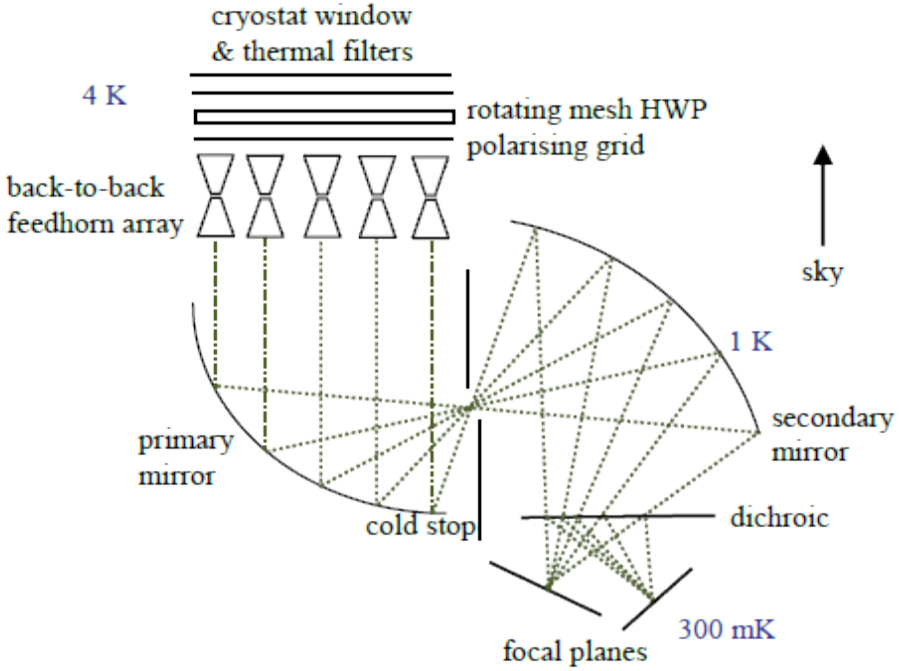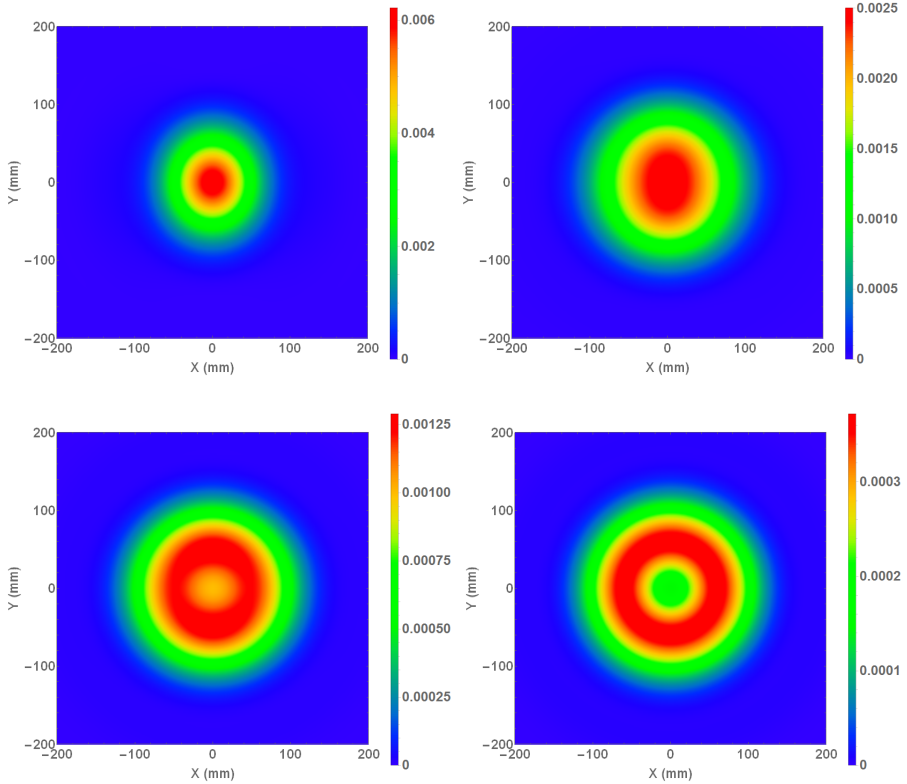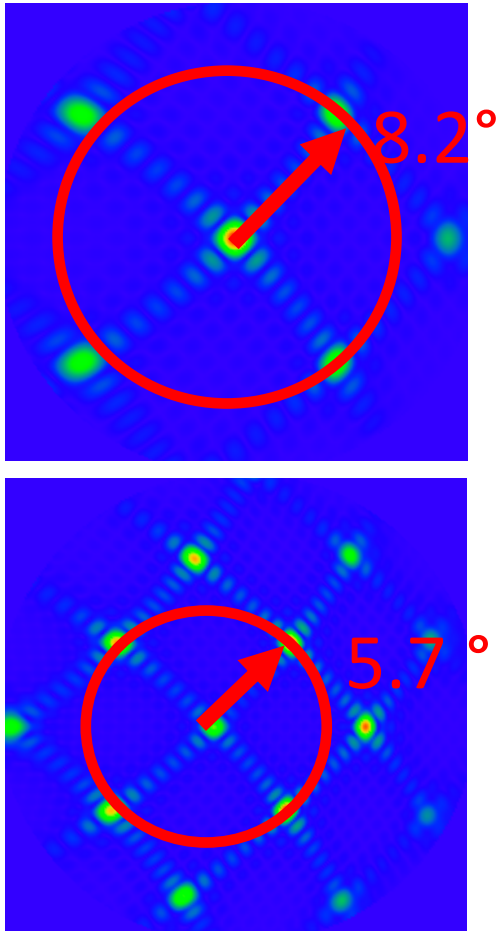Optical modelling of the QUBIC technical demonstrator