VISUAL COMMUNICATION

The holder of a higher diploma in visual communication is able to transmit information in a visual form, using all graphical resources : design and illustration, typography and page setting, photography and DTP (desktop publishing).

1st year's programme

General training :

French, Social Sciences, Languages, Physics, Management, Legislation, Marketing, Mathematical Tools.

Artistic training :
Plastic expression

(3 hours + 2 hours of practical work)
The plastic expression course is one of the indispensable foundations for design studio work. It aims at providing the graphical and plastic arts techniques to a future visual communication engineer. With these techniques he will draw to respond technically to the demands of graphical, editorial and advertising design.

The expertise imparted concentrates on the various techniques, closely linked to design, which will then form the basis for training and thematic application. The choice of techniques and themes is based on the expectations of design studios in terms of technical expertise (rough layouts, 3D and letter design, etc...).

Visual and applied arts

(3 hours)
The programme sequentially covers applied arts and plastic arts from prehistory to the middle of the 19th century in relation to visual communication.
During the course, 1 hour of the 3 hours per week is dedicated to an introduction to contemporary art.

The course comprises of a thematic approach linked specifically to the diploma in visual communication and cultural events (e.g. the "Voyage through the countryside" exhibition, J. van der Keuken's multimedia installation) aimed at highlighting the "links" or counterpoints between the different periods and different styles.
By visiting exhibitions, the course also offers an approach to different means of putting on displays, exhibitions.

Professional training :
Design studio

(3 hours + 8 hours of practical work)
The design studio allows the student to approach communication problems in three distinct, yet complementary, ways: creativity, file of work and professional projects.
In response to professional demand, creativity has become one of the training's priorities. The design studio prepares the student to give rapid, numerous, legible, interest-worthy and innovative responses. The research undertaken by the student is designed to enable him to expand the field of possibilities within the initial order. This research, whose elements are both visual and written, is designed for communication. The ideas expressed must therefore be articulated coherently.
Practice in "creative exercises", in the types of ranges, requires the student to work within very short time scales with the support of symbols, words and images. These exercises are practised during the two years of the course.

The file of work created by the student demonstrates the student's progress by means of both professional and personal work. It demonstrates the progress of a design studio project, where the student, from the basis of an initial order (specifications, creative drawings, etc.) makes various proposals and develops one or more solutions in accordance with professional requirements (model, exhaustive rough layout, etc.). The professional work, which forms the main part of the file, must reflect the design studio's three main pillars: graphics, publishing and advertising and also demonstrate mastery of computer tools.

The student must be able to bring his training in plastic arts to bear within a design studio environment, whatever the type of work to be carried out, since the area of study is fundamentally visual. Design, plastic expression, work with colour, spatial representation and personal research must all be reinvested for communication purposes within a design studio.

Communication technology

(1 hour)

The definition of the communication technology course rests as much on developments within the profession that sets principles of reality as on the advance of research into social sciences as applied to communication which provides today's visual communication tools.

Selected case studies of present day visual communication, covering all sectors (graphical, editorial and advertising design), engage the students' capability to research and gather information and exercise their professional judgement.

New technology

(1 hour + 3 hours of practical work in groups)

Computer-related "new technology" has been integrated into the training. This new field of study is closely linked to design studios. It represents an expansion of the work carried out in a design studio to the extent that the subject matter provided essentially involves Computer Assisted Publishing applications: publishing and lay-out, graphics and illustrations, creating and retouching images.

The recommended software programs are those employed by the profession in the areas of Computer Assisted Publishing and image processing : QuarkXpress®, Adobe Illustrator® and Adobe Photoshop®. In addition to these three software programs, students are also instructed in the use of complementary software (Macromedia Dreamweaver®, Macromedia Flash®) that allows maximum use of the capabilities of those computer tools.

In the first year, the three hours of practical work essentially serve, during the first term, to teach the functions of the three above-mentioned software programs. This instruction is made either through rapid exercises or finishing operations carried out on certain design studio projects.

Digital photography, animation and video, those are also linked to computers through multimedia applications, are also tackled.

Technology

(1 hour)

Two areas are covered by the technology course during the two years of training :

a) Printing /Reproduction.

- The stages involved in producing a printed document
- The supports available
- Production costs
- Finishing operations
- Typography

b) Fixed and animated images.

- Photography
- Video
- Cinema (limited to the basic essentials).

Optional training :
Photograph and video laboratory

(3 hours)

An introduction to silver emulsion photography and analogue video practices. This time can also be used for developing a knowledge of digital technology (digital photography or virtual video tape editing).

2nd year's programme

General training :

French, Social Sciences, Languages, Physics, Management, Legislation, Marketing, Mathematical Tools.

Artistic training :
Plastic expression

(3 hours + 2 hours of practical work)

For details on the course please look at the 1st year's programme. To complete his training, the student presents a collection of work demonstrating his ability to master significant expressive and conceptual tvisual communication techniques :

- To respond in plastic form to the problems addressed and their relative complexity.
- To show his graphical and plastic qualities and his personal resources.
- To demonstrate autonomy and responsibility.
- To verbally present his proposals and the relevant thought processes in their formation.

Visual and applied arts

(3 hours)

This training encompasses applied arts, plastic arts, architecture, photography, cinema, theatre, dance, etc... and also new technology and the new media.

The second year's programme focuses on visual and applied arts from 1900 to the present day.

Professional training :
Design studio

(3 hours + 8 hours of practical work)

In the second year's course, the lecturers ensure that a professional project is established and monitored. Each student develops autonomy, selects a field of preference, formulates a problem and addresses it over a time period partly under his own control. The choice of a subject can reflect a problem encountered in the first part of the course.

Communication technology

(1 hour)

New technology

(1 hour + 3 hours of group practical work)

In the second year, the three hours of practical work essentially serve to expand the advanced functions of Xpress, Illustrator and Photoshop, supported by design studio subjects either to finalise the file of work or the professional file.

Technology

(1 hour)

Two areas are tackled in the technology course during the two years of training :

a) Printing/Reproduction

- The stages involved in producing a printed document
- The supports available
- Production costs
- Finishing operations

- Typography
b) Fixed and animated images
- Photography
- Video
- Cinema (limited to the basic essentials.

Photograph and video laboratory
(3 hours)
An introduction to silver emulsion photography and analogue video practices. This time can also be used for developing a knowledge of digital technology (digital photography or virtual video assembly).

Visual Communication : 1st and 2nd years

Compulsary subjects	Hours/week	ECTS/half-year
Design Studio	11	12
Plastic Expression	5	6
New Technology	4	6

Optional subjects (2 subjects)	Hours/week	ECTS/half-year
Visual and applied Arts	3	3
Communication Technology	1	3
Technology	1	3
Photograph and Video laboratory	3	3
French	2	3
Management	2	3