

Faculty : ARTS AND CULTURAL CRAFTS



Acronym: DESGRA

Option: GRAPHIC DESIGN

Level: BTS

Prerequisite: Scientific series or equivalent level

Opportunities:

- 2D and 3D animator;
- Multimedia designer;
- Artistic director ;
- Graphic designer;
- Model maker;
- Web designer;
- Graphic designer;
- Graphic designer;
- Freelance / web / print graphic designer;
- Project Manager.

Description :

This specialty focused around artistic & graphic creation, communication and computer technologies, trains graphic designers responsible for carrying out projects in advertising agencies, graphic design studios or integrated corporate services. The holder of this diploma must be able to coordinate the stages of production of a visual communication product from an order; translate into sketches the idea emitted by the artistic director to produce an advertising poster, analyze the vocation of a company or an event to create its visual identity (logo and graphic charter), design the new packaging for a range of food products (packaging) or design the visual form of websites.

Specific skills:

- Analyze and understand the communication needs of a client;
- Look for graphic inspirations;
- Master the techniques of drawing, illustration, storyboard;
- Design communication media from different elements while respecting the graphic charter: brochure, magazine, POS, poster, packaging, website;
- Create the visual identity of a brand, a product and a service: logo and graphic charter;
- Master the layout and form of graphic and editorial content;
- Develop graphic elements of composition using DTP tools;
- Process images (colorimetry, retouching, framing, cropping, photomontage);
- Design and produce more specifically visual identities (graphic charters, signage, television coverings, etc.), models and layouts;
- Design in the advertising sector of posters, point-of-sale (point-of-sale advertising) panels, TV spots, product packaging;
- Apply technologies related to computer graphics, photography and videography.

Quality and skills:

- Lead and manage a team;
- Train staff, manage human resources;
- Communicate in a professional setting in English French (oral / written);
- Understand how organizations work;

- Understand the business environment;
- Create and manage a business;
- Manage a project;
- Master the basic computer tool;
- Participate in the preparation of the budget;
- Plan and monitor work;
- Develop creativity, analytical skills, communication skills.