Design

Design is about developing projects with the goal of making and producing an object or a system. Design has two main branches: creative design (expression of art) and industrial design (marketing instrument).

At the crossroads of art, technology and society, design deals with aesthetic, functional, technical and environmental aspects, as well as cultural, social, and economic outcomes. Design is a critical component of the economic performance and competitiveness of companies. Design continues to expand in all sectors of the economy, with strong growth in the hospitality, restaurant, and retail sectors. A testimony to this is the “Commerce Design” competition held by the Chambers of Commerce and Industry of Lyon, Marseille, and Saint-Etienne, as well as the “Paris Shop & Design.” The designer must take into account the changes in the mode of consumption, eco-design makes it possible to create for the user of ethical products respectful of the environment.

French institutions such as Lieu du Design, the ACPI (agency for the promotion of industrial design), and Cité du Design form networks with various actors in the design sector and organize major events in France and abroad, such as “Observeur du Design” (which holds over 50 shows abroad and is labeled as an “International Competition” by the WDO-World Design Organization), “Paris Design Week,” the “Designer Day’s” festival in Paris and the “Design Parade” in Hyères. Each year, the “Biennale Internationale Design Sainte-Etienne” invites 15,000 students to explore and present projects of the future. Most French design schools are part of the Cumulus international network and have frequent exchanges with their international counterparts.

International

Philippe Starck, Jean Michel Wilmotte, Tsé & Tsé, Matali Crasset, Inga Sempé, Ronan and Erwan Bouroullec, Jean Couver, Mathieu Lehanneur, Patrice Mugnier, Ora-Ito... Since 1999, France has been a world leader in industrial innovation through design. Numerous companies are investing in this area. France has also attracted international designers, such as Neil Poulton (Scotland), Jasper Morrison (England), and Arik Levy (Israel).

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Useful links

• ANdEA (National association of institutions of higher learning in Art): www.andea.fr
• AFD (French alliance of designers): www.alliance-francaise-des-designers.org
• APIC (French agency promoting industrial design): www.apci.asso.fr
• CampusArt, art, design and architecture degrees online application: www.campusart.org
• Cumulus (International association of universities and colleges of art, design and media): www.cumulusassociation.org
• Culturethèque - Institut Français: www.culturetheque.com
• Design and applied arts: https://designetmetiersdarts.fr
• Design education in France: www.fde.design
• DESIS (Design for Social Innovation and Sustainability): www.desisnetwork.org
• IFD (French design institute): www.institutfrancaisdesignetdecoration.fr
• INMA (French national institute of arts and crafts): www.institut-metiersdart.org
• Ministry of Culture: www.culture.gouv.fr
• RNCP (National register of professional certifications): www.francecompetences.fr
• WDO (World Design Organization): www.wdo.org
LEVEL
Licence

BREVET DE TECHNICIEN SUPÉRIEUR (BTS)
NATIONAL DIPLOMA – 2 YEARS OF HIGHER EDUCATION – L2
120 ECTS credits
> BTS, offered in public and private secondary and postsecondary schools.
Options include: Communication design; Spatial design. These programs are designed to rapidly prepare to enter the workforce.

DIPLÔME DES MÉTIERS D’ARTS (DMA)
NATIONAL DIPLOMA – 2 YEARS OF HIGHER EDUCATION – L2
120 ECTS credits
> DMA, a 2-year degree offered by over 4 public ESAA with Decoration and furniture option. Students focus on one art/craft and learn to use traditional know-how in the professional world.

DIPLÔME NATIONAL D’ART (DNA)
NATIONAL DIPLOMA – 3 YEARS OF HIGHER EDUCATION – L3
180 ECTS credits
> DNA, awarded after 3 years of study for Higher School of Art and Design, confers the Degree of Licence. Around 20 schools offer the Design option with some allowing a concentration (textile, graphic or product design, etc.).

To apply online: www.campusart.org/artschool

DIPLÔME NATIONAL DES MÉTIERS D’ART ET DU DESIGN (DNMADE)
NATIONAL DIPLOMA – 3 YEARS OF HIGHER EDUCATION – L3
180 ECTS credits
> DNMADE, certifies the 1st cycle in ESAA over 3 years and confers the Degree of Licence. This diploma offers several mentions: Animation (4); Space (27); Event (11); Graphics (36); Innovation (3); Instrument, Book (1); Materials (11); Fashion (11); Digital (12); Object (36); Show (6).
École de Design Nantes Atlantique
www.campusart.org/artschool/#/program/1062

LICENCE
NATIONAL DIPLOMA – 3 YEARS OF HIGHER EDUCATION – L3
180 ECTS credits
> Licence, national diploma awarded after 3 year of study, offered by around 20 schools under the broad fields of Arts, Letters, and Languages or Sciences, Technologies, Health. It offers technical mastery in specialty area: Graphic design, Sound design. Textile design. 3D modeling. Packaging design. Web design.

To apply online: Université de Rennes 2: www.campusart.org/artschool/#/program/725
Université d’Evry Val d’Essonne: www.campusart.org/artschool/#/program/747

PROFESSIONAL TITLE
RNCP – 3 YEARS OF HIGHER EDUCATION
Acta Multimédia: www.campusart.org/artschool/#/program/786
Brassart: www.campusart.org/artschool/#/program/569
LISAA: www.campusart.org/artschool/#/program/344
1984, School of Design: www.campusart.org/artschool/#/program/1097

LEVEL
Master

DIPLÔME SUPÉRIEUR DES ARTS APPLIQUÉS (DSAA)
NATIONAL DIPLOMA – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits
> DSAA, a 2-year degree, allows to refine the artistic mastery in Design in 30 schools with: Spatial design. Graphic design. Fashion and Product.

DIPLÔME NATIONAL SUPÉRIEUR D’EXPRESSION PLASTIQUE (DNSP)
NATIONAL DIPLOMA – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits
> DNSP, a 2-year degree that caps the graduate phase of art education in France and aims to impart structure and strength to the student’s personal research. 24 schools offer the Art option with some allowing a concentration (Spatial, Culinary, Sound, etc.).

GRADUATE LEVEL DIPLOMA IN PLASTIC ARTS (DNSAP)
MASTER LEVEL – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits
> The DNSAP (Diplôme National Supérieur d’Arts plastiques) delivered by the École Nationale Supérieure des Beaux-arts (ENSBa) in Paris.

MASTER
NATIONAL DIPLOMA – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits
> Master, a 2-year national diploma offered by around 20 universities under the broad fields of Arts, Letters, and Languages Law, Economics, Management; Humanities and Social Sciences, or Sciences, Technologies, and Health with various concentrations (Design, IT, Urban planning, Acoustics, Interactive design, etc.)

MASTER Arts - Design graphique et design d’interaction at the Université Polytechnique Hauts-de-France
www.campusart.org/artschool/#/program/462
> Master, field of Sciences, Technologies, and Health option global design, conferred by the École Nationale Supérieure de l’Architecture de Nancy.

> Double degrees

MASTER OF SCIENCE® (MSc)
INSTITUTION DIPLOMA – 1 YEAR OF HIGHER EDUCATION
> Master of Science Nature Inspired Design, offered by l’ENSCL - Les Ateliers and labeled with the Conférence des grandes écoles. www.campusart.org/artschool/#/program/626

DIPLOMA CRÉATEUR INDUSTRIEL (INDUSTRIAL DESIGNE)
MASTER LEVEL – 5 YEARS OF HIGHER EDUCATION – M2
120 ECTS credits
From École Nationale Supérieure de Création Industrielle (ENSCI) - Les Ateliers de Paris.