

In a professional structure, he exercises his know-how as a collaborator in a design office, as a commercial designer, or as an advisor in the design of event spaces.

The first year of the DNMADE is a year of initiation and discovery of event design.

It lays the foundations of drawing in its various forms, it allows the student to apprehend graphic representation software, and above all, this first year opens the student to approaches to creativity and concepts in the field of commercial space.

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 cross conceptual and semantic learning related to design.

In DNMADE second year, the student must achieve a satisfactory level of mastery of all the skills and teachings in order to be "autonomous" in the third year.

The student in initial training DNMADE has to realize 16 weeks of training courses minimum during his training :

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

These obligatory 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 and into multidisciplinary teams and study offices of the section followed.

PROGRAM

1st year of DNMADE

Teaching program	ECTS	Weekly hours	Allocated hours semester 1	Allocated hours semester 2	Objectives
Humanities	8	2	30	30	<p>Approach in philosophy to problematisation, fundamental concepts, and applied methodologies.</p> <p>To acquire a philosophical culture associated with the exercise of indispensable methodological skills: questioning, organising a thought, presenting it in writing and orally.</p>
Arts, design and technology culture	8	2	30	30	<p>Construction of a common base of knowledge and the stages of the major chronological landmarks.</p>
Tools for expression and creative exploration	6	7	105	105	<p>Implement different tools of expression, in the service of an intention.</p> <p>Be able to show their experimental work in a coherent and thoughtful way, in relation to their intentions.</p> <p>Be able to articulate his/her production to the approach of the project concerned, by visual, written and oral means.</p>
Technologies and materials, including 1 hour of science	4	3	45	45	<p>Study of the implementation of materials and production systems, experimentation, observation and case studies.</p> <p>Including one hour of science: Analyze, and render all types of knowledge that are related to : Colour and colours; working spaces - screen, paper - to be able to understand what happens when studying a document presented on screen or presented on paper.</p> <p>Understand how RGB and CMYK modes work and how to anticipate the results according to the spaces in which the work is done. Know how to justify it.</p> <p>Understand the difference(s) between reflection and diffusion depending on whether the material is opaque or transparent. Know how to justify this.</p> <p>To understand the important roles between the notions of dye and pigment and also to understand the roles of binders.</p>
Digital tools and languages	4	2	30	30	<p>Deepening of DTP CAD tools and introduction to digital languages.</p> <p>Introduction to InDesign (page layout editing) and Illustrator (vector tool).</p>

Modern languages	4	1,5	22,5	22,5	Harmonisation of English language levels, development of oral and written comprehension and expression.
Economic & legal contexts	4	2	30	30	General knowledge applied to industry and entrepreneurship.
Techniques and know-how	4	1,5	22,5	22,5	Discovery and awareness. Sampling, development of material library.
Practice and implementation of the project	4	7	105	105	Micro-projects open to different fields of creation. Experimentation with the project approach in several creative fields.
Communication and mediation of the project	4	2	30	30	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. Apply the different codes and modes of representation and communication seen in semester 1. Articulate its communication choices with its creative approach. Develop understanding of the essential rules of composition, typography and page layout in relation to their choice of communication media.
Accompaniment to autonomy	6	1	15	15	
Professionalization course of study	4	0	0	70	Initiation and construction of course, individualisation, tutoring, visits to companies, laboratories and research centres linked to the technology materials and project course. 2 weeks of observation.

2nd year of DNMADE

Teaching program	ECTS	Weekly hours	Allocated hours semester 1	Allocated hours semester 2	Objectives
Humanities	8	2,5	37,5	37,5	<p>Reflections on the practice of design and artistic professions, within current issues informed by philosophy.</p> <p>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 artistic professions.</p>
Arts, design and technology culture	8	2	30	30	From the great historical developments in applied creation to the beginnings of design.
Tools for expression and creative exploration	6	5	75	75	Practices and productions crossed and associated to the creative workshop and autonomous plastic practices aiming at a personal and collaborative creative project.
Technologies and materials, including 1 hour of science	4	2	30	30	<p>Study of the implementation of materials and production systems, experimentation, observation and case studies, constitution of a material library.</p> <p>Analyze and report on all types of knowledge, namely those related to :</p> <p>Understand and know how to render, for example, the different "blacks" encountered in printing, how to render them and what is the "white" perceived on the screen.</p> <p>To know and be able to restore the functioning of the additive and subtractive modes (repeat of Semester 1).</p> <p>Introduction of the chemistry of colours with the notions of chromophoric groups and autochromes. Take examples such as alizarin.</p> <p>A "historical" study of classical perspective, also called Alberti's perspective; statement of its rules as they were established in the Renaissance.</p>
Digital tools and languages	4	2	30	30	Deepening of the speciality tools and digital languages associated with the project.
Modern languages	4	1,5	22,5	22,5	International culture references, oral and written practice of the language in relation to the professional field, preparation of a European certification, TOEIC, TOEFL.
Economic & legal contexts	4	1,5	22,5	22,5	Case study and development of collaborative projects and their economic and legal specificities.
Techniques and know-how	4	1,5	22,5	22,5	<p>Collaborative practices, crossing the specificities of complementary technical fields.</p> <p>Practice and deepening of a specific field.</p>

Practice and implementation of the project	4	7	105	105	Individual project approach specific to a professional field. Collaborative project approach, complex and specific problems in several professional fields.
Communication and mediation of the project	4	2	30	30	Present, communicate and promote your project. Master and use 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.
Research approach	6	2	30	30	Problematize and investigate through practice (pose a subject, define a problem, conduct a reasoning involving practice).
Internship in a company	2	0	0	280	Positioning and enrichment of skills in relation to the project, search for partnerships. 8 weeks of observation.
Professionalization course of study	2	1	15	15	Initiation and construction of course, individualisation, tutoring, visits to companies, laboratories and research centres linked to the technology materials and project course. Positioning and enrichment of skills in relation to the project, search for partnerships.

3rd year of DNMADE

Teaching program	ECTS	Weekly hours	Allocated hours semester 1	Allocated hours semester 2	Objectives
Humanities	8	1	15	15	<p>Research into a specific subject of study and its contemporary problematic issue.</p> <p>Detailed analysis and problematisation of a subject, with in-depth scientific analysis of its contemporary context.</p>
Arts, design and technology culture	8	1	15	15	<p>Deepening and problematisation of a specific field and transversal contributions</p>
Tools for expression and creative exploration	6	3	45	45	<p>Writing and expression of a plastic and didactic point of view in the service of a personal project and further study</p>
Technologies and materials, including 1 hour of science	4	2	30	30	<p>Investigation of technological processes with a focus on creation, technological watch specific to the field of competence.</p> <p>Including one hour in science: Take on a scientific problem, for example associated with a creative project: identify the scientific issues of the project, carry out documentary research, etc...</p> <p>Analyse: imagine a resolution protocol in relation to a scientific problem, develop a strategy...</p> <p>To achieve: to carry out a resolution strategy, to use the equipment in an appropriate way, to respect safety, environmental and health rules...</p> <p>Validate: qualify the achievement in relation to the expected effects and functionalities, design improvements in the protocols...</p> <p>Communicate: describe in writing or orally and with precision the protocols by using an adapted vocabulary, record in an organised way the results obtained...</p>
Digital tools and languages	4	2	30	30	<p>Deepening of DTP CAD tools and initiation to digital languages.</p> <p>Introduction to InDesign (page layout) and Illustrator (vector tool).</p>
Modern languages	4	1	15	15	<p>Oral and written practice of the language applied to the professional field, preparation of arguments for a creative approach in connection with the personal project.</p>
Economic & legal contexts	4	1,5	22,5	22,5	<p>Determination and design of an economic and legal framework in relation to the project.</p>
Techniques and know-how	4	1,5	22,5	22,5	<p>Discovery and awareness Sampling, development of material library</p>

Practice and implementation of the project	4	7	105	105	Specific approach to a professional field, programming a personal context conducive to creation and manufacture
Communication and mediation of the project	4	1	15	15	<p>Designing, writing and choosing the right mode of communication.</p> <p>Select and use the different codes and modes of representation and communication to promote their ideas.</p> <p>Be able to use an argumentative posture to communicate ideas.</p> <p>Research, show and demonstrate their ideas, processes and creative approaches.</p> <p>Analysing, questioning/interrogating practice (reflective approach)</p>
Research approach	4	2	30	30	Build an argued development supported by references, write a project brief specifying the choices and key stages of the approach
Internship in a company	4	0	210		<p>Initiation and construction of course, individualisation, tutoring, visits to companies, laboratories and research centres linked to the technology materials and project course.</p> <p>6 weeks of observation.</p>
Professionalization course of study	2	0	0	0	Argumentation, valorisation and promotion of the personal project