


ARTEMS7-8-AW MEDIA STRATEGY and CONTENT CREATION

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| ARTEMS7AW / ARTEMS8AW | | ECTS Credits : 4 + 4 | Semester : S7 + S8 | |
| Media strategy and content creation | | Duration : 20 sessions |  | |
| Person(s) in charge : | | | | |
| Brice DOMINGUES, associate teacher (art school), http://www.officeabc.cc/ | | | | |
| Program and content : | | | | |
| <p>Reflection and creation about mediation strategies for graphic objects (size, typography, selection of the documentation, rythm, ...) that will be seen as narration vehicles for the contents studied.</p> <p>This narration - in the film sense - will be made perceptible combining an editorial scenario and an assembly of documents according to a specific form chosen by the student. This form will allow to read a content.</p> <p>Expected results:</p> <ol style="list-style-type: none">1. Realisation of a corpus made out of graphic objects resulting from the different topics offered to students.2. Realisation of a mediation of this corpus, an exposition. | | | | |
| Evaluation : | | | | |
| <input type="checkbox"/> Written test | <input checked="" type="checkbox"/> Continuous Control | <input checked="" type="checkbox"/> Oral report | <input checked="" type="checkbox"/> Project | <input type="checkbox"/> Written report |