DESIGN

BY THE NUMBERS

Sources : INSEE - MC - MESRI

- **€ 5 billion** in total sales in the design sector (2017)
- **€ 47.5 billion:** direct economic weight of the crop (2017)
- Some **40,000 professional designers** (2017)
- Over **1,500** people earn Level 1 design degrees each year
- **14%** of foreign students enrolled in Higher Education Culture (2018)
- **45** public postsecondary schools of art operating on 58 sites (2018)

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
- **DESIS (Design for social innovation and sustainability):** www.desis-network.org
- **Information sheets on programs in art and culture:** www.campusfrance.org/en/resource/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

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". The designer must take into account the changes in the mode of consumption, eco-design makes it possible to create for the user of ethical products respectful of the environment.

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 competitiveness clusters: links between Design Schools, Centers and Research Laboratories, 71 competitiveness clusters including 7 world centers and 11 at global vocation.

November 2019

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DESIGN

LICENCE LEVEL

BREVET DE TECHNICIEN SUPÉRIEUR (BTS)
(BACCALAURÉAT + 2 YEARS OF POSTSECONDARY STUDY) – L2

> **BTS**, offered in secondary and postsecondary schools. Options include: **Communication design; Product design; Spatial design**. These programs are designed to rapidly prepare students to enter the workforce.

DIPLÔME DES MÉTIERS D'ARTS (DMA)
(BACCALAURÉAT + 2 YEARS OF POSTSECONDARY STUDY) – L2

> **DMA**, a 2-year degree offered by over 4 public ESSA with **Decoration and furniture** option. Students focus on one art/craft and learn to use traditional know-how in the professional world.

DIPLÔME NATIONAL D'ART (DNA)
(BACCALAURÉAT + 3 YEARS OF POSTSECONDARY STUDY) – 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 (**textile, graphic or product design**, etc.).
To apply online: www.campusart.org > Find your program

DIPLÔME NATIONAL DES MÉTIERS D'ART ET DU DESIGN (DNMADE)
(BACCALAURÉAT + 3 YEARS OF POSTSECONDARY STUDY) – 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** (4); **space** (27); **event** (11); **graphics** (36); **innovation** (3); **instrument**; **book** (1); **materials** (11); **digital** (12); **object** (35) ...
To apply on CampusArt: Ecole de Design Nantes Atlantique:
www.campusart.org/artsearch/#/program/971

LICENCE
(BACCALAURÉAT + 3 YEARS OF POSTSECONDARY STUDY) – L3

> **Licence**, a national diploma awarded after 3 year of study (180 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 on CampusArt:
Université de Rennes 2: www.campusart.org/artsearch/#/program/725
Université Polytechnique Hauts-de-France: www.campusart.org/artsearch/#/program/460
Université d'Evry Val d'Essonne: www.campusart.org/artsearch/#/program/747
Titres enregistrés au RNCP de niveau II, cursus de 3 ans :
Acfa Multimédia: www.campusart.org/artsearch/#/program/786
Brassart: www.campusart.org/artsearch/#/program/569
LISAA: www.campusart.org/artsearch/#/program/344

MASTER LEVEL

DIPLÔME SUPÉRIEUR DES ARTS APPLIQUÉS (DSAA)
(BACCALAURÉAT + 5 YEARS OF POSTSECONDARY STUDY) – M2

> **DSAA**, a 2-year degree (120 ECTS credits), allows to refine the artistic mastery in Design in 30 schools with: **spatial design, graphic design, fashion and product**.

DIPLÔME NATIONAL SUPÉRIEUR D'EXPRESSION PLASTIQUE (DNSEP)
(BACCALAURÉAT + 5 YEARS OF POSTSECONDARY STUDY) – 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.).
To apply online: www.campusart.org > Find your program

MASTER 2
(BACCALAURÉAT + 5 YEARS OF POSTSECONDARY STUDY) – 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 global design option, conferred by the Ecole Nationale Supérieure d'Architecture of Nancy (ENSA).

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 Design** (option: **Design, Art, Média**), Université Panthéon Sorbonne and Télécom ParisTech. www.pantheonsorbonne.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 and Kedge Business School. www.campusart.org/artsearch/#/program/34
> **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/969

INSTITUTION-SPECIFIC DIPLOMAS/MASTER
(BACCALAURÉAT + 5 YEARS OF POSTSECONDARY STUDY) – M2

> **Créateur industriel**, École Nationale Supérieure de Création Industrielle (ENSCI) - Les Ateliers de Paris.
> **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.
> **Diplôme National Supérieur d'Arts Plastiques (DNSAP)**, École Nationale Supérieure des Beaux-arts (ENSBA) of Paris.

INTERNATIONAL MASTER 2
(BACCALAURÉAT + 5 YEARS OF POSTSECONDARY STUDY) – M2

> **European Master Erasmus Mundus in Food Innovation and Product Design**, Université Paris Saclay, AgroParisTech, Dublin Institute of Technology (Ireland), Federico II University (Italy) and Lund University (Switzerland).

BEYOND THE MASTER LEVEL

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

> **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.
> **Post-graduate Research ÉCOLAB**, in one year, offered by ESA d'Orléans. www.campusart.org/artsearch/#/program/837
> **DPEA Design for Architecture** at the École Nationale Supérieure d'Architecture of Grenoble.

MASTÈRE SPÉCIALISÉ (MS)
(MASTER + 1 YEAR OF POSTSECONDARY STUDY)

> **Mastère Spécialisé Innovation By Design** www.campusart.org/artsearch/#/program/871, **Master of Science Nature Inspired Design** www.campusart.org/artsearch/#/program/826 and **Master's degree in creation, design & contemporary technology** www.campusart.org/artsearch/#/program/858 offered by ENSCI - Les Ateliers.
> **Design by Data Mastère Spécialisé® - Advanced Master in Computational Design,** offered by École des Ponts ParisTech. www.campusart.org/artsearch/#/program/811