Rennes 2 University

Design Master's Degree: Careers in Graphic Design pathway

The majority of our courses are taught in French. We invite you to also have a look at the list of courses offered in English at Rennes 2.

Objectives

The Master's Degree in Design is run by lecturer-researchers specialized in the arts, computer science and human sciences as well as graphic design professionals.

It is aimed at students seeking a career in graphic design (print and web) and content and service design in the print and digital publishing sectors. Prospects for students on this course also include the emerging fields of data journalism and data design in the areas of culture, communication and heritage.

This is a two-year Master's degree dedicated to the study of graphic design and to the acquisition of entrepreneurial skills and an enhanced awareness of the major societal challenges in today's world (social and solidarity economies, cultural heritage, knowledge transfer).

Throughout the training, the focus is on quality writing, formulating a graphic-design related problem, conducting experimental work and producing challenging forms.

Skills

- Graphic design (paper / screen), editorial graphics (design and construction), information design, interaction design (mobile sensors): graphic and typographic skills (paper / screen). Design and construction in editorial design. Information design: mapping, data visualization, motion graphics design. Interaction design. Creative code.

- Graphic design research methodologies: Acquisition of specific background knowledge combining graphic design, typography, publishing, generative design and e-books. Investigation, analysis and interpretation of corpus data. Data mapping. Graphic prototyping, UX / UI Design.

- Project management (service design, entrepreneurship): Responding to calls for tenders. Technical Specifications. Market research, marketing, entrepreneurship. Law.

Course Content

The Master 1 (year 1) :

Modules are arranged in different levels with some overlap: ECTS credits are spread over the two semesters with 30 credits per semester.

Disciplinary Teaching Units in semester 1 (S1) and semester 2 (S2): (40 ECTS credits):
- graphic design workshops (2 x 36 hours: tutorials (TDs)) and graphic design classes (2 x 12 hours: lectures (CMs))
- data design workshops and seminars (2 x 24 hours: tutorials (TDs))
- graphic design research workshop / seminar (2 x 24 hours: tutorials (TDs)
- motion graphic design workshop (24 hours: tutorials (TDs))
- creative graphic coding workshop (2 x 36 hours: tutorials (TDs): (html, CSS, JavaScript, D3.js, P5.js)
- marketing classes (24 hours: tutorials (TDs))

Shared modules and lectures for the two semesters (16 ECTS credits):
- contemporary artistic practices (2 x 18 hours: lectures (CMs))
- professional conferences (8 hours: lectures (CMs))
- language classes (2 x 24 hours: tutorials (TDs))

Project partnership with DSAA Bréquigny High School in semester 1 (4 ECTS credits): project undertaken with high school pupils taking a graphic design option, with the programme set each year by the teaching commission.

It is possible to obtain a joint degree with the Digital Humanities Master's Degree:
students repeat the main design-specific classes but must also include additional courses and methodologies.

The Master 2 (year 2)

Also made up of 2 x 30 ECTS credits. (30 credits per semester).

Teaching usually takes place in the first semester. The second semester comprises the internship (6 months maximum) and the preparation and defence of the associated dissertation, which is equivalent to almost all the ECTS credits available in semester 2 (25 credits). No credits are awarded for the internship, but students receive support in semester 2 in the form of one research workshop and group and individual meetings.

Methodological teaching workshop (129 hours: tutorials (TDs))
- project management,
- editorial graphics (paper + sensors),
- information design / exhibition, the previous two may be interlinked.

Teaching / conferences / research workshop:
- entrepreneurial project (10 hours lectures (CMs) + 20 hours tutorials (TDs)): usually in groups of 3/4 students, leading to the writing of a report and an internal defence between the Master's Degree in Design and the Master's Degree in Social and Solidarity Economy (ESS)
- a project partnership with the National Institute of Applied Sciences (INSA) (fourth-year students)
- publishing rend multimedia law (20 hours: lectures (CMs))
- one or several study and research days organized with the Master's Degree in Visual Arts and/or Digital Humanities, with DSAA Bréquigny High School
- conferences on publishing careers
- project follow-ups (32 hours: tutorials (TDs))
The second semester (30 ECTS credits) is given over to the internship and its integration into the **research project and dissertation**
- research project follow-ups (40 hours: tutorials (TDs))
- final defence (dissertation + project)