



ECTS BTS

GRAPHIC DESIGN – OPTION DIGITAL MEDIA

- **ACCESS :**

The HND Graphic Design (Communication and Digital Media option) is a two-year training accessible to the students who are up to 25 years old possessing:

A minimum level of competence is required. The selection is made with a folder.

Number of students limited to 24.

- **OBJECTIVES OF THIS TRAINING:**

This training forms creative people ready to intervene in:

- The concept, elaboration and production of multimedia supports (internet sites, mobile apps, interactive terminals, dvds, online adverts, tv generics and visuals, etc..;)
- The concept and the production of visual identification systems (logotypes, graphic charters, signaletiques, etc..;) and the creation of still and moving images

This professional practice aims at suggesting conceptual and strategic solutions adapted to the issues of an initial order for which needs and constraints have been defined.

- **TEACHING OBJECTIVES OF THIS TRAINING:**

- Develop general cultural and intellectual curiosity, particularly focusing on the latest waves of graphic design, arts and new media
- Develop a critical mind, reflection and analytical skills

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- Capacity to communicate, synthesize and persuade (individual or team work)
- Enable the mastering of graphic creative tools (digital or more traditional)
- Develop plastic creativity, singularity and sensibility

To reach these objectives, the students will particularly need to have a good general and visual coordination, qualities in written, oral, and graphic expression (regular drawing practice required)

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Education	Hours		ECTS per year	ECTS per semester	ECTS Code
	Per week	Per year			
General culture and expression	2	60	4	2	CVISU/FRANC
Philosophy	0 or 2	30	2	1	CVISU/SCHUM
Physics	1	30	2	1	CVISU/SCPHY
English	2	60	2	1	CVISU/LANGU
Economy-management	2 or 1	60	4	2	CVISU/ECOGÉ
Culture of Graphic design and Plastic and graphic design	5	150	8	4	CVISU/PLAST
Typographic culture and Analytical design	3	90	5	2,5	CVISU/ARTVI
Design studio	9 or 10	330	12	6	CVISU/STCRE
Culture of communication	1	30	2	1	CVISU/TECOM
Technology of realization	4	120	6	5	CVISU/TENUM
Technology fabrication	1	30	2	1	CVISU/TEMUL
Multimedia workshops	4 or 2	120	6	3	CVISU/WSP
Stage en entreprise (6 à 8 semaines)			5	2,5	CVISU/STAGE
Totaux	33 h	990 h	60	30	