



► Access to the courses :

This diploma is held for young people involved in Arts, ideally willing to improve their skills in Arts

The access is also possible for young people with BTEC in Visual Communication Multimédia or any training in Craft and Arts careers

► Duration of the courses :

2 years within 7 weeks of training periods during the first year of training. Sandwich courses are also provided, just register.

► Aim of the training :

BTEC National Higher diploma in Design Graphism / Print media option leads students towards the conception of visual communication projects in Identity Design area (logo, signs, typography, packaging ...) and also Print Design (newspaper, books, informative editions for trade and institutions)

Skills & acknowledgement of the courses :

- Graphism culture, design and typography
- Technical skills of materials, software and print technologies
- Methodology to realize all kinds of creative proposals linked to specific needs linked to visual communication
- A day to day practice of graphism, composition and plastic use expression

At the end of the training, students have to be able :

- To communicate and study the feasibility of a professional project in Design and Graphism
- Fighting and sustain their project in front of a jury of professional especially in their area
- Produce a wide range of relevant concept regarding to a communication problem and submitted to a short deadline
- Enunciate arguments relevant towards design problematic or image culture, strengthen by arguments and references

To succeed in these courses, you need :

- Being nosy parker, listening, willing to argue and criticize
- General culture and sensitivity
- Creativity and expressive talents
- Skills in design, graphism and also writing
- Perseverant, hard worker, eager

► Software used in the courses :

- Illustrator
- In design
- Photoshop



► Training period abroad :

May or June

► Career opportunities :

- Communication and advertising agencies
- Creative Studios
- Any group or institution integrating a service dedicated to its communication
- Publishers and advertising agencies
- The press
- Printers offering design in their own activities
- Independent graphic designer status.



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