

DNMADE

specialisation *Book*

Field of study

BOOK-OBJECT EDITORIAL CREATION

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.

**OBJECT-BOOK
EDITORIAL CREATION
field of study**

Number of students: 12

This field of study offers the opportunity to explore and appropriate the traditional and current fields, culture, know-how and practices of editorial design through experimental creative projects or commissions.

Over 6 semesters, students will develop skills in the design of books and publishing objects through their most common traditional and professional aspects. They will be open to experimental approaches and sensitive to the most innovative fields.

THIRD YEAR (S5-S6)

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Overview of the third year

The 3rd year courses continue and are built around the themes covered in the second year. They complete the work on the undergraduate dissertation and diploma project, validating the three years of training.

The undergraduate dissertation

The aim of the undergraduate dissertation is to introduce a project methodology and a commitment to reflection on art and design. The undergraduate dissertation is developed in parallel with the project. It is drawn up during semester 5 over a period defined by the teaching team. It is defended at the end of semester 5.

The diploma project

The creation, research and development project ; it is designed and produced in 3rd year at a professional level, in relation to the student's chosen creative field. It is to form the centrepiece of the portfolio or the first step towards defining a research area for further study, this project demonstrates the student's ability to :

- Reveal a creative profile;
- Defining a position as a creator of forms, functions and artefact(s);
- Asserting a committed position in creative fields (arts and crafts and/or design);
- Identify a problem for which craft and design can provide a range of solutions;
- Defining the best concrete solutions, embodied in the production of innovative artefacts, objects, products, services and systems;
- Develop the ability to build an informative and didactic mediation on a creative process;
- Be able to present, explain, defend and debate the project presented;
- Present both the theoretical and historical underpinnings and the factual argumentation of an entire process in a textual production;
- Be able to construct, develop and mediate a creative process in a multidisciplinary team.

The MADE project is assessed during an oral presentation to a jury, and is presented and defended at the end of semester 6.

Workshop

Workshops provide an opportunity to meet with professionals and are designed to encourage collaborative work and an opening up of specific, unique and innovative issues through work in mixed teams, competitions or partnerships.

LEG - Experimentation laboratory**graphic**

After the first two years of getting to grips with the
These are used in an experimental and exploratory way to
support the diploma project.

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field of study OBJECT-BOOK EDITORIAL CREATION

teaching field

UE 17 / UE 21 GENERIC LESSONS

teaching component**EC 17.1 / EC 21.1 HUMANITIES - PHILOSOPHY**

teaching objectives

S 5

- Draw up an annotated bibliography.
- Constructing an undergraduate dissertation, i.e. a personal and methodical reflective effort that can take the form 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.

S 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 problem identified

**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
- Continuous assessment

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field of study OBJECT-BOOK EDITORIAL CREATION

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

teaching objectives - To guide students in development of problematic issues in connection with the speciality

- Methodological tools on the different possible forms of writing so that students can take ownership of the nature of their project
- Identify the specific drafting requirements for the various elements of the project
- Helping to prepare for oral examinations

targeted skills

- Structure your thinking
- Use precise vocabulary
- Articulate ideas by guiding the development of thought
- Formulate conclusions or recommendations based on an analysis

training methods
(teaching methods and
resources employed)

- Group methodology and individual follow-up
- Continuous assessment

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field of study OBJECT-BOOK EDITORIAL CREATION

teaching field

UE 17 / UE 21 GENERIC LESSONS

teaching component**EC 17.2 / EC 21.2 ARTS, DESIGN AND CULTURE
TECHNIQUES**

teaching objectives

- 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

- 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 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

- Continuous assessment.

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field of study OBJECT-BOOK EDITORIAL CREATION

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	<p>Relationships between media, practices and productions the creative workshop.</p> <ul style="list-style-type: none">• Exploiting and optimising the fundamentals required for all forms of visual creation.• To affirm a singular approach a personal style and posture through the means and media of expression and creative exploration.• Use different tools in their physical, analogue and digital dimensions.• Adapting representation methods and codes to suit the project.• Develop a critical sense and referenced arguments.• Be curious and mobile.
targeted skills	<p>- Optimise the use of expression .</p> <ul style="list-style-type: none">• Reinforce the practice of drawing by observing live models and the environment;• Analysing and appropriating the observation of sensitive realities• Take charge of the notion of message and communication of achievements.
training methods (teaching methods and resources used)	<ul style="list-style-type: none">• Encourage editorial projects.• Work in pairs to make the most of the exchanges in the approaches adopted.• To provide students with the means argumentation needed for the oral presentation of their projects.
assessment methods	<p>- Continuous assessment</p> <ul style="list-style-type: none">• Notes intent and oral presentation a reflection and the production process.

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

teaching objectives

- Development a technical culture of the various book typologies (e.g. a manga is not shaped a beautiful book)
- Knowledge of the graphical production line and the jobs its various participants
- Knowledge of the different types of paper and how to search for them according to a specific project/need
- Knowledge of the different printing depending on: the print run, the quality required and a budget range)
- Understanding usefulness of photogravure
- Mastery of professional technical vocabulary (particularly for the bindery section, which uses a different vocabulary to that used by printers to designate the same element)

targeted skills
production line

- Understanding the different stages in the graphical
- Establish the knowledge needed assess quality of an editorial production
- Know how to communicate with the various players in this chain
- Understanding the impact of technical choices creation and design

training methods
(teaching methods and
resources used)
assessment methods

- Working in project mode
- MCQS
- Continuous assessment

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

teaching objectives Mastery of digital practices relating to the field publishing discipline.**target skills** Very good command and autonomy in the preparation of text and image content in preparation of files for the publication and distribution of documents**training methods
(teaching methods and
resources used)** This third-year course is closely linked to the Techniques and Skills course. Learning takes the form not so much exercises as of application in the projects carried out in the techniques and know-how course or of practice and implementation of the project.**assessment methods**

- Continuous assessment
- Validation of files produced

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

teaching objectives

- Consolidate strategies for understanding and oral and written expression linked to the student's personal project
- Developing an argument for a creative approach.
- Writing an abstract.

target skills

Reference for Languages

- The target level is B2 of the European Framework of Common 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 the work done in other subjects, and takes account of current events, particularly cultural events.

assessment

- Assessment of language skills continuous.

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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	Deepen knowledge in the context an application of management applied to the training context, justifying and analysing the approach . Be able to : <ul style="list-style-type: none">• 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, provision of services, 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	<p>Independent work in class (management application) Resource sheets available via Pronote.</p> <p>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</p>

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field of study OBJECT-BOOK EDITORIAL CREATION

teaching field	UE 19 / UE 23 PRACTICAL TEACHING AND PROFESSIONALS
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teaching component	EC 19.1 / EC 23.1 TECHNIQUES AND SKILLS
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teaching objectives a project	- Master the constraints and difficulties involved in creating
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	of its project and implement the most appropriate options with a view to finalising one or more editions.
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targeted skills	- Mastery of production processes
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training methods (teaching methods and resources used)	<ul style="list-style-type: none">• Production of prototypes• Targeted workshops• Meetings with speakers
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assessment	- Return of prototypes
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field of study OBJECT-BOOK EDITORIAL CREATION

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

S 5

- Independently draw up editorial specifications
- Tackling more complex objects in terms of content
- Implementing productions involving collection issues

- Reflecting on the creative process mobilising more complex technical constraints

S 6

- Research into the diploma project
- Mobilising all the knowledge acquired in the various courses to support the diploma project

targeted skills

- Ability to master the management of complexity different dimensions of a project

- Ability to orchestrate the project and its stakeholders (sender, designer, manufacturer, broadcaster, receiver)

- Ability to manage a project independently

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

- Supervised design workshops
- Documentary research activities to support the design process

- Individual and group work

- Meetings with professionals

assessment procedures

- Submission of research and study reports

- Restitution of models

- Oral presentations

- Assessment applications

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field of study OBJECT-BOOK EDITORIAL CREATION

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	<ul style="list-style-type: none">- The Graphic Experimentation Laboratory is a workshop for learning, exploring and experimenting with 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). 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.
targeted skills	<ul style="list-style-type: none">- Organise related experimental protocol closely involved in the issues raised by the diploma project within a constrained technical framework• Use these techniques in a way that is semantically and plastically relevant to your creative intentions• Mastering its practical implementation with quality and efficiency• Challenging, inviting and unexpectedly combining techniques and forms of production
training methods (teaching methods and resources used)	<ul style="list-style-type: none">• The third year is one of exploring potential and experimenting with research in the service of the diploma 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.
assessment methods	<ul style="list-style-type: none">- Continuous assessment• Research and communication notebooks, technical elements, printed books

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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

- A reflective approach to designing the 'tools' needed to communicate and present the undergraduate dissertation and project, depending on the different stages and the people involved.

target skills

- Understanding the communication issues surrounding the subject of the undergraduate dissertation and project
- Clear and effective presentation of the thought , both orally and in writing

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

- Individual or group work texts or productions
- Production of graphic presentation tools during the various stages of the project, in groups or individually
- Peer review interviews

assessment procedures

- Production of visual aids
- Oral presentations
- Self-assessed and non-assessed interviews

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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

- In-depth study of scientific themes related to the professional field of study, exploration of reading related to the research areas envisaged for the undergraduate dissertation and diploma.
- Discussions with researchers on research topics
- Work on linking research articles

target skills

- Ability to use appropriate scientific resources efficiently in undergraduate dissertation and project process
- Ability to interact with researchers

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

- Text study
- Participation in seminars

assessment procedures

- Continuous assessment
- Production of written material contributing to the development of the undergraduate dissertation and project

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teaching field UE 20 /24 PROFESSIONALISATION

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

teaching objectives

- Report on the internship experience and personal project.
- Building a field of study.
- Enhancing and promoting your project.
- Maintaining professional watch.

target skills

- Promote its work, experience and production through oral and written presentations.
- Argue your points using professional vocabulary and a sustained level of language.
- Know how to communicate with professionals and build a protocol for maintaining professional watch.

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

- S5 - Drafting the activity .
- Individualised support for personal projects: preparing portfolios, writing covering letters, etc.
 - Presentations by professionals (former students of the École Estienne): developments in their creative and professional field of study since graduating, status, operation of their company.

S6

- Method of maintaining professional intelligence, study of project presentation and exhibition methods.

assessment

S5

- The ability to summarise experiences and the internship booklet coherence in the argumentation of the personal project. S6
- Position yourself in the context of the book industry and identify professional and/or further study prospects.

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.).
-