

DNMADE

specialisation *Book*

Field of study

IMAGE AND STORYTELLING

Foreword The Diplôme National des Métiers d'Arts et de Design (a BA (**Hons**) in Art and Design also known as DNMADE) is a 3-year, full-time course.

The holder of the DNMADE Livre is a professional in the fields of contemporary creation working on new editorial forms in a permanent interaction between traditional techniques and the most innovative tools.

The Book specialisation offers 4 different fields of study:

- Engraving, printed images
- Images and storytelling
- Book object, editorial creation
- Bookbinding, creation and heritage

Year DN1 Creative Editorial Designer

During the 1st year of the Book Objects and Publishing Design field of study, students follow a common core of fundamental courses with those of the Bookbinding, Design and Heritage field of study.

Projects and exercises are sometimes carried out as a whole class, sometimes separately.

The aim of this common foundation is to unite and highlight the links and shared cultures which, over and above the specialisations of the field of study over the next two years, are essential for students' future professional lives: editorial design and the art and craft of book form and content.

These fundamentals will be developed and enriched throughout the year.

IMAGE AND field of study Number of students: 15
STORYTELLING

This field of study is based on an apprenticeship in illustration in all its diverse forms and media. Based on the mastery of drawing and a variety of plastic registers, supported by writing practices (literary, scriptwriting), it is the image and editorial forms that are at the centre of a storytelling dynamic, from comics to children's books, from the press to educational illustration, via the moving image.

THIRD YEAR (S5-S6)

Field of study **IMAGE AND STORYTELLING**

Overview of the third year study, students will

During the 3rd year of the Images and Storytelling field of

Students follow a common core of fundamental courses with those on the Printmaking and Printed Images field of study, as in the first two years.

During this year, students reflect on a theme that will be central to the writing of their undergraduate dissertation (in semester 5) and the completion of their diploma project (in semester 6).

Micro-Projects / Figures imposed

- Illustration and comic strip

Students take part in the illustration competition at the Bologna International Children's Book Fair and the Angoulême comics competition.

• Open source magazine

As part of an editorial project for a magazine, the students provide illustration, writing and layout work based on a theme that revisits the collection of the Estienne heritage library from a contemporary perspective.

Work placement report In semester 5, students produce a report in creative editorial form on their experience during the second-year work placement.

Undergraduate dissertation Students carry out documentary research, conceptualisation, reflection and writing. The undergraduate dissertation develops a theme related to the degree project. It is then put into editorial form. It is presented to a jury at a viva at the end of semester 5.

Diploma project

The aim of this year is to produce an author's project that draws on the storytelling and illustration skills acquired during the three years of the course.

Positioning interviews

A meeting is organised at the beginning of semester 6 with professionals (illustrators, publishers) to discuss diploma projects.

Out of doors

Visits to heritage sites (museums, libraries) and creative centres (workshops, agencies), cultural outings (exhibitions, theatre, shows).

Events

École Estienne offers a wide range of events in which students can participate, including

Estiennales, Portes ouvertes, Printemps de la typographie and the Presse-citron trophy for press cartoons. Professionals from the fields of illustration, comics and publishing are regularly invited to give talks and meet students.

**LEG -
Experimentation
laboratory
graphic**

After the first two years of learning the techniques of the studio, these are used in an experimental and exploratory way for the diploma project.

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 17 / UE 21 GENERIC LESSONS**teaching component** EC 17.1 / EC 21.1 HUMANITIES - PHILOSOPHY

teaching objectives

Semester 5 :

- Draw up an annotated bibliography.
- Constructing an undergraduate dissertation, i.e. a personal and methodical reflective effort that can take the form of a synthesis of truly relevant readings, a research interview with its conclusions, or other forms to be experimented with, giving space to visual documents that also contribute to the questioning.

Semester 6 :

- Write a creative brief setting out the fundamental principles underlying the project.

targeted skills

- Identify and prioritise specific knowledge collected from books, university-level articles, podcasts or any other sources likely to provide food for thought.
- Construct a personal reflection taking into account the most contemporary or legitimate knowledge in relation to the identified problem.

**training methods
(teaching methods and
resources used)**

The course is divided between methodological content relating to the undergraduate dissertation and individual monitoring of the stages involved writing the dissertation and the editorial elements of the project.

assessment methods

Annotated bibliography and various elements editorial content.

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 17 / UE 21 GENERIC LESSONS**teaching component** EC 17.1 / EC 21.1 HUMANITIES

teaching objectives

-To support reflection, conceptualisation, analysis and structuring the diploma project.
-Support the search for references to feed the project.
-Developing singularity, writing and critical thinking.
written and oral expression and communication.

targeted skills

-Ability to organise and finalise a degree project.
-Master the methods of analysis, reflection, documented research and the use of a specific vocabulary. -Be able to conceptualise, summarise and write.
-Developing the skills and attitude of an author.
-Expressing yourself: communicating and arguing a project.

**training methods
(teaching methods and
resources used)**

-From the conceptualisation of a creative universe, documentation, to writing and presentation.
-Support and guidance on road to autonomy: from project development to presentation.
and targeted interviews
autonomy in documentary research.
-Educational outings and conferences.

assessment methods

Continuous assessment

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 17 / UE 21 GENERIC LESSONS**teaching component** EC 17.2 / EC 21.2 ARTS, DESIGN AND CULTURE TECHNIQUES

teaching objectives	<ul style="list-style-type: none">-Acquire fundamental reference points in the history of Book-related arts crafts.-Supporting documentary research and reflection as part of writing the undergraduate dissertation.
targeted skills	<ul style="list-style-type: none">-Research and analyse cultural references from different fields of art, craft and design, based on a theme related to the diploma project.-Putting textual and iconographic documents in tension a common theme or issue.-Define a problem anchored in the field arts and crafts.-Respect the usual rules for citing the bibliographic and iconographic sources used.-Relate a work of bookmaking craft to its historical, technical and cultural context.
training methods (teaching methods and resources used)	The course is developed by combining phases of individual support for students in preparing their undergraduate dissertation with phases of theoretical lectures based on slide shows.
assessment methods	Iconography with commentary and various elements editorial content.

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component
COMMUNICATION** **EC 18.1 / EC 22.1 TOOLS FOR EXPRESSION AND
CREATIVE EXPLORATION**

teaching objectives	This course aims to harmonise the disciplines experimentation with drawing and plastic arts, in conjunction with the professional field or independently of subject.
targeted skills	<ul style="list-style-type: none">- Various media (photography, volume, installation, etc.), video...) are covered in exercises.- Observation drawing.-Acquisition of graphic and plastic tools, experimental research.-Defining a problem and reasoning about practice.
training methods (teaching methods and resources used)	<ul style="list-style-type: none">- Exploring the diversity of mediums and their choices according to the purpose of the projects.- Develop a personal universe in the field of images.- Visual applications, notebooks, exploration of different media and formats, mastery of graphic and plastic tools.
assessment procedures	Assessments are carried out in several stages, according to significant stages in the development of the projects. Continuous assessment throughout the year.

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 18.2 / EC 22.2 TECHNOLOGIES AND MATERIALS**

teaching objectives

-Analysis and study of publishing forms.
-historical and thematic approach to contemporary book forms and publishing contexts.

targeted skills
publishing.

-An understanding of the issues at stake in contemporary publishing.
-mastery analysis and oral presentation of research topics.

training methods
(teaching methods and
resources used)

The pedagogical aspects of group work :
- Note-taking as part of the lecture (notebook) -
Theoretical analysis exercises (case study)

assessment methods

Continuous assessment (written and oral analysis)

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 18.3 / EC 22.3 TOOLS AND LANGUAGES
DIGITAL**

teaching objectives

S5 In-depth study of specific digital tools dedicated to shaping the editorial object in relation the undergraduate dissertation.
S6 Practice of specific digital tools and processes within the Open Source magazine project (in connection with the Techniques and know-how course).

targeted skills

-Exploit and optimise the digital processing of Master tools used for page layout and typographic management of text.
-Implementing an operational, reliable work methodology adapted to the production of digital and printed documents.

**training methods
(teaching methods and
resources used)
assessment**

Theoretical and practical contributions in line with the targeted teaching objectives.

Submission of digital applications, files and tests in the process of developing the final form. Production a digital or printed editorial object.

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 18.4 / EC 22.4 MODERN LANGUAGES - ENGLISH**

teaching objectives

- Consolidation of oral and written comprehension and expression strategies in line with the student's personal project
- Developing an argument for a creative approach.
- Writing an abstract.

target skills

- The target level is B2 of the Common European Framework of Reference for Languages in language skills (listening, reading, speaking and writing).

**training methods
(teaching methods and
resources used)**

- The teaching of English is based on authentic audio/visual and written resources, the section's teaching projects and work done in other subjects, and takes account of current events, particularly cultural events.

- Continuous assessment of language skills.

assessment procedures

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 18 / UE 22 CROSS-DISCIPLINARY TEACHING**teaching component** **EC 18.5 / E 22.5 ECONOMIC AND SOCIAL CONTEXTS
LEGAL**

teaching objectives	Understand and use economic knowledge, legal, social, tax and management issues in order to find their bearings in the professional environment of the field of study.
targeted skills	and analysing the approach . Be able to : • Present the context of the individual project ; • Identify the customer: legal status, target... ; • Determine the legal, social and tax status of the seller depending on what is invoiced (work, creative fees, flat-rate royalties, service provision, etc.); • Draw up an estimate with the various specialisations (adapt the invoice lines in line with the legal and corporate status of the seller and the nature of what is being sold, valuation, calculation of VAT, etc.) on paper or using invoicing software; • Analyse profitability.
training methods (teaching methods and resources used) assessment	Independent work in class (management application) Resource sheets available via Pronote. Assessment of the management application. The various The assessments will contribute to the validation of the following skills: C5.1, C5.2, C5.3, C5.4

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS**teaching component** **EC 19.1 / EC 23.1 TECHNIQUES AND SKILLS**

teaching objectives

- . To develop a collective production as part of publishing a themed magazine: Open Source
- . Plan an overall project illustration, writing and layout.
- . Based on an annual theme, to create synergies between the Estienne heritage library's collection and contemporary intentions and writing.

targeted skills

- . Knowing how to develop a theme and a set of themes in production of images and text
- . Staging visual elements (text and images) in a given format
- . Playing with the variants and invariants of the editorial project
- . Getting involved in a group project

**training methods
(teaching methods and
resources used)
assessment methods**

- Group work.
- Successive pooling.
- Continuous assessment.
- Occasional oral presentations.

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS

teaching component **EC 19.2 / EC 23.2 PRACTICE AND IMPLEMENTATION OF THE PROJECT**

teaching objectives
speciality

- . To develop an active and practical knowledge of the
- . Mastering variety of graphic and plastic tools
- . Exploring new areas of image and storytelling
- . Establishing contemporary, committed writing in the field of images
- . Using storytelling to develop an organised, articulated and scripted narrative

targeted skills

- . Knowing how to organise a visual message - text and image - within a defined storytelling dimension
- . To situate oneself in a field of image and narrative . To develop a critical eye for one's own work
- . Ability to work as part of a team and independently

training methods
(teaching methods and resources used)

- . Specific culture and discussions case studies are regularly convened.
- . Meeting publishing and illustration professionals to develop a critical view of their work

assessment

Continuous assessment Oral presentations

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS

teaching component **EC 19.2 / EC 23.2 PRACTICE AND IMPLEMENTATION OF THE PROJECT / LEG**

teaching objectives	<p>S5-S6-DN3 Book specialisation (Engraving Printed images, Images and storytelling, Bookbinding and the book object) This course is complementary to the specialisation workshops and takes place in the same class time as the four DNMADE Book specialisations. Graphic Experimentation Laboratory is a workshop for learning, exploring and experimenting. the potential of the printing medium. For the first two years of the DNMADE Book specialisation, it is the space in which a publication is designed, produced and produced, taking into account publishing constraints (multiple formats, printing techniques used, distribution issues). In the third year, it is given a more experimental dimension and used in the diploma project. In DN3, the knowledge acquired is designed to be used in analysis, thoughtful and theorised practice, applied to the creation of productions and experiments rooted in a research approach linked to the issues of the diploma.</p>
targeted skills	<p>-Organise related experimental protocol closely involved in the issues raised by the diploma project within a constrained technical framework - to use these techniques in a way that is semantically and plastically relevant to his or her own work creative intentions - mastering its practical application with quality and efficiency - challenging, inviting and crossing techniques and forms in unexpected ways.</p>
training methods (teaching methods and resources used)	<p>S5 and S6 The third year is devoted exploring potential and experimenting with research in the service of the degree project. The first phase is exploratory in all techniques. Then, the technical options are defined in correlation with the choices made for the diploma project.</p>
assessment methods	<p>Continuous assessment research and communication logs, technical elements, printed productions.</p>

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS**teaching component** **EC 19.3 / EC 23.3 COMMUNICATION AND MEDIATION OF THE PROJECT**

teaching objectives

aim is to learn how to communicate an approach to project and to produce a variety of media to help others understand the project approach and the textual and iconic elements produced. This is done through the creation of images, diagrams and other didactic visuals, as well as through the conceptualisation of an argumented discourse enabling a third party to understand the approach as a whole as well as in detail.

targeted skills

- Mobilise specific objects. Giving a sober account of them and efficiently.
- To put into practice productive theoretical and practical questioning concerning, on the one hand, the different types of text/image relationships and, on the other hand, the variety of ways of integrating text/image on defined media.
- Questioning the legibility of these systems independently of an escorting discourse capable of supporting them. Constructing an escort discourse to inter-subjectively establish the communicative stakes of the project.
- Anticipate the point of view of the external third party.

**training methods
(teaching methods and
resources used)
assessment**

In class groups, small interactive groups and individual follow-up.

In the form of oral, written or non-written reports. text.

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS**teaching component** **EC 19.4 / EC 23.4 RESEARCH APPROACH IN LINK WITH THE PROJECT APPROACH**

teaching objectives

This course has two general objectives:
-Mobilise students' skills in visual storytelling using scripting and dramatisation methods,
-Support their creative and storytelling approach in preparing and carrying out their diploma project.

targeted skills

-Identifying and analysing storytelling techniques used in works in a variety of genres (films, comics, novels, etc.),
-master the basic vocabulary of storytelling and screenwriting (sequence, focus, motif, characterisation, ellipsis, etc.), - apply the identification process, which is fundamental to constructing a story for an audience,
-experiment with storytelling writing and drawing using a variety of tools, - draw on a range of cultural knowledge and conduct research to fuel the creative process,
-Arguing for storytelling choices, legitimising an author's point of on a chosen subject.

**training methods
(teaching methods and
resources used)**

The course is developed through a combination of analysis phases (based on film documents, animated works, comic strips or illustrations), reflection on key concepts and notions, and writing and drawing workshops as part of the project approach.

assessment methods

-Continuous assessment,
-Some work is carried out in groups, while others is done on an individual basis,
-Most of the assessments relate to exercises carried out in class.

specialisation BOOK

field of study IMAGE AND STORYTELLING

teaching field UE 20 /24 PROFESSIONALISATION**teaching component** **EC 20 / EC 24 FIELD OF STUDY
PROFESSIONALISATION AND FURTHER STUDY**

teaching objectives Identify the professional fields in the world of illustration.
Identify the players who can help you pursue professional practice in your chosen field.**target skills** Ability to engage in dialogue with an expert professional**training methods
(teaching methods and
resources used)** Meetings with professionals Visits to workshops and institutions**assessment methods** Continuous assessment

DNMADE GENERAL SKILLS CATALOGUE

C1 Use digital reference tools

- Use the reference digital tools and IT security rules to acquire, process, produce and distribute information and to collaborate internally and externally.

C2 Express oneself and communicate orally and in writing in at least one foreign language.

- Use the different registers of written and spoken French with ease.
- Communicate clearly and unambiguously, orally and in writing, in at least one modern foreign language.

C3 Positioning relation to a professional field [competence assessed by the undergraduate dissertation jury in S5].

- Identify resources and apply research tools and methods specific to the professional field in question
- Experiment with creative tools and plastic and conceptual research to structure the stages of a project and their interactions
- Characterise and promote your identity, skills and career plan.

C4 Use data analysis purposes

- Identify, select and analyse critically a variety of resources in their specialist field
- Gathering resources to document a subject and synthesising this data with a view to using it.
- Analyse and summarise data with a view to their use
- Developing a critical argument

C5 Act as a professional in the field of [the relevant specialisation].

- Situate your role and mission within an organisation so that can adapt and take the initiative
- Respect the principles of ethics, professional conduct and environmental responsibility
- Identify and situate the professional fields potentially related to the knowledge acquired in the specialisation as well as the possible fields of study for accessing them
- Take account of the economic environment professional activity and understand entrepreneurial approaches.

C6 Carry out professional monitoring activities in design and craft trades

- Identify the challenges facing the sector and its professions in the light of current developments and prospects, as part of a forward-looking approach
- Find out about workshop practices and emerging productions, whether or not they combine digital technology and CAD/CAM.

C7 Use different information and communication techniques in design and craftwork

- Develop your own mediation and communication resources, methods and tools
- Ensuring that knowledge and skills are in line with changes and needs in the business.

C8 Cooperating and working as part of a team

- Maintaining links and dialogue within the teams, with project partners and associated experts
- Sharing knowledge a team and a network of multidisciplinary professionals
- To take responsibility for the project, taking into account the tools and methods of design, creation and production.

C9 Develop a personal strategy for the book trade and the graphic arts

- Demonstrate a personal experimental practice in the following fields: engraving, printmaking, embossing, modelling, relief engraving, intaglio, intaglio, etching, screen printing, hot printing, dry printing, embossing, typography, model making and production, calligraphy, drawing, etc.

- typography, binding and gilding techniques, illustration (watercolour, collage, drawing), printing techniques.
- Formalise and make visible your experiences to enhance your personal identity through your own personal appropriation of materials and techniques.
 - Evaluating and challenging yourself to learn:
 - mastering the skills and tools of the book trade
 - resolution of serial or small series production processes
 - developing a professional culture
-

C10 Develop and implement creative and research tools relating to the book trade and the graphic arts

- Define a collaborative approach with all the players involved: clients, printers, publishers, photographers, curators, suppliers and, depending on the scale of the programme, illustrators, graphic designers, elected representatives, etc.
 - Proposing creative and forward-looking guidelines in the field of books.
 - Experiment with different areas of hypothesis, taking into account media, materials, , the plastic dimension, the implementation of the graphical production line and their meaning (semantic dimension and relationship to the environment).
 - Evaluate the coherences and gaps between the hypotheses envisaged and the initial request.
 - Set out your ideas and argue for your choices using appropriate 2D and/or 3D and/or video and/or interactive media, taking into account the realities of the book trade.
 - Use materials, finishes, techniques and innovative or traditional technologies in the design and partial production a project and in the adaptation of manufacturing processes: design, image, graphic elements, composition, typography, binding and publishing.
-

C11 Design, manage and supervise a production project in the book trade and graphic arts [Skill assessed by the diploma project jury in S6].

- Understand the characteristic elements of a project in the fields of books and the graphic arts through models and samples, taking into account the stages of production and publishing.
 - Prototype or produce all or part of the project using digital CAD and DTP tools
 - Establish principles for the development of the book and graphic arts project based on explicit criteria.
 - Demonstrate that the project is in line with initial demand and the general economics of book production and the graphic arts.
 - Plan and manage the various stages a project through to delivery and approval, taking into account the environment of the book trade and graphic arts.
 - Encourage dialogue within the teams and with project partners (authors, publishers, printers, distributors, booksellers, readers) and associated experts (private partners, museum institutions, associations, local authorities, etc.).
-