

Graphic design

Infos pratiques

- > ECTS : 3.0
- > Nombre d'heures : 24.0
- > Niveau d'étude : BAC +4
- > Période de l'année : Enseignement huitième semestre
- > Méthodes d'enseignement : En présence
- > Forme d'enseignement : Travaux dirigés
- > Composante : Sciences économiques, gestion, mathématiques et informatique
- > Code ELP : 4E8MO86I

Présentation

Ce cours présente (en anglais) les fondamentaux du graphic design.

Objectifs

Design Basics: students will be given a major overview of the most common practices in graphic design: visual identity design, user interface design, advertising design, packaging design, environmental graphic design etc. They will be introduced to the basic tools for design: learning the basic functions of Adobe Illustrator, Adobe Photoshop and Adobe InDesign. They will also be introduced to a number of online platforms that can help achieve more complex results.

Principles of design: students will be introduced to a number of basic design principles. The course will address topics such as colour theory, layout design, branding, typography, and composition, through questions such as: How can you influence the way a design is perceived? How can you enhance the usability of a design? How can you increase the appeal of a design?

Methods of design: we will look at some of the most widely applicable and effective methods of design—research,

analysis, and ideation, through a number of case studies. This will give students an insight into how they might research and analyse their own designs.

Design in Marketing: understanding that design in marketing is more than logos, colours, and page layouts — it is the corpus callosum, connecting your company to your brand, and therefore to your customer. The rise of social media, and the interpolation of advertising on these platforms demands a **fast-paced** and **well-prepared** approach to design.

Évaluation

Rapport écrit et/ou soutenance orale et/ou QCM d'une durée maximale de 2H (en présentiel ou en distanciel)

Examens

Rapport écrit et soutenance orale.

Bibliographie

- Lidwell, W., Holden, K., Butler, J. (2010) *Universal Principles of Design*, Rockport Publishers
- Hanington, B., Martin, B. (2012) *Universal Methods of Design*, Rockport Publishers
- Norman, Donald A. (2013) *The Design of Everyday Things*, Basic Books.
- Bierut, Michael (2015), *How to...*, Harper Design
- Eskilson, Stephen K. (2019), *Graphic Design: A History*, Laurence King Publishing
- Samara, Timothy (2005), *Making and Breaking the Grid*, Rockport Publishers
- Wheeler, Alina (2017), *Designing Brand Identity*, Wiley