



STUDY GUIDE



FOUNDATION YEAR



GRAPHIC DESIGN



INTERIOR DESIGN



EVERYONE CAN BECOME CREATIVE

«EVERYONE CAN BECOME CREATIVE»

MAKING THE RIGHT CHOICE

Choosing to study in the applied arts is not an insignificant act. It means committing to an artistic course whilst pursuing a professional objective : **to joining the professions centred on creation and innovation.**

For the young student who has just passed the baccalauréat, or for the professional looking for a career change, this choice comes with a multitude of questions: Am I creative? Have I got talent? Will I master a field that I only understand intuitively? Will I be able to adapt to future innovation?

In answer, Esam Design starts with a simple assumption: **everyone can become creative.** This is why our school puts all its experience into helping students develop their individual artistic potential. With our teaching methods based on project work and the personalised supervision of each student, we train you progressively in the contemporary practice of design, interior design and graphic design.

Our long-standing history demonstrates the strength of our teaching, which continues to develop and evolve with technical innovations, new creative approaches and the professional cultures.

To choose Esam Design is to choose **65 years of experience** in teaching design, a network of **4500 graduates** and many forms of **official recognition**: the school is professionally recognised by the French Council of Interior Architects – FCAI, and is an active participant of the international Erasmus programme.

To choose Esam Design is to combine your desire to join and thrive in the creative professions with the strength and

quality of our teaching. We are delighted to show you more about our school...

OUR SCHOOL

Within a friendly environment of mutual partnership, ESAM Design Paris provides an education in the essential methods used in the professional world and a place where students' full creative and academic potential can **flourish.**

After the **foundation year**, during which students become familiar with the world of applied arts, students opt for a **4 year course** to learn about the diverse aspects of either graphic design communication or interior design.

The key word, 'creativity', links all their future careers, whether these will take place internationally or in France. This is more than a vague sentiment or feeling coming from the inspiration of the moment. It is about acquiring a state of mind constantly tuning in to cultural settings, seeking personal expression and flowing with ideas...

ESAM PLUS FACTORS

ESAM Design has been training students in Interior Design and Graphic Design in a friendly environment of mutual partnership for over 65 years.

8 assets explain our longevity:

1 / PROFESSIONAL SUCCESS

80% of our alumni have found work within 6 months of graduating.

2 / DIPLOMAS RECOGNISED BY PROFESSIONALS

ESAM Design Paris is one of 15 French schools professionally recognised by the French Council of Interior Architects - CFAI (Conseil Français des Architectes d'Intérieur)

3 / PERSONALISED ACCOMPANIMENT AND SUPPORT

Small classes and dedicated times for individual discussion at ESAM Design Paris ensure close supervision and support for each student. Monthly meetings are reserved for international students to help them solve any general problems and to help them make the most of life in Paris.

4 / COMBINING STUDIES WITH WORK

4th and 5th year-students can combine study and work, to prepare the launch of their professional career.

5 / A PRIVILEGED POSITION IN A CULTURAL ENVIRONMENT

Located in the heart of the Batignolles, ESAM Design Paris is a 15 minutes walk to Montmartre. The school offers access to cultural resources that form part of the teaching programmes: museums, theatres, galleries, cinemas, workshops and studios.

6 / A STAFF OF PRACTICING PROFESSIONALS

All the courses at ESAM Design Paris are taught by practicing professionals bringing together their experience with the desire to pass it on.

7 / AN INFLUENTIAL NETWORK

ESAM Design Paris can rely on a network of 4500 alumni for internships and professional opportunities for its students.

8 / INTERNATIONAL RELATIONS

An international experience is a major asset to a student's education. ESAM Design Paris is a member of the Erasmus exchange programme and has an active policy of partnership with schools all over the world.

INTERNATIONAL

International exchanges and the interaction of practices in diverse artistic domains are the essence of a lively creativity. From its very beginning, ESAM Design has developed links with other countries by welcoming many students from a wide variety of cultural horizons, organised study fieldtrips abroad and participated in international workshops and competitions.

In the current climate of international exchange and openings, ESAM Design is committed to expanding its policy of sharing ideas and practices with others across the world.

Why do we wish to become a member of Cumulus?

We wish to go beyond the frame of the ERASMUS exchange program by taking part in a global "think tank" with partners' feedback and collaborative thinking in the international world of art and design, as offered by the combined strength of the members of Cumulus. A think tank group at ESAM Design is currently studying the structures and possibilities for the school of the future and we would be interested in opening up this discussion with other members of Cumulus.

As a member of Cumulus we would continue our tradition of a warm welcome to international students and tutors, helping them settle into their new creative environment, sharing cultures to the mutual benefit and enrichment of all. ESAM Design is a friendly school which is highly conducive to the students' well-being and creative output. Our students and staff regularly participate on international exchanges.

ESAM Design has an active network of partnerships in Paris and would be willing to help members of Cumulus organize conferences and other events.



Our current Network of Partner Institutions:

Belgium

University of Antwerp

China

Nanjing Institute of Art

Germany

Hochschule für Technik, Stuttgart

Ireland

Limerick Institute

Israel

HIT – Holon Institute of Technology

Italy

NABA, Milan

Poland

Academy of Fine Arts, Cracow

Academy of Fine Arts, Warsaw

Portugal

Escola Superior de Artes e Design, Matosinhos

Spain

Artediez, Madrid

ESDAP, Barcelona

EASD Serra i Abella, Barcelona

Escola d'Art i Superior de Disseny, Alicante

Escuela de Arte y Superior de Diseno, La Rioja

Escuela de Arte y Superior de Diseno, Valencia

Escuela de Arte y Superior de Diseno, Madrid

Turkey

Okan University, Istanbul

Istanbul Technical University, Istanbul

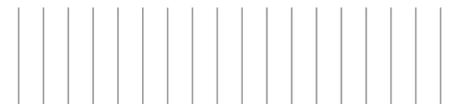
U.K

University for Creative Arts, Kent



Design 1

Foundation Year



DESIGN 1 - FOUNDATION YEAR

STARTING YOUR ARTISTIC STUDIES

During the foundation year, students are encouraged and guided to develop their curiosity, sense of analysis and creativity. This forms the basis of their choice of professional specialization.

Drawing is an essential skill required in the field of design. The foundation year course reaches beyond a purely technical training, teaching the multi-faceted aspects of this discipline.

It helps the student refine their study plan and outline their professional future.

A DUAL OBJECTIVE

- students prepare portfolios and entrance exams for top public schools (applied art, fine art, architecture)
- students are introduced to Interior Design and Graphic Design modules and can specialize in one of these subjects at ESAM Design

A PEDAGOGICAL PROGRAMME BASED ON FOUR AXES

On entering the foundation year, the student leaves behind the school timetable to follow a series of interactive workshops that are divided into three main sections:

- Drawing
- Art History
- Culture
- Introduction to Graphics and Design

Throughout the course, the student works on developing a personal project and building up a portfolio.

The teaching staff on the foundation year course are all practising professionals.

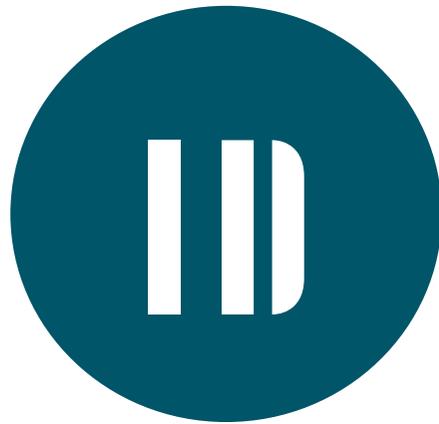
FUTURE PROSPECTS

- Students continue at the school in the student's chosen subject in the applied arts: Interior Design or Graphic Design
- Students enter one of the well-known public schools (ENSAD, EPSAA, HEAD Geneva, Public Schools of Fine Arts etc.)

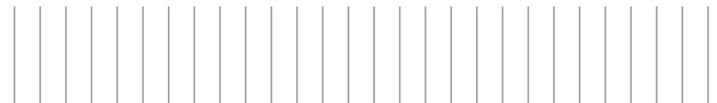
Skills & Techniques	Sem 1	Sem 2
Academic Drawing	2	2
Drawing from observation	3	3
Drawing outside	3	2
Introduction to color	3	3
Introduction to spatial construct	3	2
Computer Design (photoshop, Illustrator)	3	2
General Culture		
Histoire de l'Art	3	2
Semiology	2	2
Drawing and speaking	2	2
Initiation to Applied Arts		
Introduction to graphism	3	4 (6)*
Introduction to Interior design	3	4 (6)*
Creating a portfolio		4 (6)*
Total	30	30

* 2 courses : 6 ECTS/course. 3 courses: 4 ECTS / course





Interior Design



DESIGN / INTERIOR DESIGN COURSE

A 3 OR 5 YEAR COURSE

Students preparing or having the International Baccalauréate or equivalent have to integrate first the Foundation Year.

To enter the course through equivalence applicants must show proof of a sufficient level of study and aptitude.

EDUCATIONAL GOALS

At the end of the course, the student must be able to :

- Analyse : determine the adequacy of the architectural design of a place with the client's programme
- Design and create a project with a personal design intent
- Communicate and organise, from conception to completion.

The diploma qualification "Architecte d'Intérieur/ Designer" has been professionally recognised by the French state / Level II on the Répertoire National des Certifications professionnelles (RNCP) – National directory of professional certifications

ESAM Design is a member of the Conseil Français des Architectes d'Intérieur (CFAI) – French Council of Interior Architects

INTERNATIONAL

An international experience is a major asset to a student's education. ESAM Design is a member of the Erasmus exchange programme and has an active policy of partnership with schools all over the world.

CAREERS

80% of our alumni have found work within 6 months of graduating.

Jobs :

Interior designer/ Environment designer (object and furnishings)/ Commercial designer/ Decorator/ Set designer

Business sectors :

Interior design agencies / Exhibition and events design agencies / Architecture departments of retail brands / marketing agencies / Office design / Global design practices / Stand design agencies

Freelance or in-house design activity



ID2 / ID 3 - 2ND YEAR / 3RD YEAR DESIGN / INTERIOR DESIGN

PRESENTATION ID2

• During this year, students develop a plastic approach to space and acquire the skills necessary to transfer this into interior design.

CONTENT ID2

- Learning the methods of representation
- Express ideas using scale and norms
- Becoming familiar with tracing plans and converting them into space. These notions are applied to projects on habitation and in commerce, taking into consideration the principles of distribution and function as well as respecting the architecture.

Professional Techniques	Sem 1	Sem 2
Interior Design Studio	7	7
Design	6	5
History of Architecture	2	1
Design topics (English)	1	1
Portfolio Conception	-	1
General Culture	2	2
Professional culture		
Perspective	4	4
Computer Assisted Design (Autocad)	3	3
Volume	1	1
Participation in school events	-	1
Creative development		
Academic drawing	1	1
Colour Research	1	1
Graphic Design	2	2
Total ECTS	30	30

PRESENTATION ID3

• During this year the student becomes familiar with the different stages of a project. Students strengthen their abilities by applying experience from previous years, developing projects into practice.

CONTENT ID3

Mastering the different means of representation
Complying with a brief / Creating trends books /
Understanding the function of an object within its environment / Presenting a preliminary design

Professional Techniques	Sem 1	Sem 2
Interior Design Studio	7	7
Design, Material & tendencies	6	6
Design topics (English)	1	1
Portfolio Conception	-	1
General Culture	2	2
Professional culture		
Rough	3	3
Computer Assisted Design (3Ds Max)	5	4
Computer Assisted Design (Autocad)	5	-
Participation in school events	-	1
Creative development		
Academic drawing	1	1
Colour Research	-	2
Graphic Design	2	-
Total ECTS	30	30



IDA / IDS / 4TH YEAR / 5TH YEAR DESIGN / INTERIOR DESIGN

PRESENTATION ID4

• In this year students determine and develop their personal design intent. Projects acquire a social dimension. Students work in the studio together on the same project, becoming accustomed to the tutor dynamic.

CONTENT ID4

- Mastering projects of differing scales
- Working with a tutor
- Developing a personal design intent
- Creation of preliminary designs

Professional Techniques	Sem 1	Sem 2
Interior Design Studio	7	7
Design	6	5
Design topics (English)	1	1
Portfolio Conception	-	1
General Culture	2	2
Dissertation tutorials	4	4
Professional culture		
Rough	4	4
Computer Assisted Design (3DS Max)	3	3
Intership report	2	-
Participation in school events	-	1
Creative development		
Colour Research	1	1
Graphic Design	2	2
Total ECTS	30	30

PRESENTATION ID5

• At the end of the cursus, this year is the consolidation of the skills and experience of the previous years. The objective to demonstrate working independence: develop a brief of specifications, master the creative tools, project methodology, develop a concept, demonstrate aesthetic and creative design intent, present a project.

JURY ID5

Throughout the year the student works with a tutor, developing a design project and an interior design project. Both projects are presented with their prospective dimensions in a dissertation. The student presents his project at the end of the year before a jury consisting of national and international designers and interior designers and members of professional organisations.

	Sem 1	Sem 2
Tutoring		
Interior Design Studio		
Design		
Dissertation tutorials		
Portofolio Conception		
Technical support		
Computer Graphics		
Design topics (English)		
Presentation before a jury		
Total ECTS		60





Graphic Design



GRAPHIC DESIGN COURSE

A 3 OR 5 YEAR COURSE

Foundation year is open to international students having the International Baccalaureate or equivalent national school leaving or university entrance qualifications.

Students who have done a Foundation Course or an equivalent foreign diploma may apply for admission into 2nd year with equivalent status.

EDUCATIONAL GOALS

The course teaches students how to work in the multiple domains in graphic design:

- visual identity • editorial design • poster design • illustration • photography • video • web design • animation • packaging • interaction design

The diploma qualification “Graphic Designer” has been professionally recognised by the French state / Level II on the Répertoire National des Certifications professionnelles (RNCP) – National directory of professional certifications

INTERNATIONAL

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CAREERS

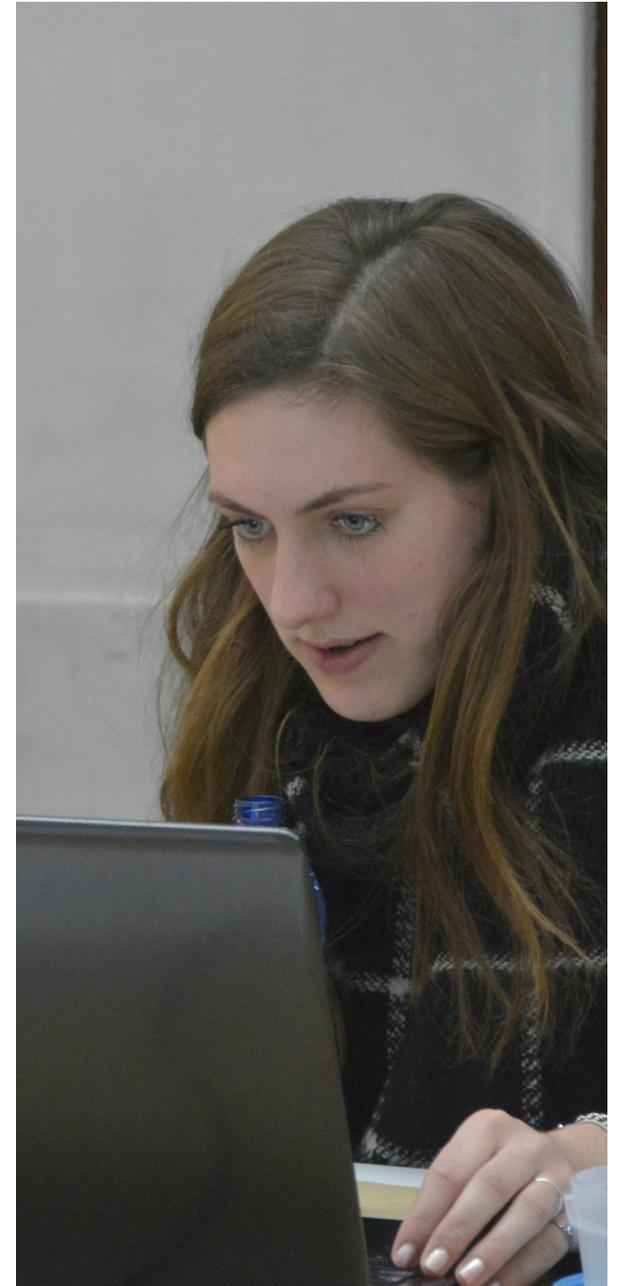
Jobs:

Graphic designer/ artistic director/ illustrator/ web designer/ motion designer/Interactive space designer/ project manager in publishing or multimedia

Sectors and businesses:

- Advertising and Communications agencies
- Studios and Creation agencies
- Agencies specializing in events, multimedia, products...
- Publishing
- Press
- Global design agencies

Freelance or in-house design activity



GD2 / 2nd YEAR OF GRAPHIC DESIGN

PRESENTATION GD2

- The student acquires a broad foundation essential for future professional life. He is immersed in the culture of graphic design, sharpens his critical eye, and learns the basis of composition in publishing before addressing web design.

CONTENT GD2

- Acquisition of the key elements in graphic design
- Learning to master creative technological tools,
- Developing a visual culture.

Professional culture	Sem 1	Sem 2
Visual Communication	3	3
History of Graphism	2	1
Language and Communication	1	2
Graphic history (in English)	2	1
Portfolio conception	-	1
Professionnal Techniques		
Rough	2	2
Web	3	3
Computer Graphics (Photoshop, Illustrator, Indesign)	4	3
Volume	1	1
Participation in school events	-	1
Creative development		
Typography	3	2
Corporate Identity	3	3
Photography	2	2
Edition	-	2
Illustration	2	2
Academic Drawing	1	1
Total	30	30



GD3 / 3rd YEAR OF GRAPHIC DESIGN

PRESENTATION GD3

- All the creative briefs worked on by the students are live projects, with the aim to broaden their professional knowledge, and make them familiar with the variety of graphic means.
- Students are introduced to animation and website design.

CONTENT GD3

- Linking a visual identity with a brand
- Packaging design
- Graphic analysis of a work
- Story-board design
- Typography- creation of an alphabet
- Magazine design (editing, illustration, layout)
- Learning the techniques for web design
- Learning animation techniques

Professional culture	Sem 1	Sem 2
Visual Communications	3	3
Semiology	1	1
Graphic History (English)	1	1
Portofolio conception	-	1
Professionnal Techniques		
Rough	2	2
Computer Assisted Design (Photoshop, Illustrator, Indesign)	2	-
Webdesign	2	2
Motion Design	-	2
Introduction to 3D	2	-
Participation in school events	-	1
Creative development		
Typography	2	2
Corporate Identity	3	2
Packaging	2	2
Retail	-	2
Edition	2	2
«Unik» Workshop	2	-
Cross-cutting Project	-	2
Photography / vidéo	2	2
Illustration	2	2
Academic Drawing	1	1
Total	30	30



GD4 / 4th YEAR OF GRAPHIC DESIGN

PRESENTATION GD4

- Developing a personal creative universe. Immersion in the professional workplace.
- The first 3 months are spent on live briefs. The student then applies his knowledge and theoretical observations to professional practice during a three-month internship.
- These combined experiences serve the student during the rest of the year as he works on the talent project and web campaign that are presented before a jury of professionals.

CONTENT GD4

- Creating a coherent unity of skills and knowledge
- Gaining experience of professional practice
- Developing a personal creative project
- Creation of a web campaign

Professional culture	Semestre 1	Semestre 2
Visual Communication	2	-
Dissertation tutorials	2	-
Design topics (English)	2	2
Portfolio conception	1	-
Professional culture		
Computer Graphics (After Effects, Flash)	3	3
Webdesign	3	3
Internship report	-	3
Participation in school events	-	1
Creative development		
Corporate Identity	3	-
Packaging	3	-
Edition	3	-
Introduction to 3 D	2	-
Photography / video	2	-
Illustration	2	-
Workshop video	2	-
Personnal Project	-	3
Document and Oral Presentation		
Personnal Project		5
Multimedia Lab		5
Portfolio conception		5
Total	30	30



GD5 / 5th YEAR OF GRAPHIC DESIGN

PRESENTATION GD5

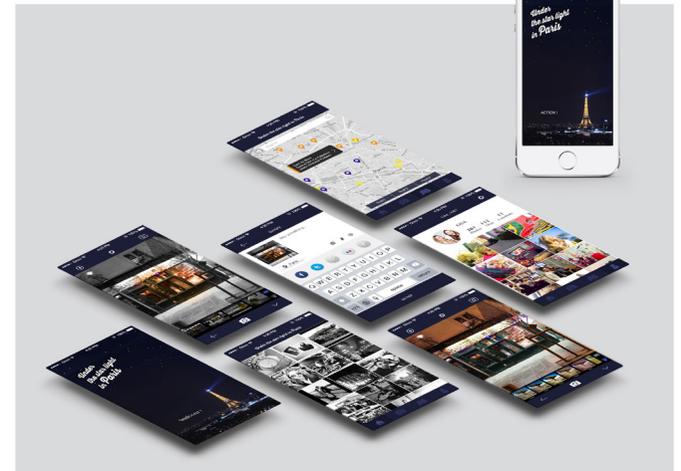
During this year the student designs a personal project for a global campaign developed using a variety of means, completed by a dissertation. The student presents the campaign in June before a jury consisting of members of unions and professional organisations, and qualified professionals from France and abroad.

CONTENT GD5

The objective of this year is to demonstrate working independence:

- Mastering creative tools
- Project methodology
- Developing a concept
- Asserting an aesthetic and creative intention
- Project communication

GD5 Graphic Designer	ECTS
Monitoring	
Global Campaign	
Dissertation	
Connected objects	
Portofolio Conception	
Technical support	
Motion design (Adobe, After Effects)	
Webdesign / Digital Lab	
Communications and social networks	
Law & Economics	
Design topics (English)	
Final presentation	60



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