

GRAPHIC DESIGN COURSES - BA / MA

DSAAD1 BA (L3)

SEMESTER 1

| Unit | Description | Alloted Time | ECTS |
|---|-----------------------------|--------------|-----------|
| General Knowledge | | | |
| UE1 | a - Literature/Retorics | 30h | 2 |
| | b - philosophy | 30h | 2 |
| | c - Contemp. Design | 30h | 2 |
| UE2 | English | 30h | 2 |
| UE3 | Marketing Strategy | 30h | 2 |
| Research and Creation in Visual Arts | | | |
| UE4 | Culture and techniques | 15h | 1 |
| UE5 | Art Practice and Techniques | 105h | 8 |
| Research and Creation in Design | | | |
| UE6 | Innovation and Research | 15h | 1 |
| UE7 | Lab Sessions | 165h | 10 |
| | | | 30 |

SEMESTER 2

| Unit | Description | Alloted Time | ECTS |
|---|-----------------------------|--------------|-----------|
| General Knowledge | | | |
| UE1 | a - Literature/Retorics | 30h | 2 |
| | b - philosophy | 30h | 2 |
| | c - Contemp. Design | 30h | 2 |
| UE2 | English | 30h | 2 |
| UE3 | Marketing Strategy | 30h | 2 |
| Research and Creation in Visual Arts | | | |
| UE4 | Culture and techniques | 15h | 1 |
| UE5 | Art Practice and Techniques | 105h | 8 |
| Research and Creation in Design | | | |
| UE6 | Innovation and Research | 15h | 1 |
| UE7 | Lab Sessions | 165h | 10 |
| UE9 | Main Design Project | 30h | / |
| UE10 | Design-Related Dissertation | 30h | / |
| | | | 30 |

DSAAD2 MA (M1)

SEMESTER 3

| Unit | Description | Alloted Time | Crédits |
|---|--|--------------|-----------|
| General Knowledge | | | |
| UE1 | a - Literature/Retorics | 30h | 3 |
| | c - Histoire de l'art - Contemp. Design | 60h | 2 |
| | | 15h | |
| UE2 | English | 30h | 1 |
| UE3 | Marketing Strategy | 30h | 2 |
| Research and Creation in Visual Arts | | | |
| UE4 | Culture and techniques | 15h | 1 |
| UE5 | Art Practice and Techniques | 45h | 2 |
| Research and Creation in Design | | | |
| UE6 | Innovation and Research | 15h | 1 |
| UE8 | Stage | 3 mois | 1 |
| UE9 | Main Design Project | 510h | 10 |
| UE10 | Design-Related Dissertation | 30h | 6 |
| UE11 | English (design-related dissertation in English) | / | 1 |
| | | | 30 |

SEMESTER 4

| Unit | Description | Alloted Time | Crédits |
|---|--|--------------|-----------|
| General Knowledge | | | |
| UE1 | a - Literature/Retorics | 30h | 5 |
| UE2 | English | / | 1 |
| UE3 | Marketing Strategy | 30h | 2 |
| Research and Creation in Visual Arts | | | |
| UE4 | Culture and techniques | 15h | 1 |
| UE5 | Art Practice and Techniques | 45h | 2 |
| Research and Creation in Design | | | |
| UE6 | Innovation and Research | 15h | 1 |
| UE8 | Stage | / | 1 |
| UE9 | Main Design Project | 510h | 10 |
| UE10 | Design-Related Dissertation | + sout. | 6 |
| UE11 | English (design-related dissertation in English) | 30h | 1 |
| | | | 30 |