



Design.

Department

Design is a combination of engineering with the human sciences as well as art and creativity.

At the Design department, students learn how to create new products, taking into account innovation, solving existing problems and ergonomics, as well as aesthetic and visual issues.

Students work on prototypes of objects for industrial production - furniture, lamps, jewelry, fashion elements, electronic products (clock, loudspeaker, etc.) They learn about different types of design and its challenges. They also learn the basics of visual communication and designing virtual products using new media. We are moving towards designing games and mobile applications.



.Tradition & Innovation

Innovation at our Department is the combination of modernity and tradition. On prototypes, we work with artisans, often inspired by traditional Moroccan techniques. Our workshop in the heart of the old medina - in the Riad Lalla Yeddouna allows students to work with various artisans working with materials such as copper, metal, leather, porcelain, zellige, embroidery, sewing and more.

NEWEST TECHNOLOGY The department has the latest technology. Designers can also focus on digital design in Autocad and make product prototypes in 3D printing technology.





.Creativity & Art

We believe in the **power of learning through projects**. Because when we play with our creation, we want to achieve specific effects, we are more motivated to search and remember them more.

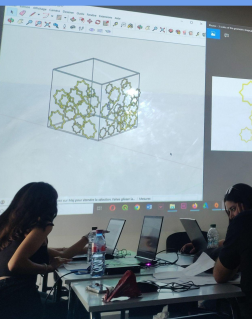
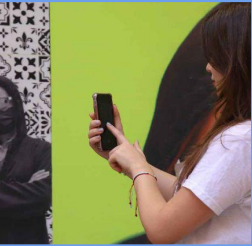
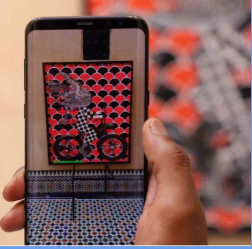
During **hackathons, workshops and creative ateliers**, we also teach how to create objects of art, painting, sculpture, as well as video art, animation and games. Stimulation of creativity, emotions that participate in the creation process help to achieve better results in the design process.



.Digital media design

Design Department intends to **focus on designing virtual products:** audiovisual communication, graphic design, Illustration and infographic, game and application design, 2D and 3D video and animation, as well as virtual reality and augmented reality. Students will learn about User Experience Design and how to create scenarios and elements for the virtual world.

They will be involved in the collective creation of an Augmented Reality Game which will take place in old Medina, which is already initiated by our teachers and oldest students from EMADU and is the first innovative game of this type in Morocco.





.International Cooperation

FAMOUS DESIGNERS AND INTERNATIONAL COOPERATION

We invite world-famous designers to conduct workshops with our students. Special guests such as Professor **Andrea Anastasio** or the most famous Moroccan designer **Hicham Lachlou** share their knowledge and experience with design students.

The Erasmus program allows for foreign exchange with European countries.



design

LICENSE

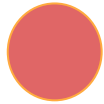
Introduction to:



Product Design



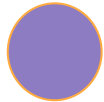
Space Design



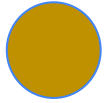
Digital Design



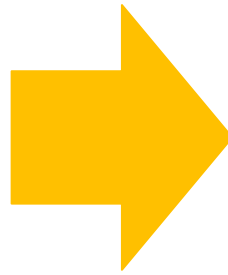
Audiovisual Art



Fashion Design



Interactive Design



design

MASTER

Specialisations:



Artisign



Game Design



Graphic Design



Care Design

.Master in Design

The Master in Design is a brand new formation at Euromed!

From September start your studies in one of the 4 selected specializations.



Artsign

Design of innovative products based on respect for heritage and culture, and cooperation with artisans. Using traditional techniques, we think about new solutions, innovative use of traditional crafts, as well as ecology, close connection with the place for which the inhabitants of the product are dedicated.



Game Design

Designing games and mobile applications - designing multimedia structures, UX design, character design, motion design, 2D and 3D animation, multimedia and video post-production. Design for 3D engines, Virtual Reality and Augmented Reality.



Graphic Design

Focus on visual communication, typography, visual advertising, designing books, prints, posters, banners and websites. Branding and complete visual identification of companies and products. Visualizations and project presentations.



Care Design

focuses on people, communities and ecosystems. Care design means solutions to live harmoniously together and create a common ground. The project of care and concern for others imagines, designs, conceptualizes, develops, formalizes and evaluates to ensure the development of innovative products and services in areas such as: Health, Ecology, Public Policy.

.Apply now!

- **Apply to Licence in Design >>>**
- **Apply to Master in Design >>>**
- **Contact and consultation: e.potocka@ueuromed.org**