



DNMADE

Object Design
Digital Design
Graphic Design
Spatial Design
Events Design
Performing Arts
Textile Design
Ornament
Materials

DSAA

Spatial Design
Product Design
Graphic Design
Digital Design
Arts and Crafts
3-D Branding
Fashion and Textile Innovation

MASTER'S DEGREES

Design Strategy
Design: creation, project,
multidisciplinarity

ens aama

courses

HEAD OF INSTITUTION

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ens aama
école nationale supérieure
des arts appliqués
et des métiers d'art



design graphique Carole Galopin | poster Nifée Baran CII | pictures students and teachers | 2023 | all rights reserved



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NITÉE

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Located on the left bank of Paris, Ensaama has a student population of nearly 1000, from undergraduates to post-graduates. The college offers its students a wide range of programmes in design and contemporary crafts. Its curriculum has 9 major courses of study, 17 courses at BA level and 6 post-graduate diplomas, including one in contemporary crafts and 2 master's degrees. Today, we prone multidisciplinary courses so that our students become acquainted with all fields of design throughout their studies. A driving force for our school project is our international policy of inbound as well as outbound student and staff mobility, just one of our numerous assets. The commitment of both practitioners and companies as educational partners is another key to the undoubted success of our students, opening up many employment opportunities.

Ensaama is also attentive to new techniques and professional requirements, the aim being to encourage students to develop their expertise with audacity, creativity and professionalism.

DNMADE

National Diploma in Contemporary Crafts and Design

The DNMADE (Diplôme National des Métiers d'Art et du Design) is the National Diploma of higher education in Art & Design that confers on its holder a Bachelor of Arts degree.

Over a 3-year study period, the DNMADE students gradually specialise and become more and more independent and professional. Ensaama offers 17 courses opening up to a wide range of fields in Art and Design. Our curriculum shows that not only do we aim to form specialists in a domain of study, but also to train future practitioners who will become familiar with the various fields of contemporary crafts and design.



DNMADE **OBJECT DESIGN**

PRODUCT DESIGN, USAGE, INNOVATION AND PRODUCTION

Major course of study: Object Design

Minor course of study: Materials

The course teaches industrial designers to create innovative products treating technical, economic, social, cultural or aesthetic topics. Students adapt to emerging lifestyles and the requirements of companies or institutions. Different materials are investigated based on today's technology involving all the design agents ranging from external public or private partners to research laboratories.

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



DNMADE **OBJECT DESIGN**

PRODUCT – SERVICE DESIGN

Major course of study: Object Design
Minor course of study: Service Design

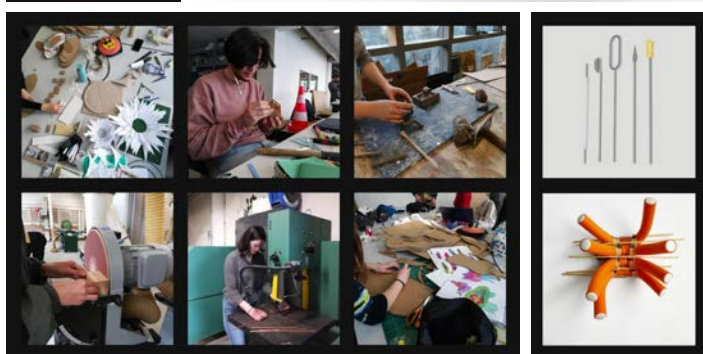
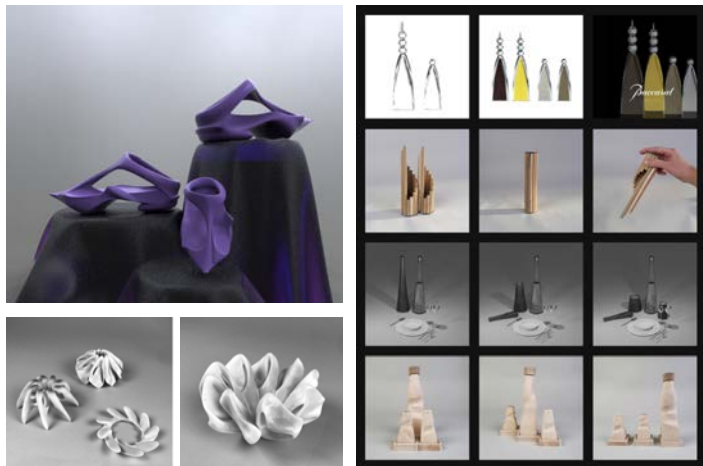
The aim of the course is to teach product and service designers how to investigate the changes in today's society and how to treat contemporary environmental and digital issues using service and interaction design. The students are trained to design tomorrow's user experiences, exploring product types and systems, interfaces and connected objects or spaces by identifying, creating, developing, and testing out innovative and exploratory devices.



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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



DNMADE **OBJECT DESIGN**

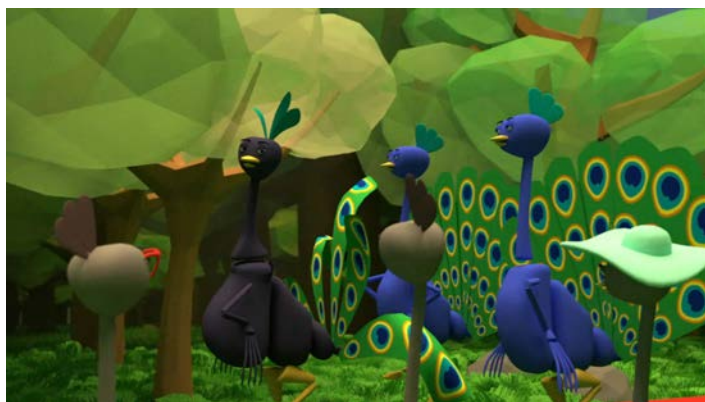
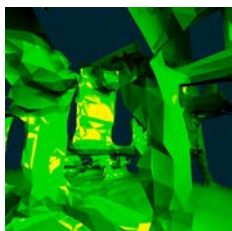
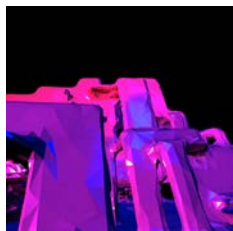
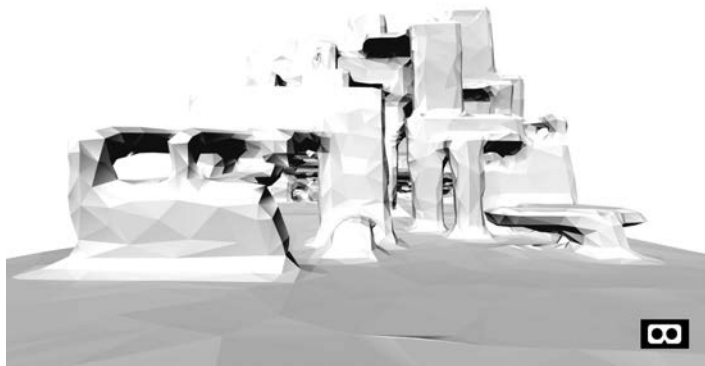
UNIQUE OBJECTS OF EXCEPTION, EXPERIMENTAL PRACTICES AND ALTERNATIVE PRODUCTIONS

Major course of study: Object Design

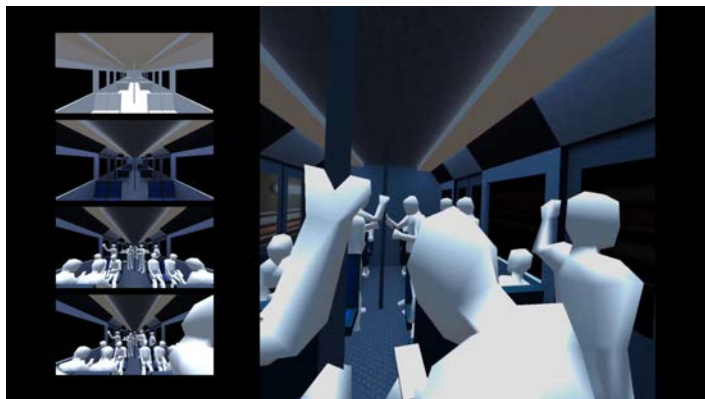
Minor course of study: Matériaux - Spatial design

The aim is to encourage creator-designers to question the meaning and identity of the object by studying the codes, fields of investigation, savoir-faire and the materials required for luxury goods. Students learn to produce exceptional objects and limited-edition furniture, to design in situ installations. They also design in situ installations for cultural or commercial events. An exploratory and experimental approach to materials and crafts is developed.

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DNMADE **DIGITAL DESIGN**

LINEAR AND INTERACTIVE STORYTELLING

Major course of study: Digital Design

Minor course of study: Graphic design – product

This course opens up to professional careers in digital creation in the fields of graphic design, animation, events and performing arts: art director, interface designer, interaction designer, web documentary designer, data designer. The student is taught how to explore the potential of the digital image, how to design several types of narratives (both linear and interactive), how to develop the technology of the video, of animation, 3D, programming, how to build user interfaces.

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DNMADE **GRAPHIC DESIGN**

IDENTITY DESIGN - CULTURAL, INSTITUTIONAL AND ADVERTISING COMMUNICATION

Major course of study: Graphic Design
 Minor course of study: Digital -Event

This course leads to Art Director careers in multi-channel communications agencies (advertising, event, interactivity). It aims to design and make different signs of communication: graphic charters and signs, logotypes, pictograms, etc and to apply them onto different media: posters, printed material, packaging, films, interactivity, street marketing or events.

Career prospects: Art Director, project manager, film or video maker.

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DNMADE **GRAPHIC DESIGN**

PRINTED AND DIGITAL EDITION AND TYPOGRAPHY

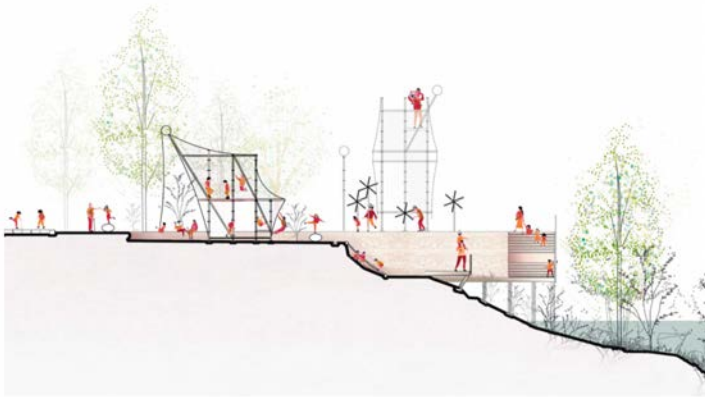
Major course of study: Graphic Design
Minor course of study: Digital – Product

This course deals with interactivity in reading media: printed and digital edition (book, poster, screen, interface).

The student-graphic designer develops questions related to design (composition, texts, images, sound, animation) and making (printing, finishing, programming, editing).

Career prospects: Art director for the press, graphic designer in a publishing house or in a graphic design studio, interface designer, web designer or motion designer.

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DNMADE **SPATIAL DESIGN**

PUBLIC SPACE - URBAN ENVIRONMENT

Major course of study: Spatial Design
Minor course of study: Social innovation

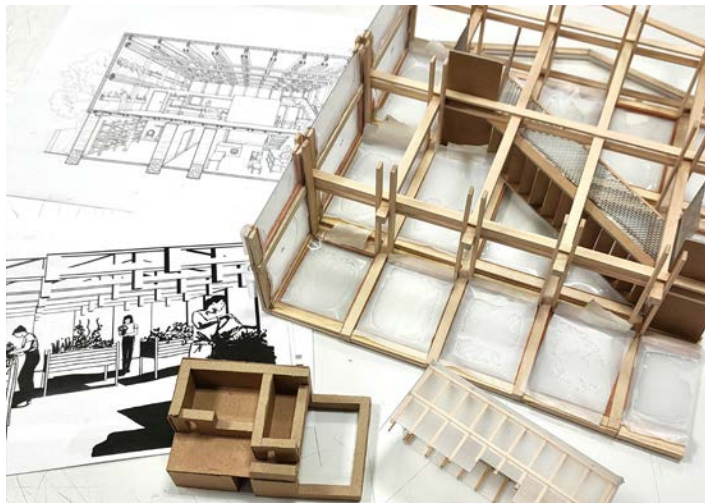
The course focuses mainly on architecture in programmes that deal with interior and exterior public spaces: work places, retail spaces, service activities, third places, as well as design and architectural issues related to the field of transport and equipment.

Career prospects: architect, interior architect, designer, urban planner.

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DNMADE **SPATIAL DESIGN**

SPACE - HOUSING, FURNITURE AND ENVIRONMENT

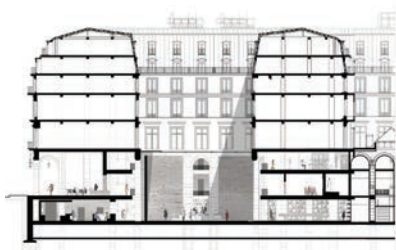
Major course of study: Spatial Design

Minor course of study: Object Design

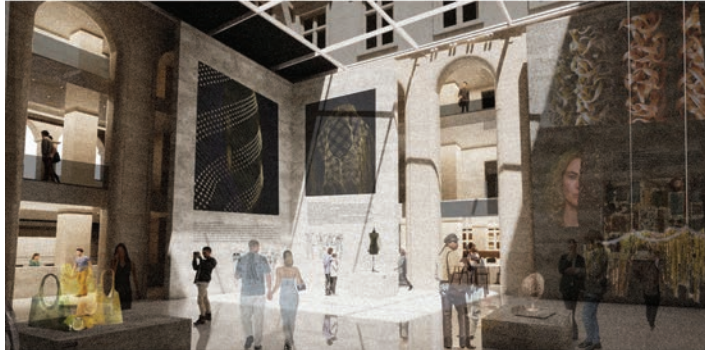
Focusing on architecture, the curriculum covers the global notion of housing: microarchitecture and furniture design. This includes individual and collective housing, micro-architecture, architectural extensions, furniture and equipment involved in landscape design or urban planning.

Career prospects: architect, interior architect, designer, urban planner, landscape designer.

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



L'Écrin du Louvre - Andr  a SAGATO
Rehabilitation of the Louvre des Antiquaires
(Paris I) into an exhibition area for the Comit  
Colbert's luxury Houses.



L'Acm   - Agathe MANCHE
Rehabilitation of the Maison du Fontainier
(Paris XIV; XVIIth century building) into an
eco-friendly workshop for fashion Houses.



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DNMADE SPATIAL DESIGN

SPACE - ARCHITECTURE, CULTURE, HERITAGE AND COMMUNICATION

Major course of study: Spatial design
Minor course of study: Graphic Design

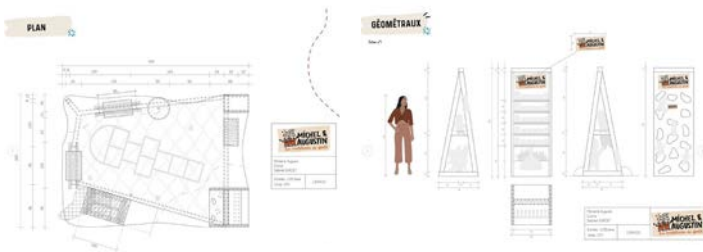
This course deals with public and private architectural programmes in the field of culture: foundations, museums, performance halls, media libraries, exhibition scenography. It involves the national heritage programme including natural and urban landscapes with architectural rehabilitation issues.

Career prospects: architect, interior architect, museographer or exhibition scenographer.

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



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DNMADE EVENTS DESIGN

EVENTS/SPATIAL COMMUNICATION, SCENOGRAPHY AND EVENTS PROGRAMMES

Major course of study: Events design

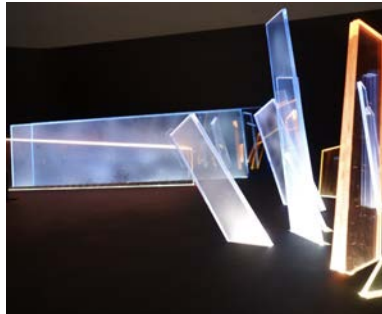
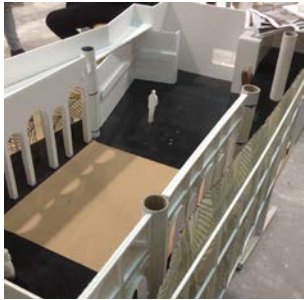
Minor course of study: Digital – Spatial design

This course trains Events designers. The curriculum includes graphics, multimedia, architecture and scenography. It investigates the design of communication strategies and the creation of brand identities applied to communications spaces, display or sales areas. Career prospects: Creative or Art Director in global communications agencies, stand designer, point-of-purchase advertising, retail designer, events scenography.

Aimed at Post A-level students

Degree DNMADE > DSAA / MA

events/spatial communication, | **events design**
scenography and events programmes



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DNMADE **PERFORMING ARTS**

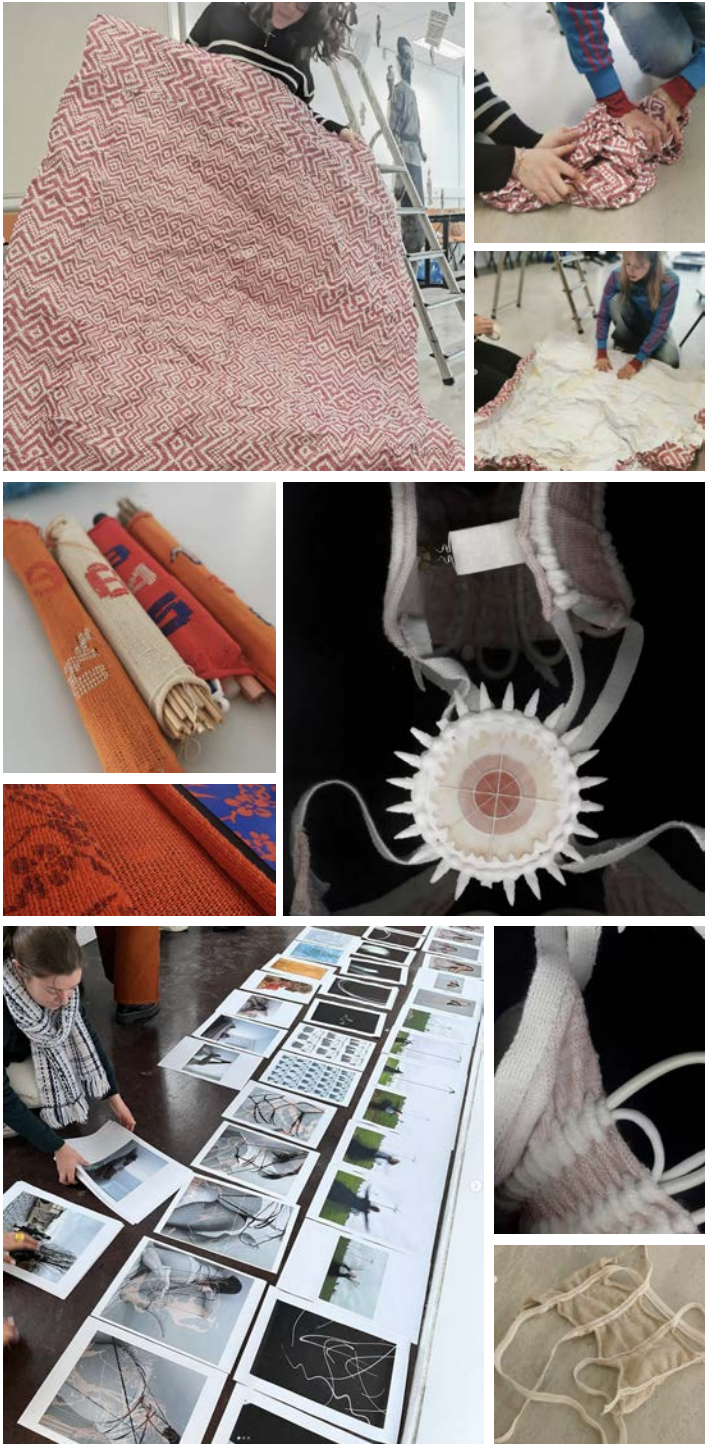
SCULPTURE APPLIED TO THE STAGE AREA

Major course of study: Performing Arts

Minor course of study: Spatial design – Animation

This course aims to train artist-sculptors creating temporary set designs for the theatre, films, animation, advertising and events. The students are taught how to design sets according to an adapted methodology. The creation of the 3D pieces requires high proficiency in techniques such as modelling, direct carving, moulding, the use of composite materials, wood construction, as well as colour surface treatment.

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



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DNMADE TEXTILE DESIGN

TEXTILE – COLOUR, MATERIAL, SURFACE

Major course of study: Textile design
Minor course of study: Materials

The course explores clothing, object, housing, public space or service design. It develops creative and unique approaches in projects ranging from the exceptional piece to the industrial prototype. Creative methodology, design and studio practices are combined in the field of colour, graphic design, material and aspect, material processing, trend communication, ancient know-how and innovative technology in weaving, knitting, printing and the textile ennobling process.

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



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DNMADE **ORNAMENT**

ORNAMENT, MOSAICS, CONCEPTION, CREATION AND INNOVATION

Major course of study: Ornament and Materials
Minor course of study: Spatial design

This course includes drawing, colour and volume. It deals with the manipulation of lasting materials: glass, enamel, ceramics, stone, or concrete. An experimental and personal approach should be adopted in order to master the art of mosaics, the aim being to adapt to the contemporary object and space.

*Career prospects: mosaic craftsman,
contemporary mosaic designer, collaborator
in interior architecture.*

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



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DNMADE **ORNAMENT**

WALL ART AND SURFACE TREATMENT

Major course of study: Ornament and spatial design
Minor course of study: Materials

This course develops creativity and projects in mural expression connected to the urban and architectural environment. Various techniques are taught: painting, fresco, sgraffitto, aerograph, bas relief and wall ceramics. The aim of the course is for the student to be able to innovate as well as acquiring versatile professional skills.

Career prospects: fresco craftsman, architectural decorator, wall ceramicist...

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



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DNMADE **ORNAMENT**

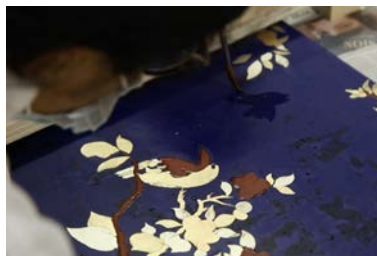
**STAINED-GLASS, CONCEPTION, CREATION,
INNOVATION, MONUMENTAL APPLICATION**

Major course of study: Ornament and spatial design
Minor course of study: Graphic design

The course focusing on stained-glass trains craftsmen specialising in heritage monuments and glass-maker painters, ranging from restoration to contemporary creation. The aim is to acquire specific savoir-faire thanks to age-old practices in drawing, color, and transparency, thus enabling the students to conceive innovative creations based on research and experimentation.

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |

stained-glass, conception, creation, | **ornament**
innovation, monumental application



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DNMADE MATERIALS

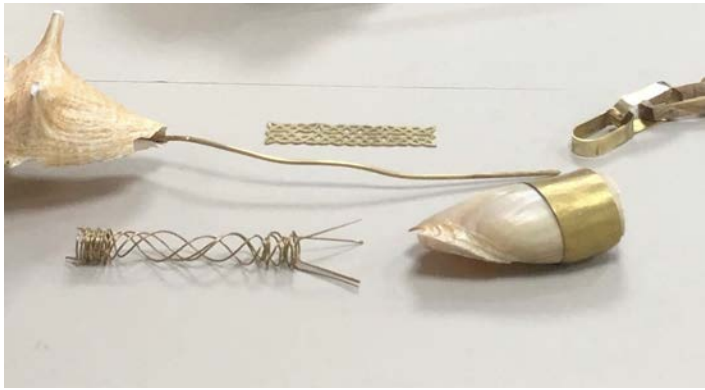
LACQUER CONCEPTION, CREATION, INNOVATION

Major course of study: Materials

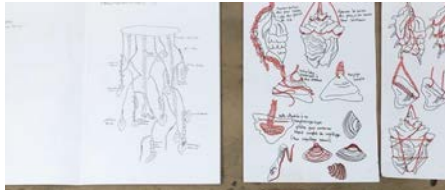
Minor course of study: Digital

Ranging from luxury to decoration, including the creation of exceptional pieces, this one-of-a-kind course offers to develop the specific know-how of a lacquer artist by favouring the diversity of materials (2D and 3D European and Asian lacquer, gilding). It aims to train designers, luxury and historical heritage artisans, and lacquer decorators in design innovation, manufacturing digital technology and in using digital communication for their company.

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |



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DNMADE MATERIALS

METAL CONCEPTION, CREATION, INNOVATION

Major course of study: Materials

Minor course of study: Digital Design

From one-off pieces to small series, from the prototype to pieces of furniture, this course of metal creation (creative metalwork) aims to train designers, sculptors, jewellers or contemporary silversmiths. The course is very much focused on acquiring specific know-how, notably the forming of metal in sheaths (unique to France). Digital technology is taught with a purpose of innovation in Crafts as much as for professional communication (website, catalogue).

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| Aimed at | Post A-level students |
| Degree | DNMADE > DSAA / MA |

(DSAA) POSTGRADUATE DEGREE

The DSAA (Diplôme Supérieur d'Arts Appliqués) is a two-year postgraduate degree under the aegis of the National Education.

The project-based course aims to prepare the students for the job market as future project managers, designers or artistic directors.

Students choose a research theme with their tutors who guide them towards autonomy. While analysing the sociological, psychological and political parameters of his project, the student should come up with hypotheses leading to logical conclusions. He makes relevant choices using technical and visual approaches blending an overall and detailed vision.

The project and final dissertation should clarify the progress of the research presenting the different stages from start to finish. The project is to be defended orally, the jury consisting equally of teachers and practitioners.



Lisa Quilbé - Rehabilitation of Halles Notre-Dame de Versailles



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Léa Nourdin

DSAA SPATIAL DESIGN

Spatial design explores three major aspects of conception: interior architecture (living space), environment (urban or landscape environment) as well as cultural and marketing design (scenography of temporary installations...). The course enables the student to acquire the working methodology which includes visual, technical or cultural expertise. The students meet the expectations of professionals in architecture and environment thanks to the founding skills we instill which enable them to pursue their studies in architecture, landscape or scenography.

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| Aimed at | DNMADE / BA students |
| Degree | DSAA > MASTER of Arts degree |



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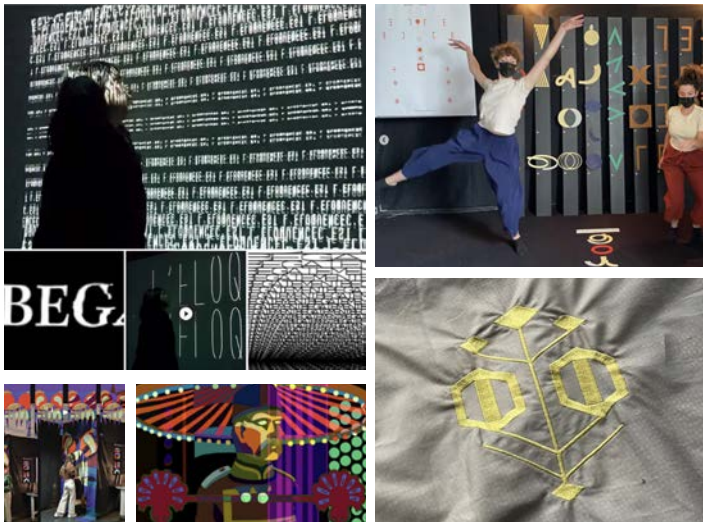
DSAA PRODUCT DESIGN

In his professional capacity, the product designer's role is to identify new trends, including systems design and experiences. His response is to design useful and sustainable services and products. In a collaborative approach, he combines experience, intuition and reactivity in the service of innovation so as to propose concrete solutions adapted to our contemporary societies.

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| Aimed at | DNMADE / BA students |
| Degree | DSAA > MASTER of Arts degree |



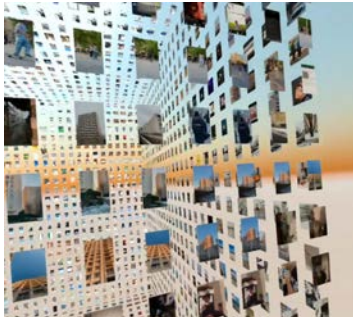
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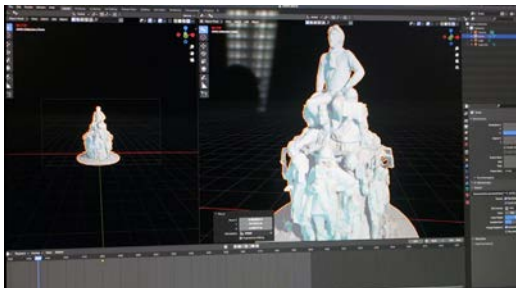
DSAA GRAPHIC DESIGN TRANSMEDIA

The graphic designer works in graphic and digital media. He develops creativity, graphic language skills and the technical knowledge required for designing and communicating graphic, editorial or advertising content. Ensaama's aim is to offer courses which enable the student to develop a unique professional project corresponding to the constantly renewed creative processes and technology.

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| Aimed at | DNMADE / BA students |
| Degree | DSAA > MASTER of Arts degree |



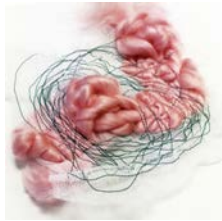
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DSAA **DIGITAL DESIGN**

The Digital Design department deals with images captured (photography, video, 3D scan), created (3D modeling animation...) and calculated (generative design, VR-AR...). As a medium, digital information is technologically shaped, combining representations and interactivity. In a world that has become intrinsically digital, we consider positive virtualities from an artistic and critical perspective.

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| Degree | DSAA > MASTER of Arts degree |



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DSAA ARTS AND CRAFTS

Students majoring in DSAA arts & crafts are not only master artisans in their speciality but also creative artists who use their know-how in a research and forward-thinking approach. By blending their perspectives and methods of experimentation in their various specialities, they are able to initiate a dialogue with different professions in design or architecture and innovate in the field of arts and crafts. Their creativity combines both historical and contemporary culture, preserving heritage and modernity.

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| Degree | DSAA > MASTER of Arts degree |



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DSAA 3-D BRANDING

The student in 3-D branding develops the identity of a brand or a cultural Institution, enhancing its products and services. Thanks to the designer's cross-disciplinary approach, combined with his creative and prospective vision, advertisers have the upper hand in a competitive market. Our sphere of competence includes packaging, point-of-purchase advertising, displaying, exhibition stands and retail design for cultural or commercial spaces.

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| Aimed at | DNMADE / BA students |
| Degree | DSAA > MASTER of Arts degree |



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DSAA FASHION AND TEXTILE INNOVATION

The DSAA course in fashion and textile innovation trains designers in fashion, creation and environment. The ‘object’ is enhanced poetically and artistically in collections and trends. The student develops a prospective and experimental project-related approach in the light of design trends, visual arts and technological innovation.

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| Aimed at | DNMADE / BA students |
| Degree | DSAA > MASTER of Arts degree |

MASTER'S DEGREE

Design Strategy

(M2SD)

Ensaama and Evry University (UEVE) have co-directed M2SD within the pathway Mechanical Engineering – Industrial Design since 2010.

The creation of the Chaire Colbert actively supports this teaching innovation.

M2SD comes as a complement to Ensaama's design degree (DSAA, MA1), built on an in-depth approach to each field and transversal interaction between architecture, communication, graphic, industrial, retail and textile design, as well as contemporary crafts. The course aims to adapt the curriculum to the evolution of design professions; anticipate the needs of industrial companies and institutions through the training of highly qualified designers; Meet the challenge of international competition and develop innovative teaching approaches and methods; take part in the evolution of the design sector as well as promote its diverse forms.

CONTENTS

Three major modules followed by a six-month internship:

- Creation management systems: Strategic and management tools for multidisciplinary projects
- Designers and engineers' general education: In-depth development of methodological, historical and cultural skills and knowledge, in French and in English
- Professional approaches: partnerships with institutions and industries, immersive and cross-disciplinary workshops in professional contexts.

Partners:

AREP Design Lab; Comité Colbert with Chanel, Christian Dior, Delisle, Guerlain, Hermès & Saint-Louis, Louis Vuitton and Potel et Chabot; L'Oréal; École des Mines Paritech, HEC Paris.



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MASTER'S DEGREE

Design: Creation, project, transdisciplinarity

CESAAP

CONFÉRENCE
DES ÉCOLES SUPÉRIEURES
D'ARTS APPLIQUÉS DE PARIS

CNAM

CONSERVATOIRE NATIONAL
DES ARTS ET MÉTIERS

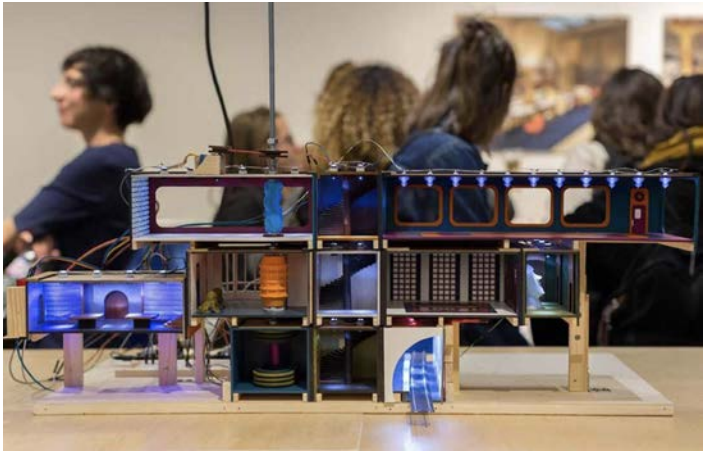
The Master in Design, co-directed by the CNAM and Cesaap is a programme which offers students a cross-disciplinary approach during their one-year residence at the Mobilier National (the French National Heritage Collection) in enclos des Gobelins. The various courses and workshops offered are built around field investigations and surveys taking into account the various missions of the Mobilier National, the architectural and heritage context in the larger sense (the construction and savoir-faire) as well as the requirements of the different sites: the manufacturing and production workshops, restoration facilities, archives, conservation, and the research & creation studio ARC.

Groups of students form cross-disciplinary collectives, focusing on issues related to the partner and the hosting site. They build projects in the fields of cultural mediation, with a view on national heritage, museography, the production of objects and usage scenarios.

The first year in Master's allows the students to develop perfect mastery of a specific field by focusing on specialisations which are taught in semester 1 and 2 in every partner school: Boulle, Duperré, Estienne and Ensaama. The specialisations are defined according to the following professional fields:

Boulle, Duperré, Estienne and Ensaama. The specialties are defined according to the following professional fields:

- Spatial Design / Architecture, scenography, landscape, space, event, urban mobility and interior architecture.
- Product Design / Objects, furniture, service, industrial aesthetics, interfaces and urban mobility.
- Graphic Design / Digital and printed edition, typography, signage, advertising, web design, animation and illustration, editorial direction.



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