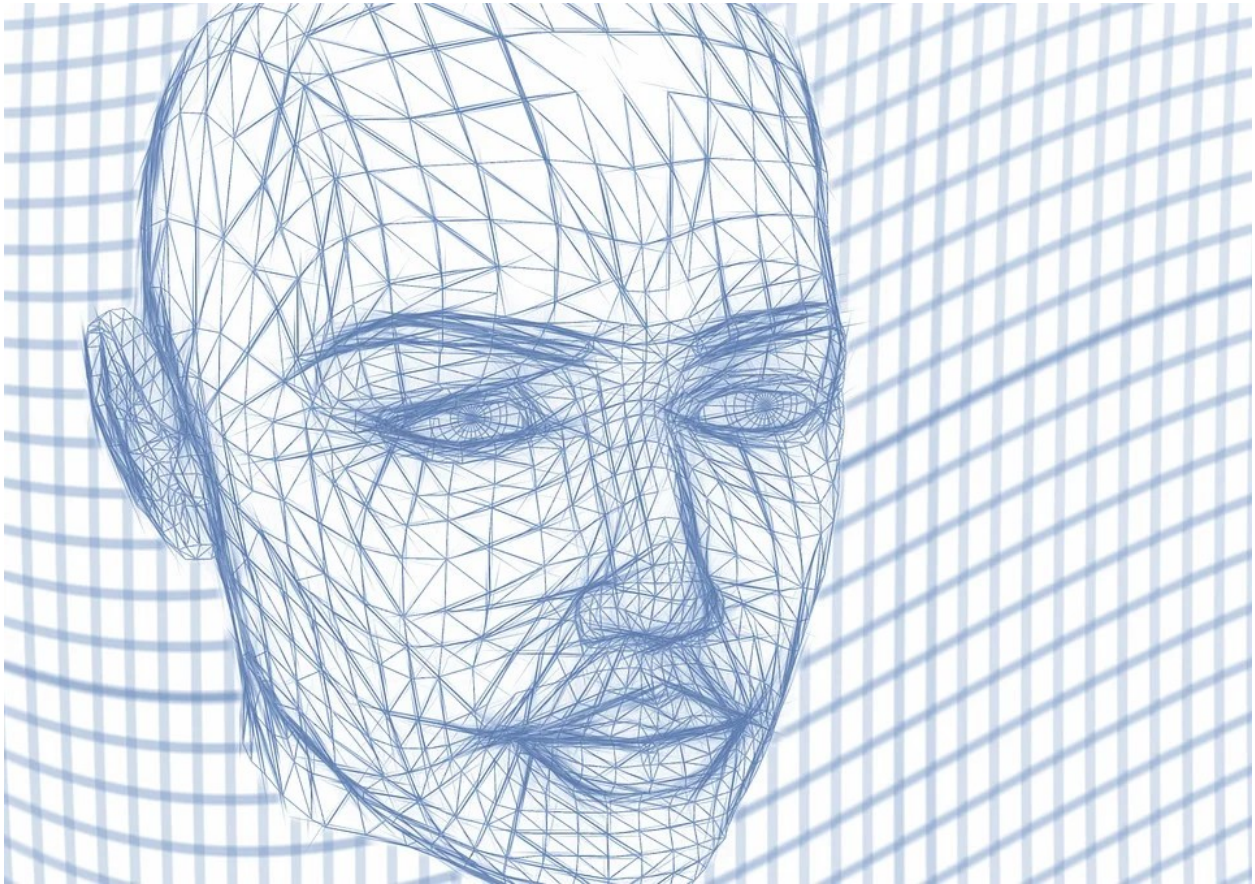


Faculty : ARTS AND CULTURAL CRAFTS



Acronym: DESPRO

Option: PRODUCT DESIGN

Level: BTS

Prerequisite: Scientific series or equivalent level

Opportunities:

- Independent designer;
- Design agency technician;
- Design office assistant.

Description :

The BTS " Product Design " aims to train professionals, specialists in the conceptualization, creation and realization of consumer products manufactured in an artisanal or industrial way in areas ranging from operational design to prospective design. They transcribe and translate needs through usage and behavior scenarios, through shapes, materials, colors to create efficient or future products. They work in direct relation with the design engineers, manufacturing technicians and the marketing and sales departments of the company.

Specific skills:

- Situate the problem in its global context based on the needs of users and manufacturers, taking into account the technological, ergonomic, sociological, economic and ecological constraints of the project;
- Synthesize and transcribe this information;
- Be creative and be able to explore all possible fields of the project;
- Research and propose the right solutions;
- Have an openness to artistic practice;
- Have a mastery of graphic means;
- Knowing how to communicate them.

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.

