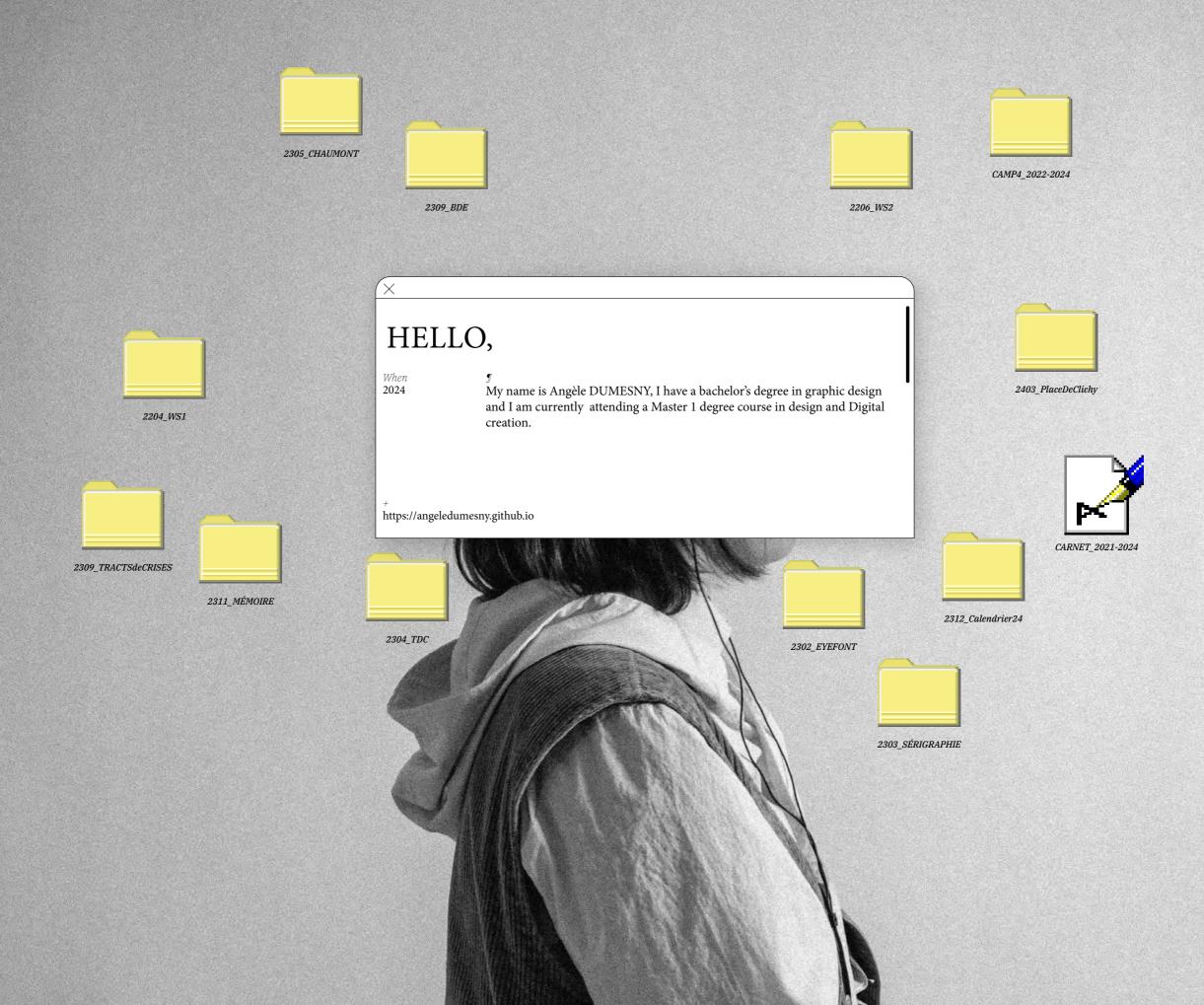
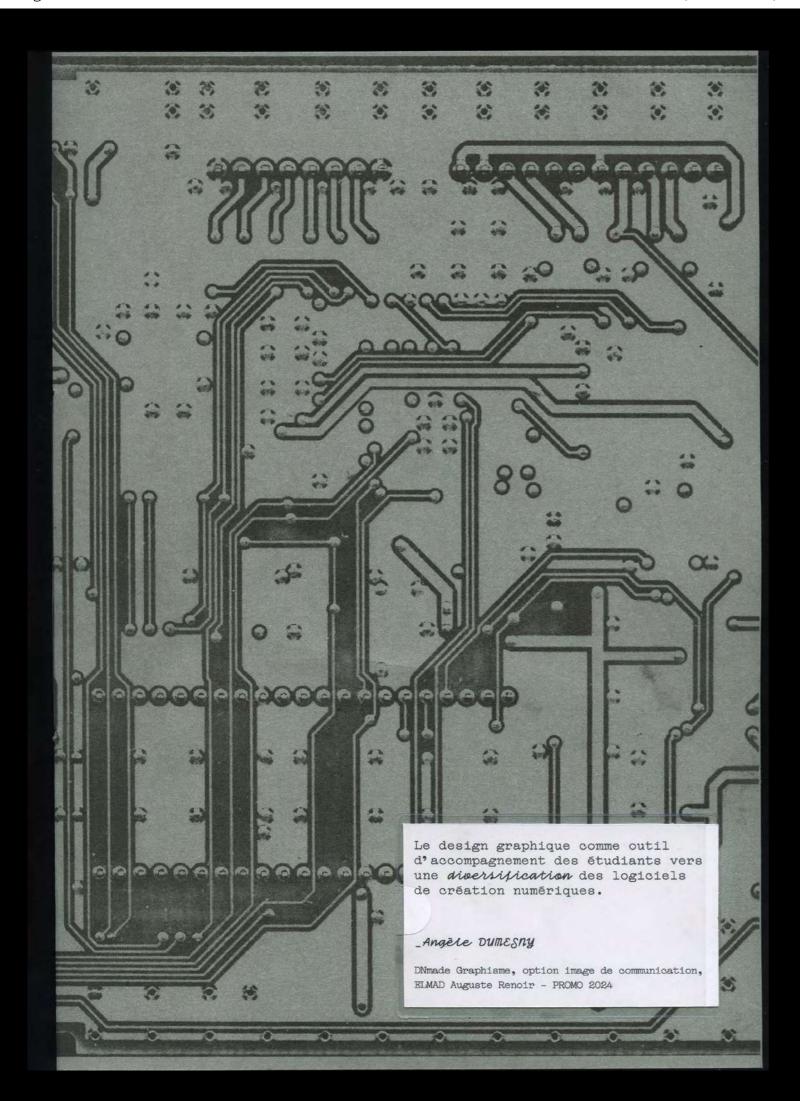
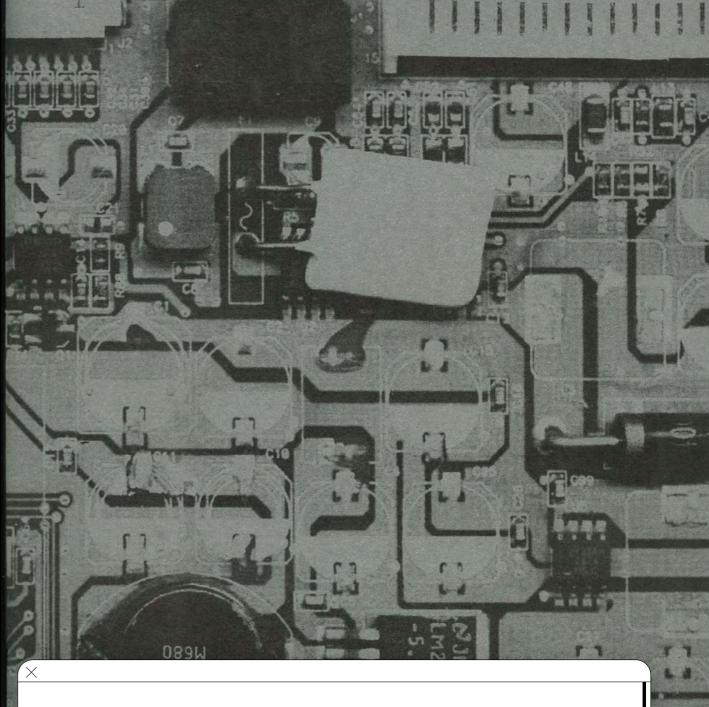
Angèle DUMESNY









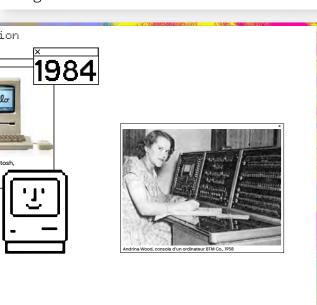
### **BACHELOR'S DEGREE ESSAY**

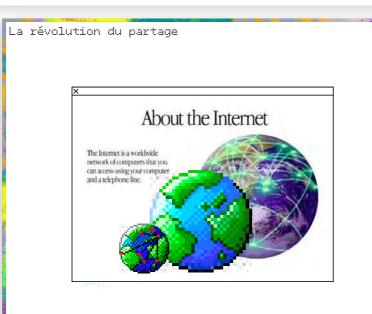
When November 2023 Where ELMAD Tools Writing

# Essay; Research My essay is based on two observations:

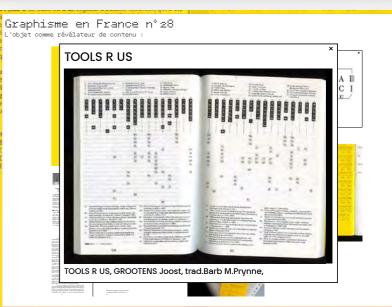
The first is that, as graphic design students, we are the future of the profession. Our practice and the values it embodies are also those that will be the norm in the future. So what do we want to contribute and challenge? The second is that graphic design has always evolved and been conditioned by its tools. However, this relationship with tools has evolved considerably and can be summed up in a single name: the Adobe suite. It's an expensive DTP collection, the workings of which are hidden from us like a black box, and yet it's the standard for our profession. We can't adapt it to our practice, and we can't help but be influenced by the effects that are offered to us (which standardize our work). Our practice is therefore dependent on, and even subject to, this software.

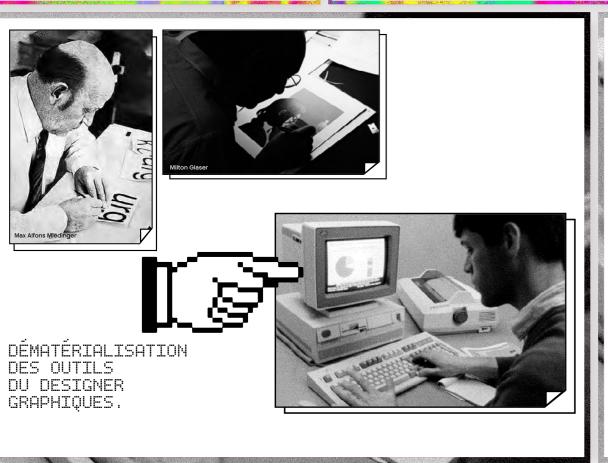
So, as future professionals, it's important to question our relationship with this tool. Firstly, by understanding the history of this relationship, the way they work and, finally, what alternatives exist, and which ones we need to create so that our profession reflects us and our values.



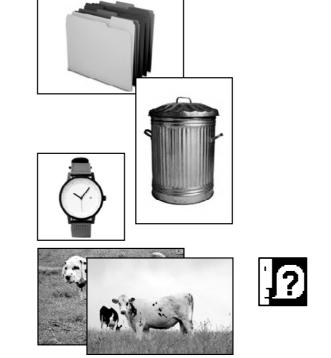








Métaphore du bureau d'Alan KEY

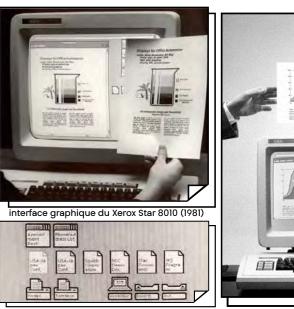






WYSIWYG

(What You See Is What You (ce que vous voyez est c

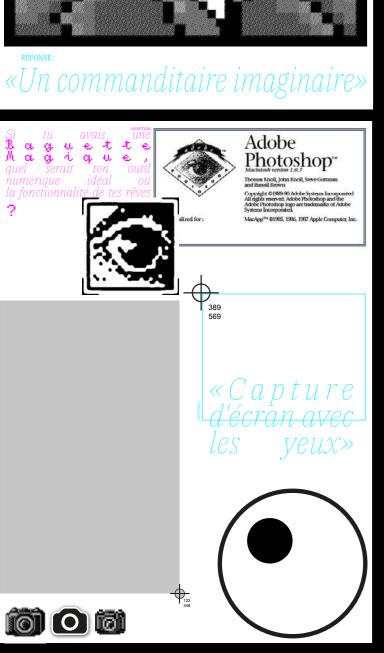


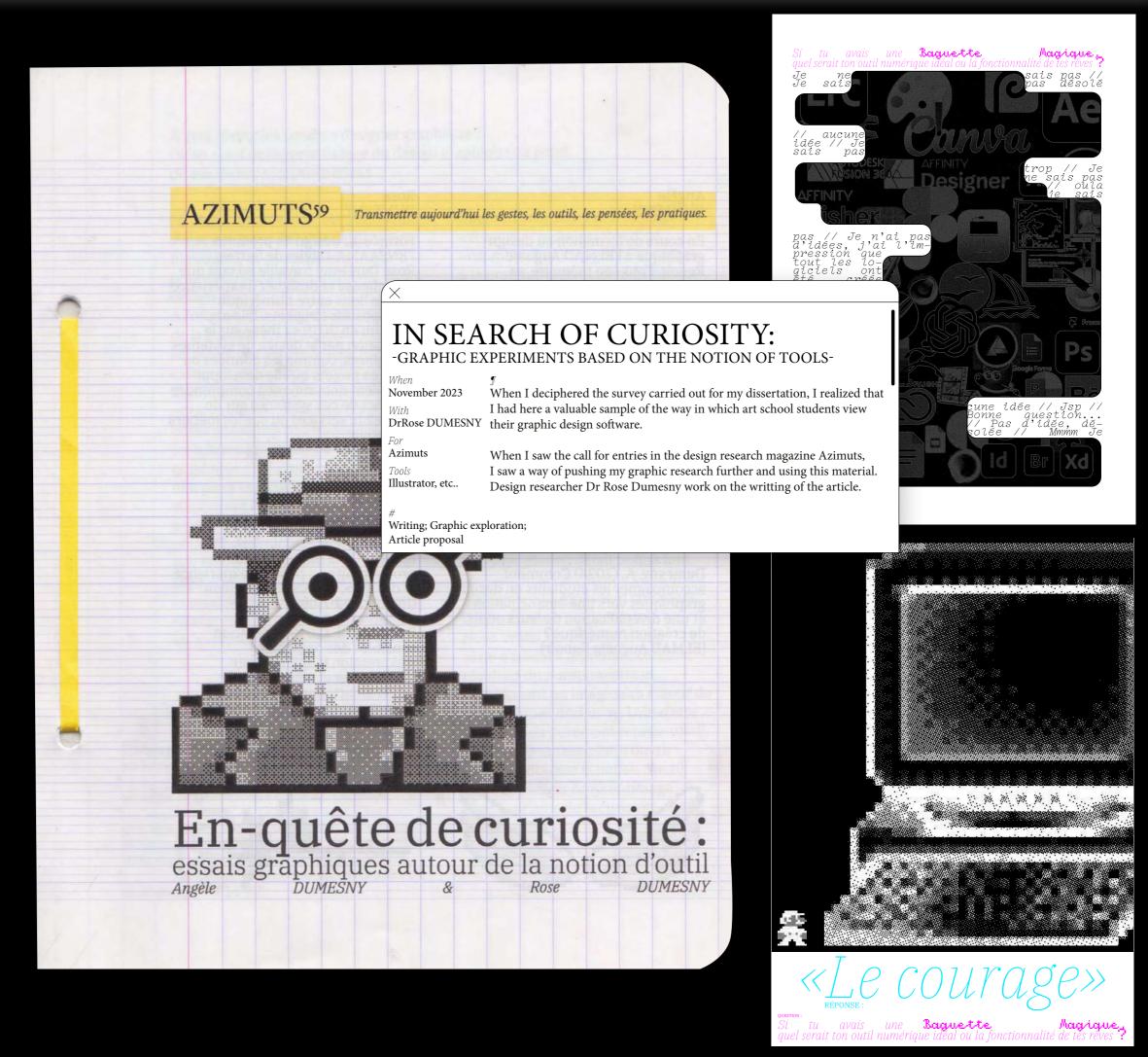
The designer-researcher approach that I undertook as part of my essay has opened up new perspectives.

First of all, it allowed me to explore a subject that had long been on my mind: the relationship between graphic design and its creative tools, and how technological developments have shaped tion illustrating how I integrated it into its evolution.

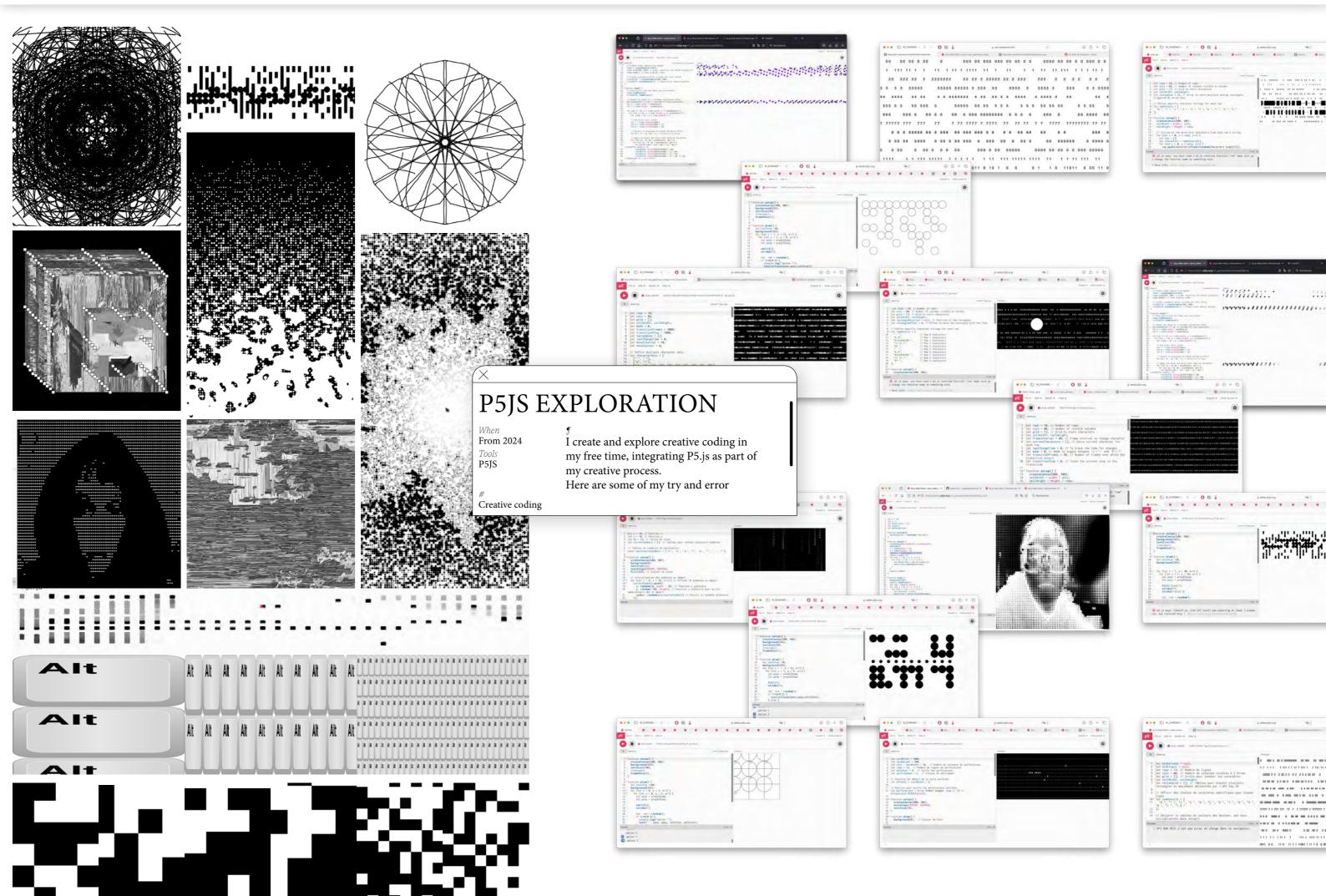
This exploration led me to compile a bibliography of references that are now crucial to my work and my inspiration. Here are a few pages from my presentamy thinking.





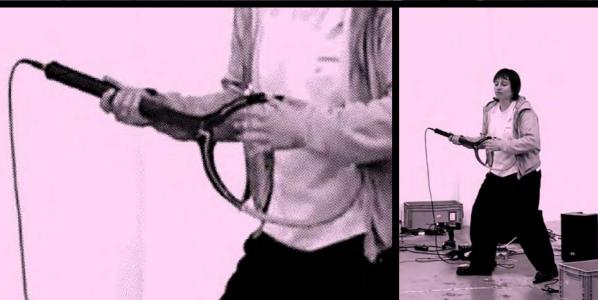


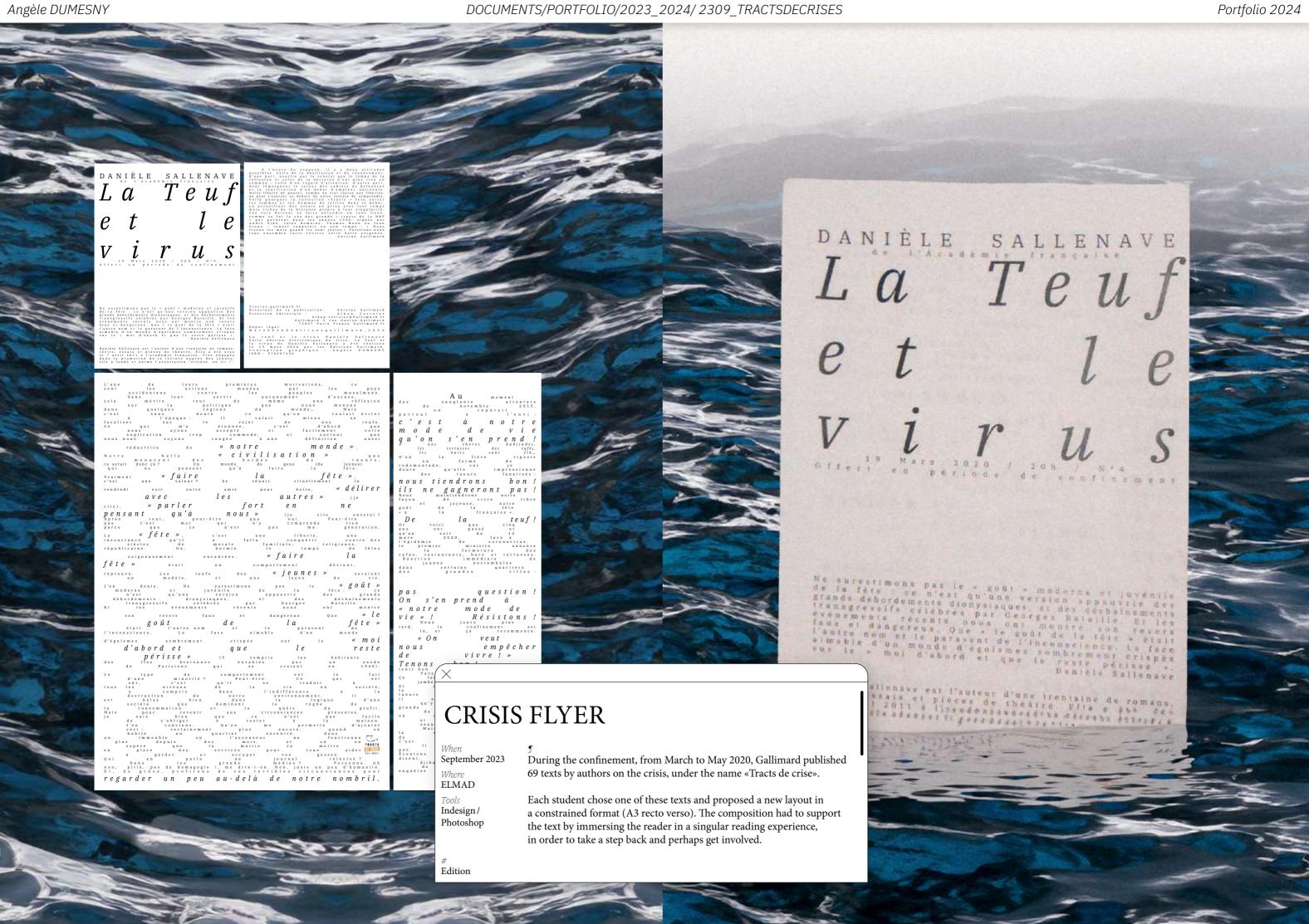


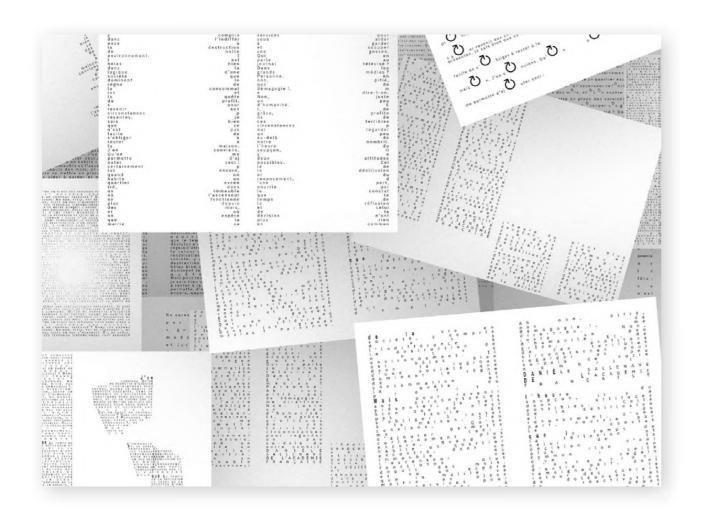


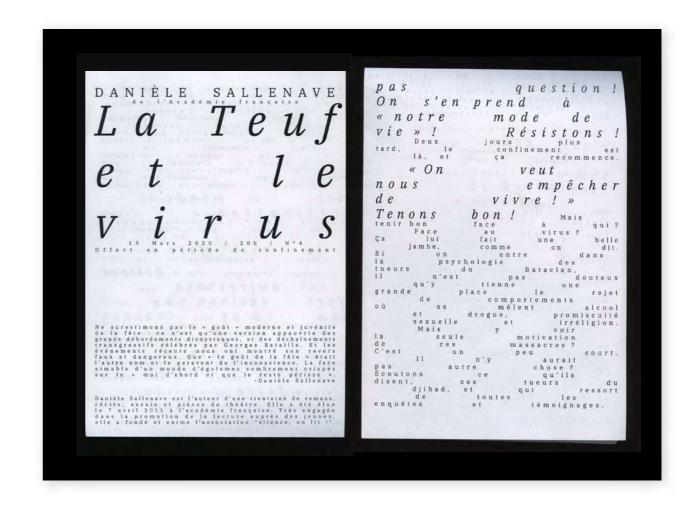












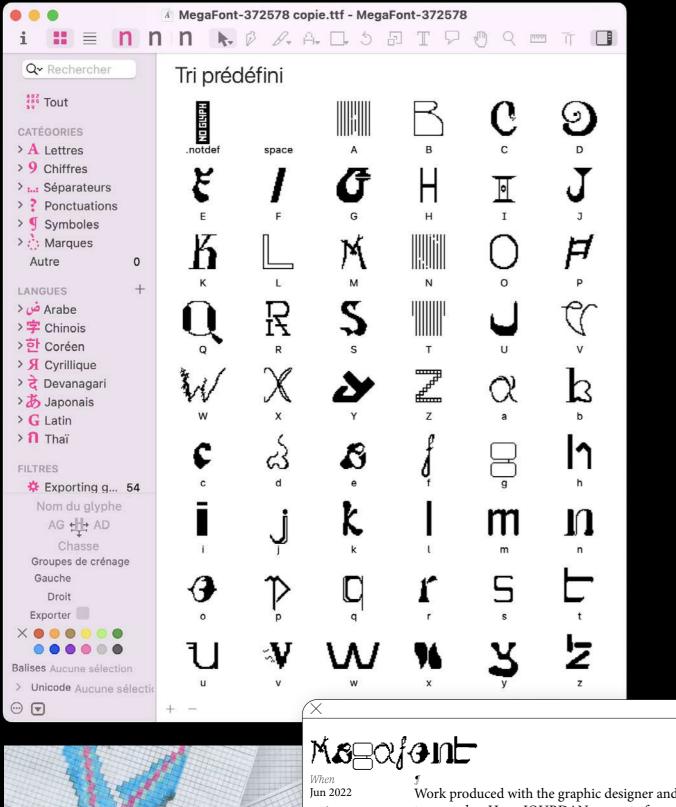
This work was carried out in two stages. First, we went beyond the orthotypographic rules by exploring the limits of Adobe Indesign software.

After several test sessions with macrotypography, micro-typography and finally the text/image ratio, we created a common library of graphic experiments.

For my part, the graphic experimentation didn't stop there. When it came to taking photos of my project, I decided to experiment with Photoshop's image-creation AI.

Danièle Sallenave's text resonated with me as a text that shows us the way, a lighthouse in the night to guide us through a period when humanity is clearly moving into troubled waters. A text that sinks or emerges from the water, and it's this mysterious aspect that I wanted to highlight here.





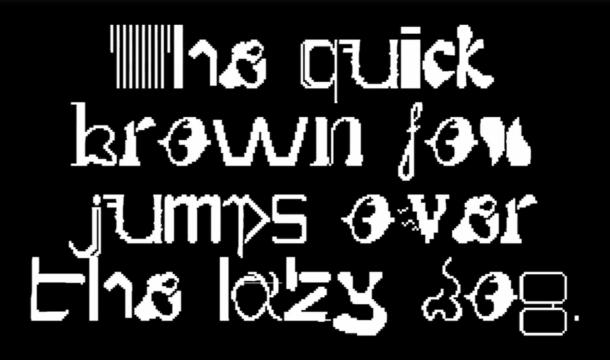
With Hugo Jourdan

Hugo Jourdan
Where
ELMAD

Tools
Tracing paper /
Glyphs

# Workshop; Variable font Work produced with the graphic designer and typographer Hugo JOURDAN, as part of a week-long workshop giving an introduction to typography and the Glyphs software.

Each student had to imagine and create three pixelated letters (associated with three masters and three weights). Once this work was done, the letters were then brought together to create a unique, animated and participative typeface.

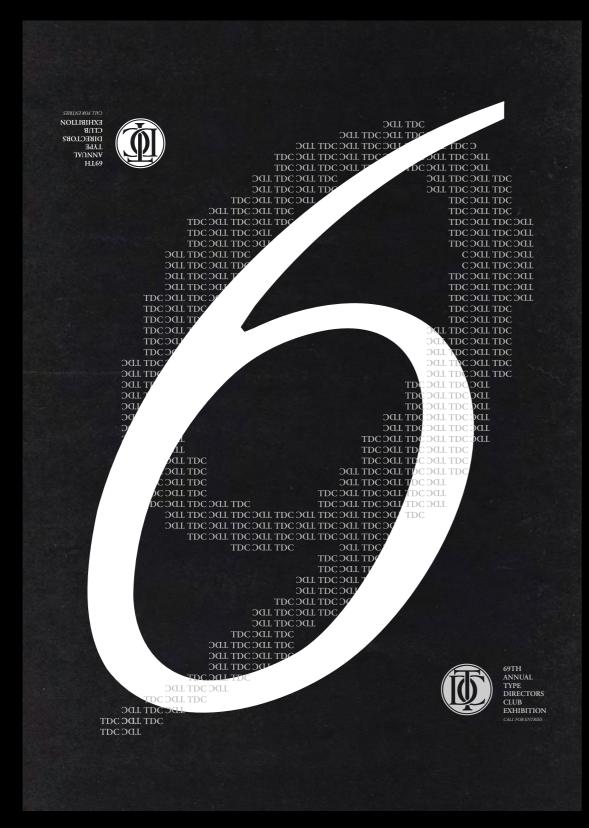


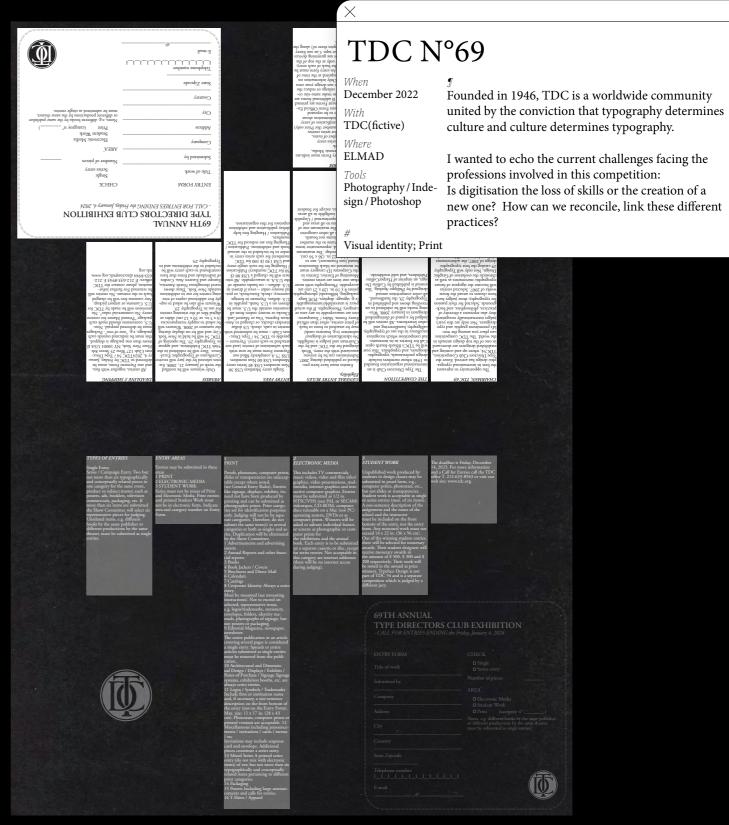


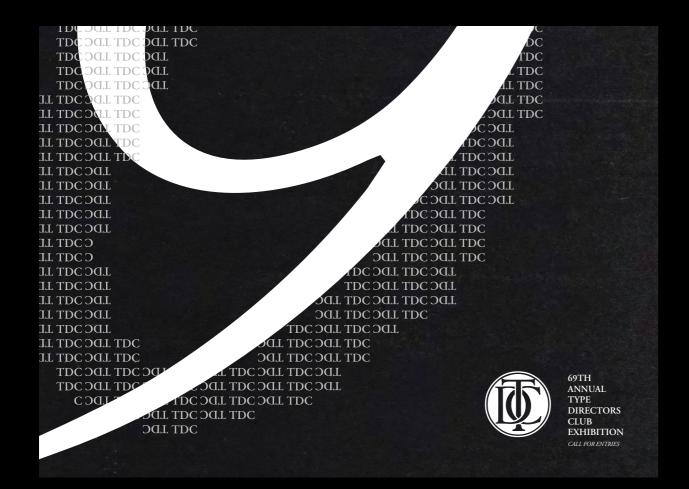














### 69TH ANNUAL TYPE DIRECTORS CLUB EXHIB

ENTRY FORM CHECK ARFA` Address

To illustrate how different techniques and know-how can coexist, I wanted to bring together two graphic worlds and two technologies. In order to remain neutral and not impose a preference, I chose an entirely reversible poster, playing on the symmetry of the numbers '6' and '9'.

→ To do this, I started by drawing a first number, with a contrast of downstroke and upstroke that refers to a traditional aspect of typography, supported by its slanted style. Its mirror is the same letter run through a script that transformed it into a collection of the acronym TDC, a repetition that refers to the world of computer programming.





















## JOURNEY INTO THE FUTURE

When
April 2023
With
Claire Osmont
Where
ELMAD
Tools

Tools Indesign / serigraphy

#
Print;
Group project

A group project, to develop our screen printing skills, but also to ask ourselves what the 'journey of the future' might be.

For us, it's a daily journey, rediscovering the end of our street, seeing the beauty of a cloudy sky... And, like the Impressionists, adding vibrant colors to our routine. But because this rediscovered beauty is only meaningful if it's shared, we decided to use the postcard format. +





EYE AÏE EYE

of two distinct weights.

Glyphs software.

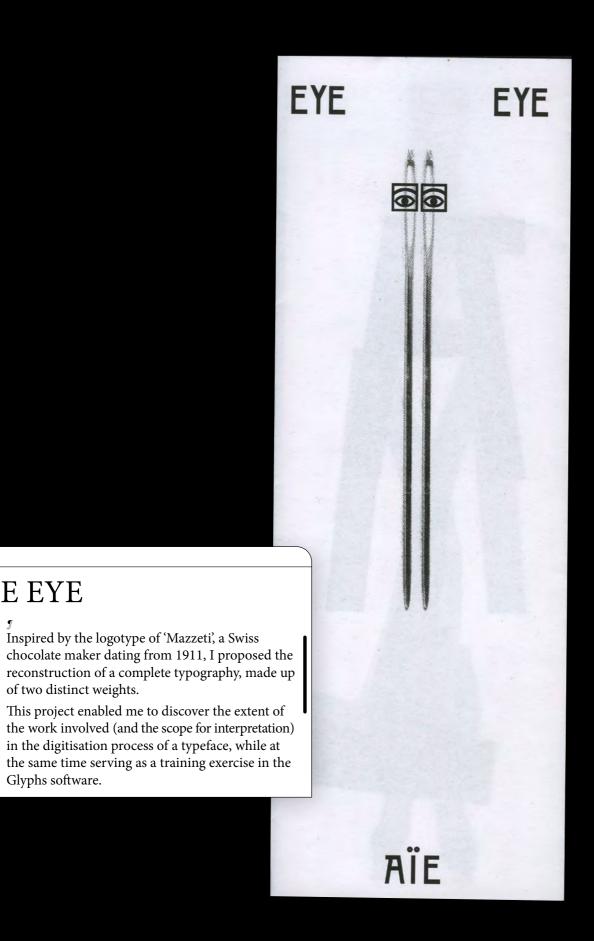
When February 2023

Tools Glyphs / Indesign

Typography;

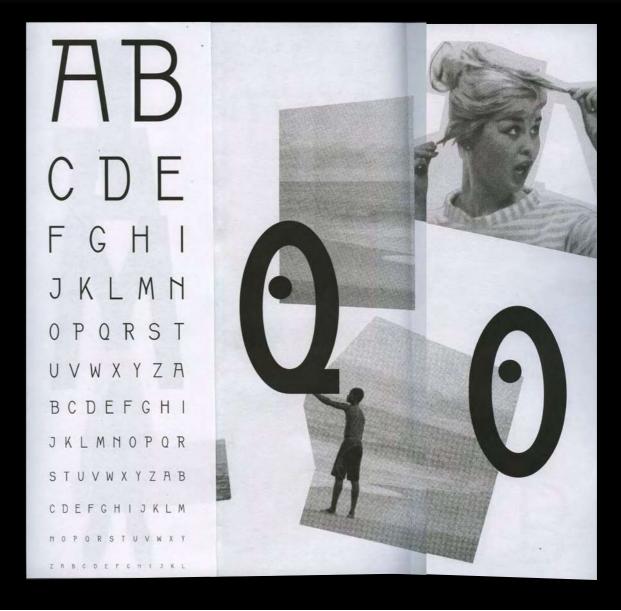
Print

Where ELMAD







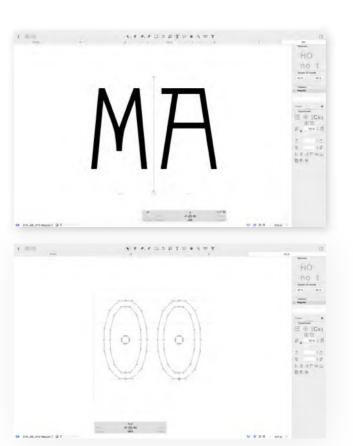


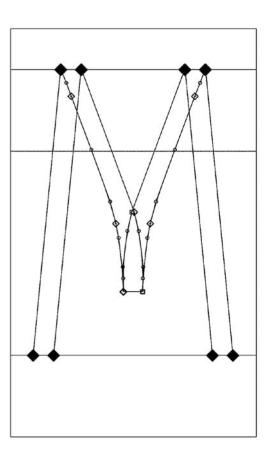
Despite the age of the logotype, the lack of serifs, solids and strokes gives my typeface a resolutely modern look.

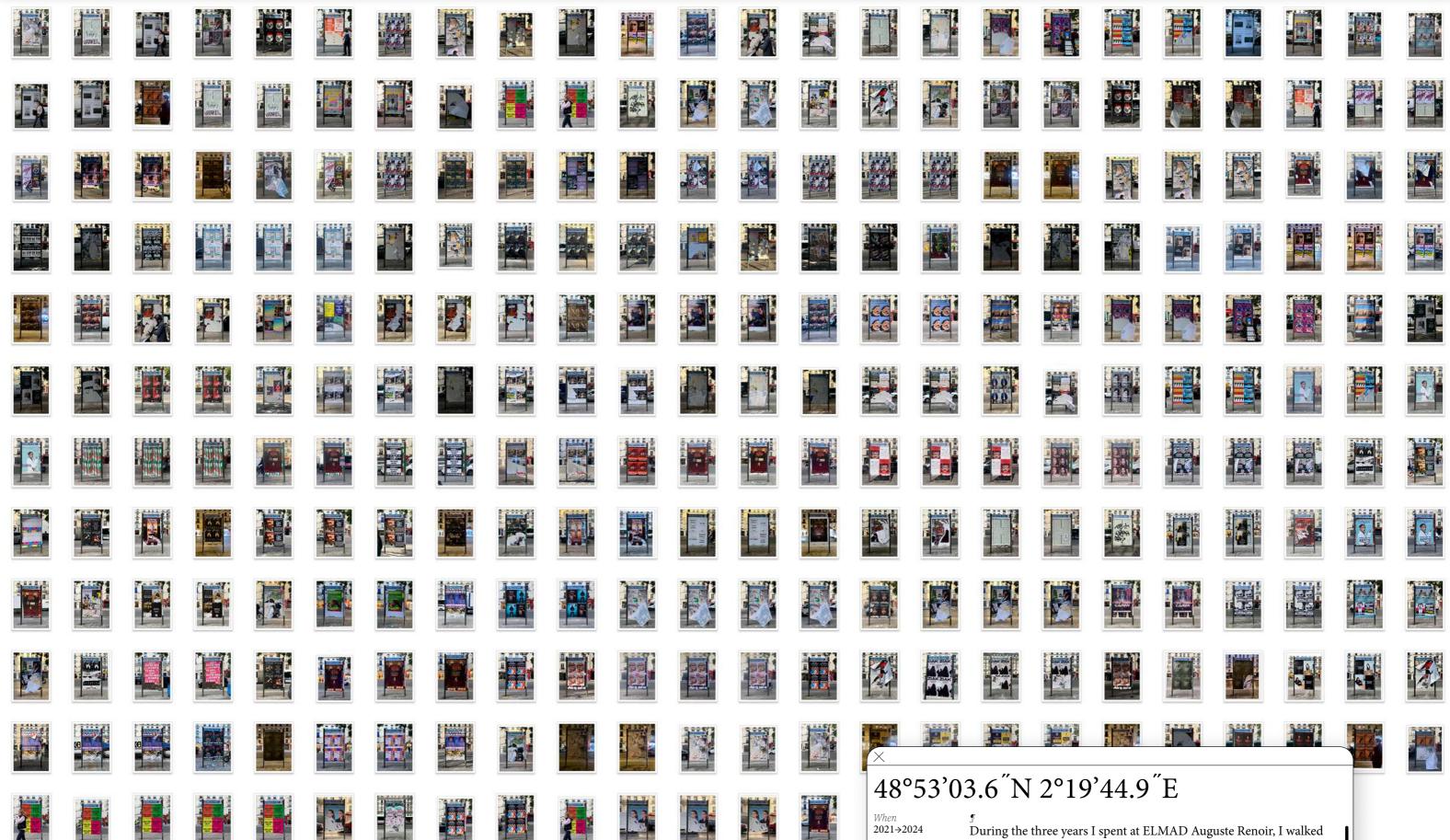
The purpose of this specimen is to show that this typeface has transcended time and retained a contemporary relevance.

I was inspired by the naturally high eye of the logotype, and chose to highlight this characteristic through the elongated format of the specimen.

I then looked for references to vision, such as the reference to the expression 'the eye of the needle' on the cover, or the presentation of the entire typeface as a visual acuity scale.







Where Place de Clichy

Photography

Routine; Collection

past this fly-posting billboard.

As the days went by, I captured the changes in this ordinary urban object, making it an essential part of my daily life. This collection of photographs reflects the cycle of the seasons, the changing light, and the political, marketing and festive events that took place during that period. In this way, the photographs become a reflection of my life's journey, transforming the passage of time into a work in motion.



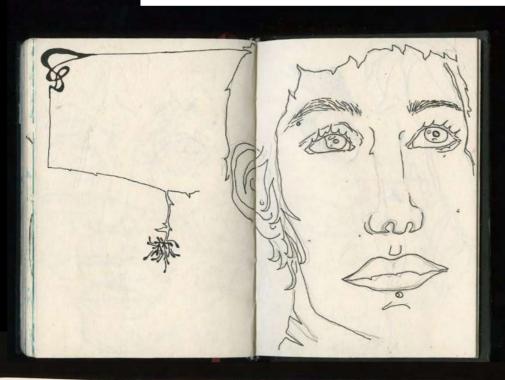


# MY SKETCHES

When From 2022 Where <Parisian subway Tools Black pen

Since I started my graphic design studies, I've been using the two hours a day I spend on the metro to draw the faces I meet.

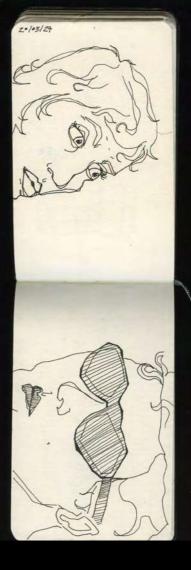
This routine has enabled me to develop my skills while searching for my own personal # SKIIIS WITHE S Personal; Sketches expression.





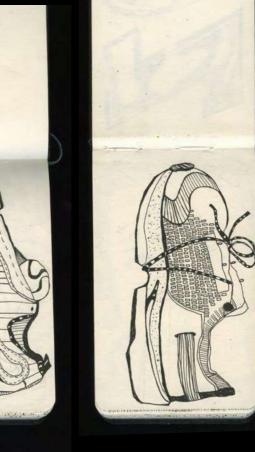




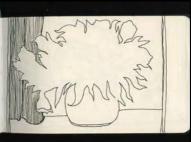
















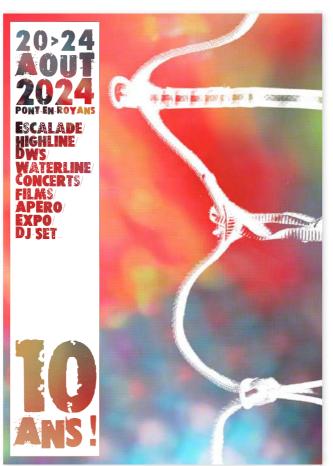


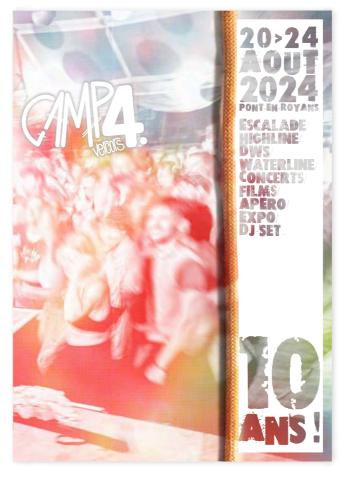
↑ *In 2022*, I drew inspiration from Villeglé's collages, their torn aspect allowing me to expose the multiple facets of the event while evoking the rock and the strata of the mountain.

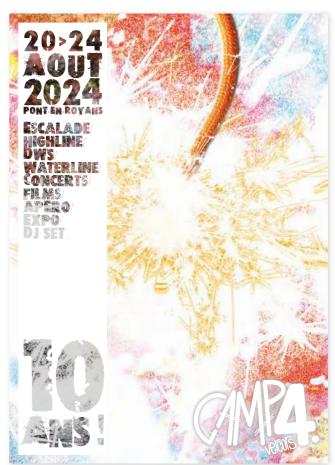


↑ *In 2023*, I wanted to use a single line, a single rope, to embody the challenge, which remains the same: to link all the disciplines. The colors echo those of the original logo and are worked like 'blocks'. I was also given the opportunity to redesign the logo.









↑, For Camp4, 2024 marks the end of a decade of sporting and festive events.

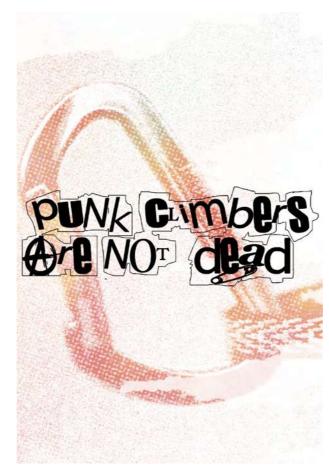
To mark this special year, we have chosen a series of four posters united by their colorful ambience, carrying singular and complementary meanings.

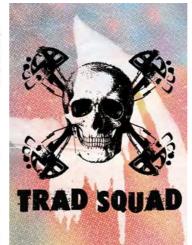


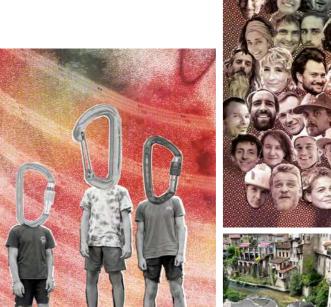
















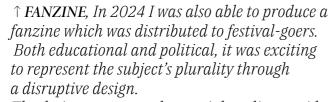








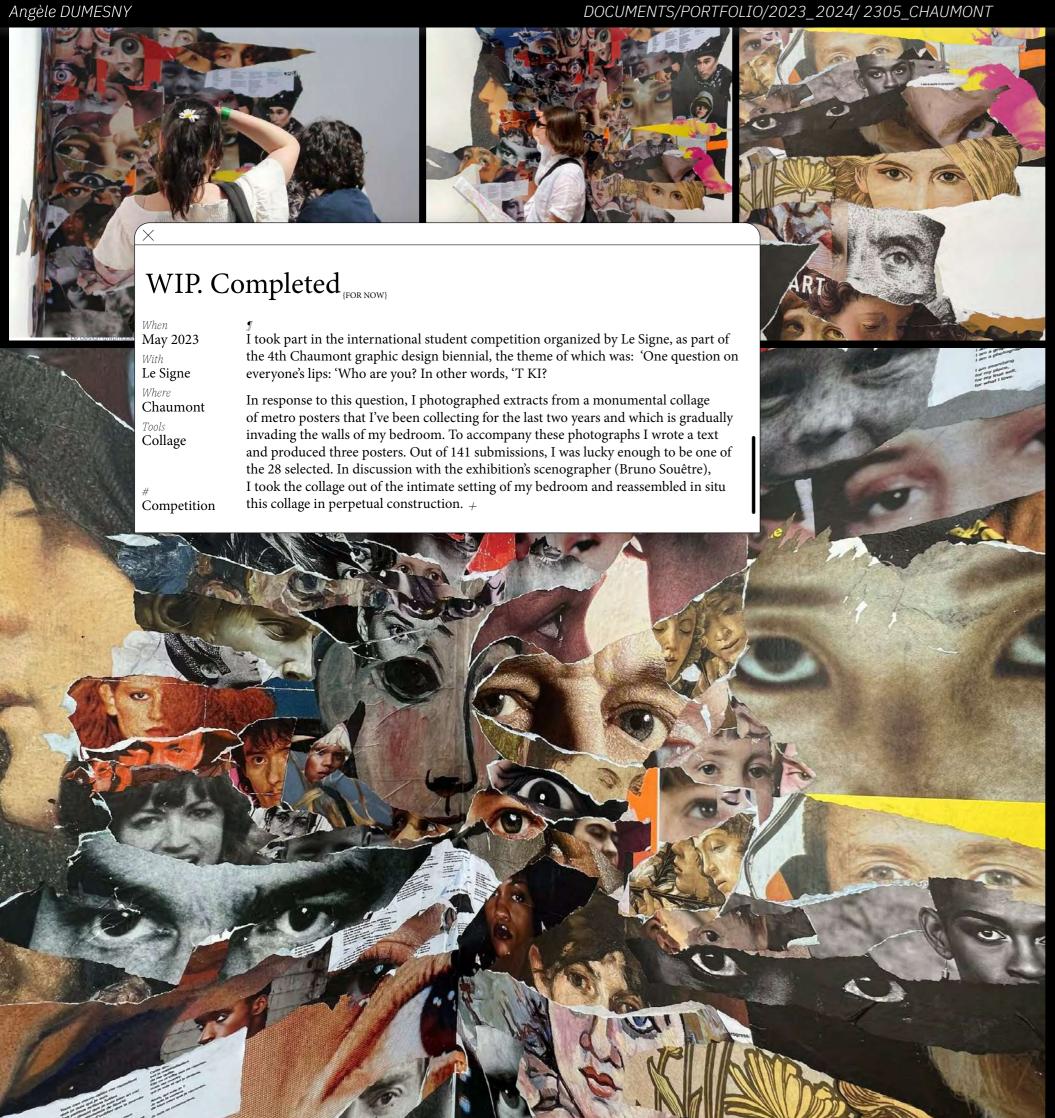




The design were reused on social media to guide visitors through events in the village.

It was also used to create the flashy t-shirts worn by the volunteers, making them easily visible.

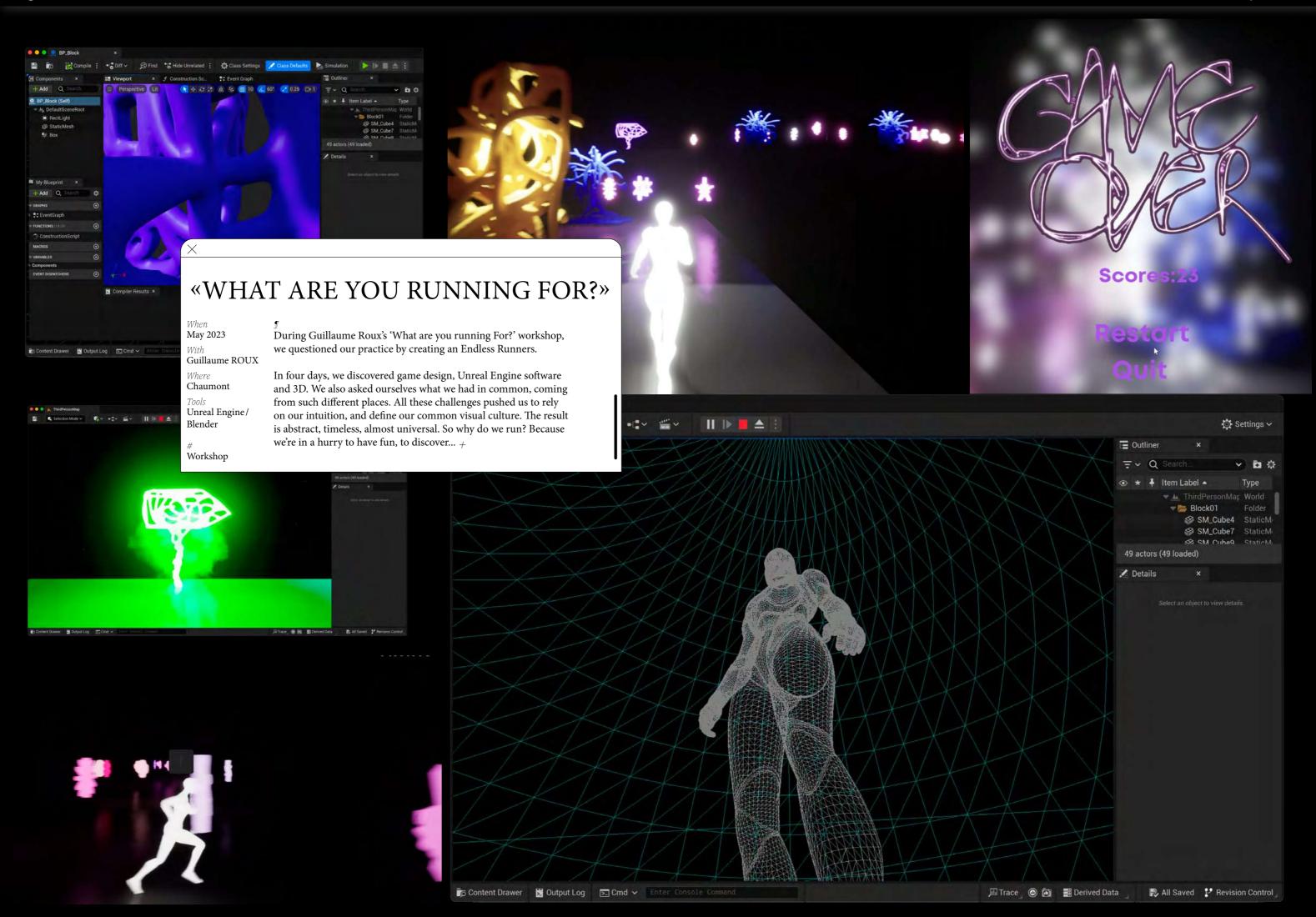












Angèle DUMESNY



