

# ARTEMS7-8-AG ART BUSINESS CREATIVE DESIGN WEB

ARTEMS7AG / ARTEMS8AG

ECTS Credits : 4 + 4

Semester : S7 + S8

ABCD WEB - Art Business Creative Design Web

Duration : 22 classes



## Person(s) in charge :

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## Program and contents :

To develop its activity, the innovative company uses digital means in its internal and external processes. The company is dematerialised, with open interactions canals between itself and its clients as well as with its partners and supplier and is thus exposed on the internet, in every sense of the term. Transparency comes akin with security concerns.

This revolution changes the way we organise ourselves and trade with new technologies and new concepts : it is the real time company where information quickly spreads. The internet has changed for ever the way we work.

A website must be as visually attractive as its content, because the efficiency of a website depends first of all on how ergonomic it is. On a web page, the graphic design allows to integrate information in the page's structure, it is a jewel box enhancing communication. And as technical aspects must not limit creativity and design, theoretical classes complete the web-design sessions.

Website of the workshop : <http://abcdweb.fr>

## Evaluation :

<input checked="" type="checkbox"/> Written test	<input checked="" type="checkbox"/> Continuous Control	<input checked="" type="checkbox"/> Oral report	<input checked="" type="checkbox"/> Project	<input checked="" type="checkbox"/> Written report
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