DESIGN

BY THE NUMBERS

Sources : INSEE - MC - MESRI

- **€ 5 billion** in total sales in the design sector (2016)
- Some **40,000 professional designers** (2017)
- Over **1,500** people earn Level 1 design degrees each year
- **12,000** international students enrolled in French postsecondary schools of art and culture (2017)
- **45** public postsecondary schools of art operating on 58 sites (2018)
- **26** research and higher education clusters.

INTERNATIONAL

Philippe Starck, Jean Michel Wilmotte, Tsé & Tsé, Matali Crasset, Inga Sempé, Ronan and Erwan Bouroullec, Jean Couveur, Mathieu Lehanneur, 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), and Arik Levy (Israel).

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 institutions of higher learning in Art):** www.andea.fr
- **APCI (French agency promoting industrial design):** www.apci.asso.fr
- **APPEA (National association of public preparatory schools for institutions of higher learning in Art):** www.appea.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
- **Circulation, festival of young European photographers:** www.festival-circulations.com
- **Culturethèque - Institut Français:** www.culturetheque.com
- **Design and applied arts:** www.designetartsappliques.fr
- **Design education in France:** www.francedesigneducation.fr
- **DESIS (Design for social innovation and sustainability):** www.desis-network.org
- **Information sheets on programs in art and culture:** www.campusfrance.org/en/ressource/degrees-in-art-and-culture
- **IFD (French design institute):** www.institutfrancaisdudesign.fr
- **INMA (French national institute of arts and crafts):** www.institut-metiersdart.org
- **Ministry of culture:** www.culture.gouv.fr
- **RNCP (Répertoire national des certifications professionnelles):** www.rncp.cncp.gouv.fr
- **WDO, World Design Organization:** www.wdo.org

November 2018

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."

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).

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DESIGN

LICENCE LEVEL

BREVET DE TECHNICIEN SUPÉRIEUR (BTS)
(BACCALAURÉAT + 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)
(BACCALAURÉAT + 2 YEARS OF HIGHER EDUCATION) – L2

> **DMA**, a 2-year degree offered by over 6 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)
(BACCALAURÉAT + 3 YEARS OF HIGHER EDUCATION) – L3

> **DNA**, awarded after 3 years of study ina Higer School of Art and Design (180 ECTS credits), confers the Degree of Licence. Around 20 schools offer the Design option with some allowing a concentration (**spatial, textile, graphic or product design**, etc.).

DIPLÔME NATIONAL DES MÉTIERS D'ART ET DU DESIGN (DNMADE)
(BACCALAURÉAT + 3 YEARS OF HIGHER EDUCATION) – L3

> **DNMADE**, certifies the 1st cycle in ESAA over 3 years (180 ECTS) and confers the Degree of Licence. This diploma offers several mentions: **Animation, space, event, graphics, innovation, instrument, book, materials, fashion, digital, object, heritage, show**...

LICENCE PROFESSIONNELLE
(BACCALAURÉAT + 3 YEARS OF HIGHER EDUCATION) – L2 + 1

> **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**.

To apply online: **www.campusart.org** > Find your program

MASTER LEVEL

DIPLÔME SUPÉRIEUR DES ARTS APPLIQUÉS (DSAA)
(BACCALAURÉAT + 5 YEARS OF HIGHER EDUCATION) – M2

> **DSAA**, a 2-year degree (120 ECTS credits), allows to refine the artistic mastery in Design in 38 schools witn the options: **spatial design, graphic design, fashion and product**.

DIPLÔME NATIONAL SUPÉRIEUR D'EXPRESSION PLASTIQUE (DNSEP)
(BACCALAURÉAT + 5 YEARS OF HIGHER EDUCATION) – M2

> **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.).

MASTER 2
(BACCALAURÉAT + 5 YEARS OF HIGHER EDUCATION) – M2

> **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**

> **Master**, 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**

Double degrees:

> **Master of Arts, Letters, and Languages** (option: Design; specialization: DesignInnovation-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**

Degrees recorded at RNCP, level 1 (5 years):

> **Designer**, Strate - École de Design, options: Interaction[s], Identité[s], Espace[s], Mobilité[s], Produit[s], Immersive, Smart Cities. **www.campusart.org/artsearch/#/program/138**

> **Industrial Designer**, Créapole **www.campusart.org/artsearch/#/program/484**

> **Directeur artistique en art graphique et design numérique**, Penninghen. **www.campusart.org/artsearch/#/program/119** and Intuit.Lab. **www.campusart.org/artsearch/#/program/169**

> **Designer-Manager de projet**, Les Écoles de Condé.

www.campusart.org/artsearch/#/program/276 et Kedge Business School. **www.campusart.org/artsearch/#/program/276**

> **Directeur artistique en design graphique**, Autograf. **www.campusart.org/artsearch/#/program/249**

> **Design**, Ecole de Design Nantes Atlantique, options: food, urban, social innovation and health, etc. **www.campusart.org/artsearch/#/program/154**

INSTITUTION-SPECIFIC DIPLOMAS/MASTER
(BACCALAURÉAT + 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) de Paris. **www.ensad.fr**

> **Diplôme** of the École nationale supérieure Louis-Lumière in Paris, sound scenography option. **www.ens-louis-lumiere.fr**

> **Diplôme National Supérieur d'Arts Plastiques (DNSAP)**, École Nationale Supérieure des Beaux-arts (ENSBA) of Paris. **www.beauxartsparis.com**

INTERNATIONAL MASTER 2
(BACCALAURÉAT + 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

INSTITUTION-SPECIFIC MASTER'S
(M2 + 1, 2, OR 3 YEARS OF HIGHER EDUCATION)

> **Diplôme Supérieur de Recherche en Design (DSRD)** 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 and **Master Of Science Nature Inspired by Design**, 18 months offered by ENSCI - Les Ateliers. **www.campusart.org/artsearch/#/program/826**

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

> **Specialized Master Marketing, design, creation**, at Audencia **www.campusart.org/artsearch/#/program/774** and at Ecole Centrale de Nantes.

To apply online: **www.campusart.org** > Find your program