# CAMPUS FRANCE

## FICHE DOMAINE

# Design

**D**esign 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 testament 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."

With its strong scientific and cultural environment and regional dynamism, France has diverse and unique design programs that enjoy global recognition. French design schools maintain close ties with major R&D laboratories and six competitiveness clusters (*pôles de compétitivité*): Cap Digital (global cluster in Ile de France), Végépolys (global cluster in Pays de la Loire), Matiken (Nord-Pas-de-Calais), Mov'éo (Haute Normandie), Pôle Véhicule du Future (Alsace), Pôle Européen de la Céramique (Limousin).

### Design in numbers

- € 5 billion in total sales in the design sector (2013)
- Some 40,000 professional designers (2013)
- Over 1,500 people earn Level 1 design degrees each year
- 11,000 international students enrolled in French postsecondary schools of art and culture (2014)
- 45 public postsecondary schools of art operating on 58 sites (2015)
- 26 research and higher education clusters.

*Source: MCC - MEF - MENESR*

## INTERNATIONAL

Philippe Starck, Jean Michel Wilmotte, Tsé & Tsé, Matali Crasset, Inga Sempé, Ronan and Erwan Bouroullec, Jean Couveur, Patrice Mugnier, Ora-Ïto… 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), Arik Levy (Israel), and Kue Ho (Taiwan). 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 ISCID, or International Council of Societies of Industrial Design), "France Design," "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.

### Related fields

Arts – Culture – Design – Education – Management –IT – Fashion

### Subfields

Acoustics – Architecture – Interior design – Applied arts – Graphic arts – Visual arts – Audiovisual arts – Ceramics – Visual communications – 3D design – Architectural decor – Spatial design – Graphic design – Industrial design – Product design – Textile design – Drawing – Gastronomy – Sound engineering – Art dealing – Arts and crafts – Furnishings – Fashion and textiles – Multimedia – Digital arts – Set design – Urban planning – Video – Web design

### Useful links

- ANdÉA (national association of postsecondary art schools): www.andea.fr
- APCI (French agency promoting industrial design): www.apci.asso.fr
- APPEA (national association of public preparatory programs for admission to art schools): www.appea.fr
- 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: www.designetartsappliques.fr
- DESIS (Design for Social Innovation and Sustainability): www.desis-network.org
- Information sheet on degrees/diplomas in art and culture: www.campusfrance.org/fr/ressource/les-diplômes-dart-et-de-culture
- Design education in France: www.francedesigneducation.fr
- IFD (French design institute): www.institutfrancaisdudesign.fr
- ICSID (International Council of Societies of Industrial Design): www.icsid.org
- INMA (French national institute of arts and crafts): www.institut-metiersdart.org
- RNCP (national registry of occupational certifications): www.rncp.cncp.gouv.fr

### CHOOSE YOUR PROGRAM

- CampusArt program catalogue and online application form: www.campusart.org
- Campus France program catalogue: www.campusfrance.org>Trouvez votre formation
- Catalogue of short academic programs, cultural visits, and language courses: www.coursdete.campusfrance.org
- Catalogue of programs taught in English: www.campusfrance.org>Trouvez votre formation
- CampusBourses, financing your studies in France: www.campusfrance.org>Financez vos études

CAMPUS FRANCE
campusfrance.org

Students apply to the first year at a public École Supérieure d'Art (ESA) or Ecole Supérieure d'Arts Appliqués (ESAA) through a competitive process in which applicants submit a portfolio of their artistic work. In order to be admitted, many students are required to complete a one-year preparatory program (Mise à Niveau en Arts Appliqués, or MANAA). Admissions in mid-curriculum are possible if the applicant can prove equivalent personal and professional experience.

Some private schools award credentials listed on the national registry of occupational certifications (RNCP).

Tuition charges at many private schools are very high.

### Brevet de Technicien Supérieur (BTS, higher technical certificate)
**(Secondary diploma + 2 years of higher education) – L2**
- **BTS,** offered in public and private secondary and postsecondary schools. Options include: **Architectural environmental design; Planning; Audiovisual; Communication design; Fashion and textile design; Product design; Ceramics industry; Spatial design; Web design.** These programs are designed to rapidly prepare students to enter the workforce.

### Diplôme des Métiers d'Arts (DMA)
**(Secondary diploma + 2 years of higher education) – L2**
- **DMA**, a 2-year degree offered by over 40 public ESSA (Boulle, Olivier de Serres, Duperré) or public secondary schools. Students focus on one art/craft and learn to use traditional know-how in the professional world. Various options are available: **furnishings**, **ceramics**, **textiles, etc.**

### Diplôme National d'Art (DNA)
**(Secondary diploma + 3 years of higher education) – L3**
- **DNA**, awarded after 3 years of study at an École Supérieure d'Art (180 ECTS credits). Around 20 schools offer the **Design** option with some allowing a concentration (**spatial, textile, graphic or product design**, etc.).

### Licence
**(Secondary diploma + 3 years of higher education) – L3**
- **Licence Professionnelle**, a national diploma awarded after 1 year of study (60 ETCS credits) and offered by around 20 schools under the broad fields of **Arts, Letters, and Languages** or **Sciences, Technologies, and Health.** It offers students technical mastery in one specialty area: **Graphic design, Sound design, Textile design, 3D modeling, Packaging design, Web design.**

### Master 2
**(Secondary diploma + 5 years of higher education) – M2**

- **Diplôme National Supérieur d'Expression Plastique (DNSEP)**, a 2-year degree (120 ECTS credits) 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 design, culinary design, sound design, etc.).
- **Diplôme Supérieur des Arts Appliqués (DSAA)**, a 2-year degree (120 ECTS credits) that caps the **graduate phase** of art education in France. 38 schools offer the **Design option**, often with a concentration (spatial design, graphic design, fashion and product design, etc.).
- **Master**, a 2-year national diploma (120 ECTS credits) 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** *Prospectives Design*, offered by the IAE at the Ecole des Mines and the ESAD of Saint-Étienne. www.univ-st-etienne.fr

  2 **Master**, under the broad field of **Sciences, Technologies, and Health** with a concentration in **global design**, conferred by the Ecole Nationale Supérieure d'Architecture of Nancy (ENSA). www.nancy.archi.fr

Some institutions offer credentials recognized as being equivalent to a Master and listed in the RNCP:
- **Industrial Designer**, Strate - École de Design www.stratecollege.fr and Créapole www.creapole.fr
- **Directeur Artistique en Art Graphique et Design Numérique**, at ESAG-Penninghen. www.penninghen.fr
- **Designer - Manager de Projet**, Les Écoles de Condé. www.ecoles-conde.com
- **Directeur Artistique en Design Graphique**, Autograf. www.autograf.fr

### Diplômes d'établissements/Master degrees
**(Secondary diploma + 5 years of higher education) – M2**
- **Créateur Industriel**, École Nationale Supérieure de Création Industrielle (ENSCI) - Les Ateliers de Paris. www.ensci.com
- **Concepteur-Créateur en Arts Décoratifs**, École Nationale Supérieure des Arts Décoratifs (ENSAD) in Paris. www.ensad.fr
- **École Nationale Supérieure Louis-Lumière** in Paris, sound scenography option. www.ens-louis-lumiere.fr
- **Design**, Ecole de Design Nantes Atlantique, options: food, urban, social innovation and health, etc. www.lecolededesign.com

- **Diplôme National Supérieur d'Arts Plastiques (DNSAP)**, École Nationale Supérieure des Beaux-arts (ENSBA) of Paris. www.beauxartsparis.com
- **Master of Science in Embedded Systems Design** (for international students), Télécom ParisTech.www.telecom-paristech.fr
- **Msc in Luxury and Design Management**, ICN Business School, École Nationale Supérieure des Mines in Nancy and ÉSA in Nancy.

### Double degrees
- **Master of Arts, Letters, and Languages** (option: **Design**; specialization: **Design-Innovation-Society**), École Nationale Supérieure des Mines d'Alès (ENSMA) and Université de Nîmes. www.unimes.fr
- **Master of Arts, Letters, and Languages** (option: **Design**; specialization: **Design, Medias, and Technologies**), ENSMA and Université Panthéon-Sorbonne. www.univ-paris1.fr

### International Master 2
**(Secondary diploma + 5 years of higher education) – M2**

- **European Master Erasmus Mundus in Food Innovation and Product Design**, Institut des Sciences et Industries du Vivant et de l'Environnement (AgroParisTech). www.agroparistech.fr

## Beyond the master level

**(M2 + 1, 2 or 3 years of higher education) – Post-M**

- **Diplôme Supérieur de Recherche en Design (DSRD)**, awarded after one to three years and offered by 3 ESAD (Saint-Étienne, Marseille-Méditerranée in plant design and graphic design; Reims in culinary design) and by the ESAA (Duperré).

- **Post-Master "KAOLIN," Art and Design in Contemporary Ceramics**, one-year program offered by the ESA of Limoges. www.ensa-limoges.fr

- **Specialized Master in Innovation by Design**, 15-month program offered by ENSCI - Les Ateliers. www.ensci.com

- **DPEA Design for Architecture** at the École Nationale Supérieure d'Architecture of Grenoble. www.grenoble.archi.fr