

POSTGRADUATE DEGREE (DSAA) GRAPHIC DESIGN



Aims and outcomes

The wide field of application of visual communication encompasses jobs in graphics, publishing, advertising, event design and a wide range of mediums. Recent projects have addressed a large variety of fields such as communication for public and cultural institutions and associations, social commitment, public health, the protection of the environment and many more.

Course content

The aim of the visual communication DSAA is to equip future professionals so that they can answer diverse demands with efficiency and creativity. Graduates work either collaboratively or independently and in any case have to synthesize information to come up with solutions. Thus, they need to learn how to :

- Read a design brief from a strategic point of view, understand what is at stake in it and find their own positioning.
- Explore the problem situation thoroughly and to gather any complementary information that might be necessary for the creation of the project.
- Think up varied and adapted hypotheses.
- Use proficient artistic and graphic skills throughout the creation process.
- Use the latest tools and technologies to develop their ideas while analysing their own productions with clear-headedness and objectivity.
- Discuss projects with clients and convince them that the proposed solutions are relevant and efficient.

The two-year degree is structured around professional credibility and prospective ambition.

Career prospects

Over the past few years graduates with a visual communication DSAA have found jobs in the best graphic studios, with major publishers or in the most prestigious advertising agencies. Others have decided to carry on studying abroad, especially in the UK.

