

2019 - 2020

Sarah Vierstraete

SKILLS



first things first



Competenties

CM0500: Boodschap

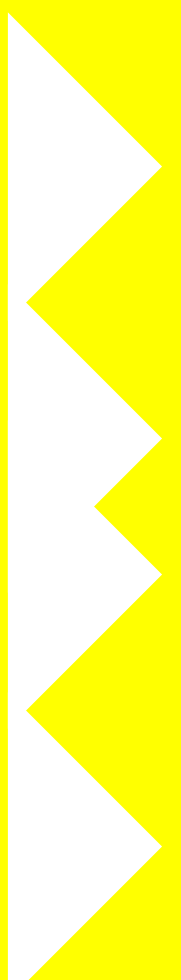
Informatieve en persuasieve boodschappen creëren voor zowel interne als externe communicatiemedia.

CM0900: Tools

Op vlak van audiovisuele media en multimedia de basistechnieken toepassen, materialen aanwenden en voor complexere taken efficiënt met specialisten samenwerken.

Doelstellingen

De student...

- 
- hanteert informatieve en persuasieve boodschappen conform een bestaande huisstijl
 - benoemt de basisprincipes van digitale en print media
 - past de basisprincipes en -handelingen van digitale en print vormgeving toe
 - voert de basishandelingen voor de opmaak van digitale en print vormgeving efficiënt uit

Evaluatie

30%

opdrachten

40%

theoretisch
examen

30%

praktisch
examen

Herexamen

40%

theoretisch
examen



60%

praktisch
examen

SKILLS 3

Design

Grafische Vormgeving

Adobe Acrobat DC

Adobe Illustrator

Adobe InDesign

Cursusmateriaal

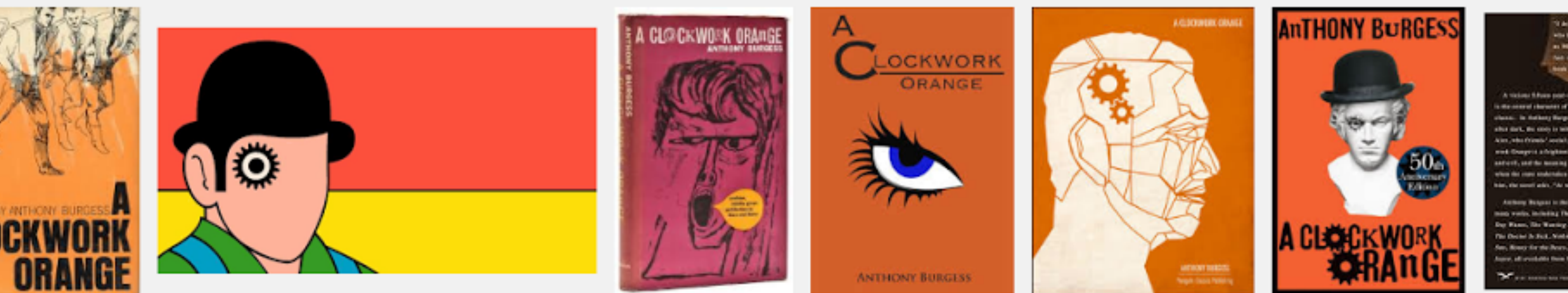
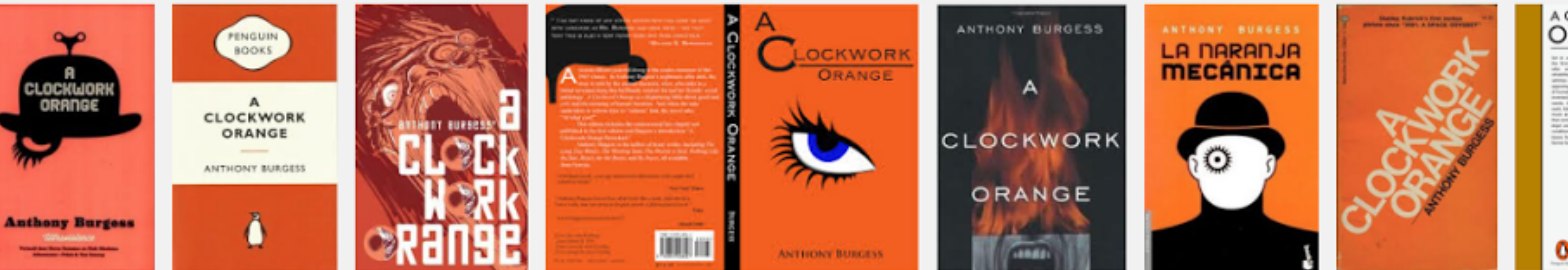
Leho

digitale cursus, slides, oefeningen en opdrachtfiches

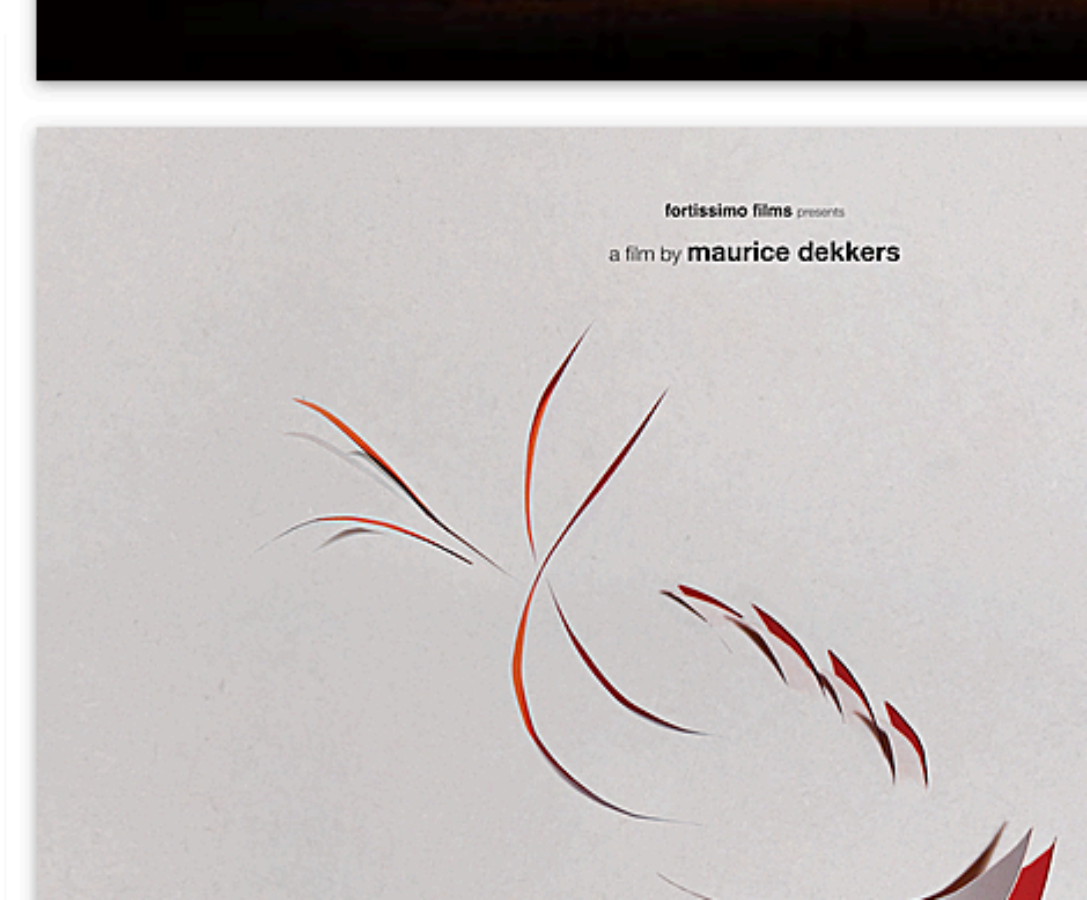
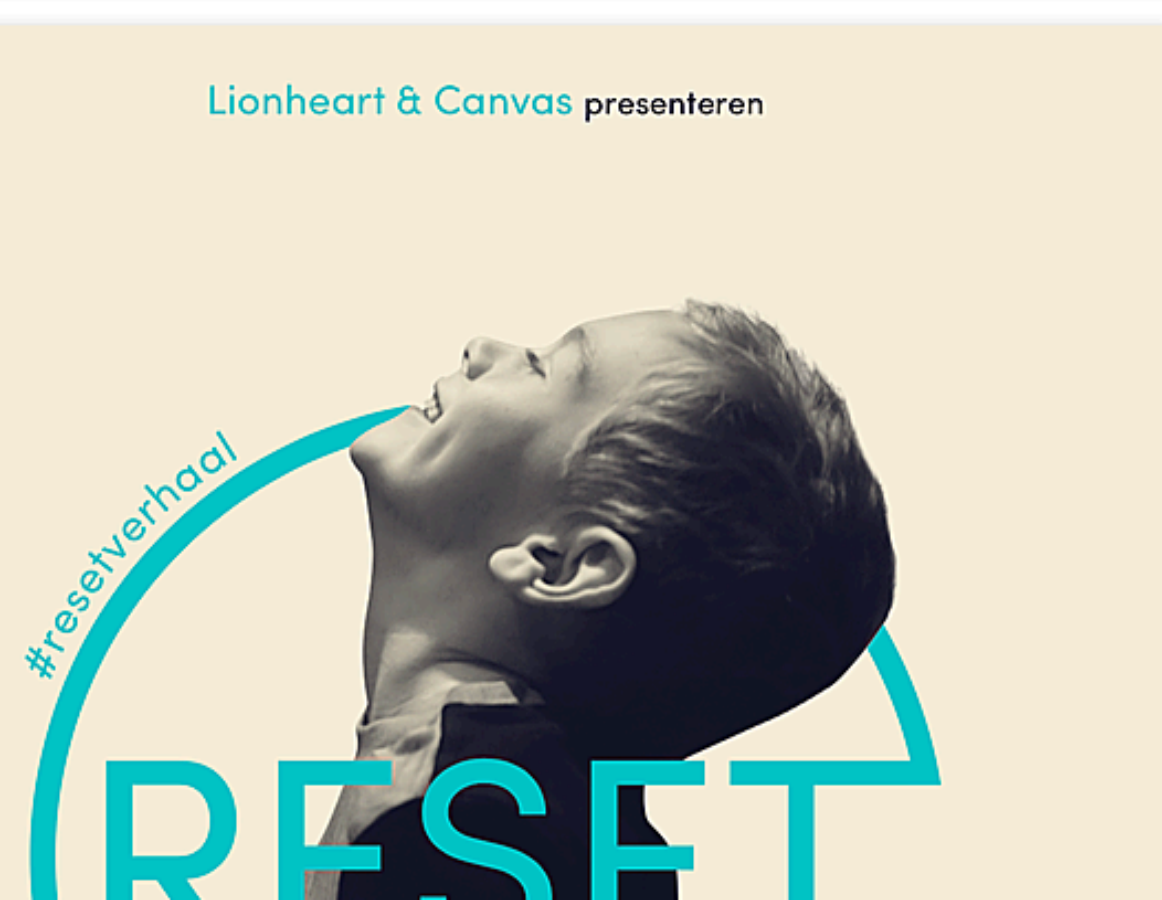
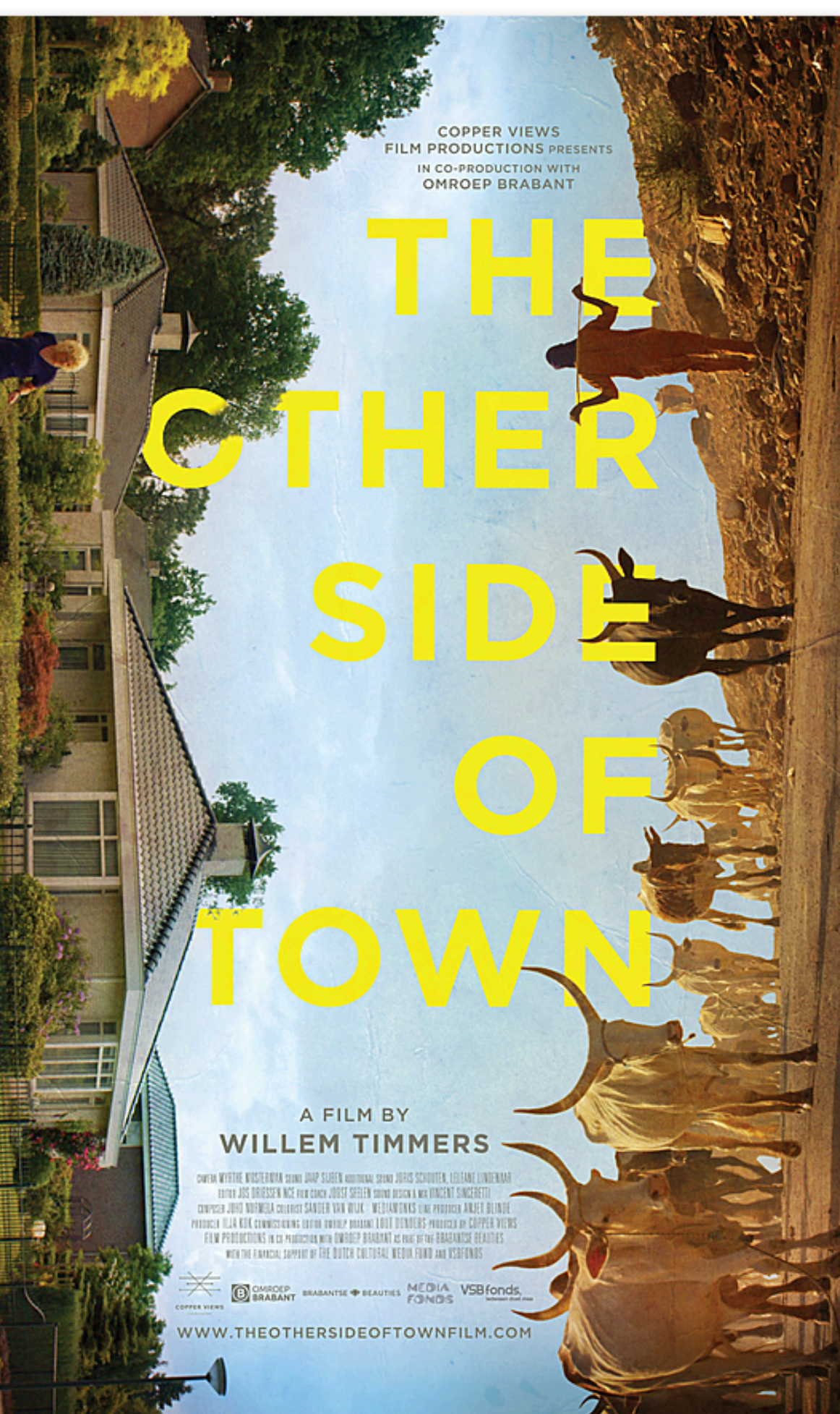
Adobe Creative Cloud

via academicsoftware.be
(zie stappenplan leho)

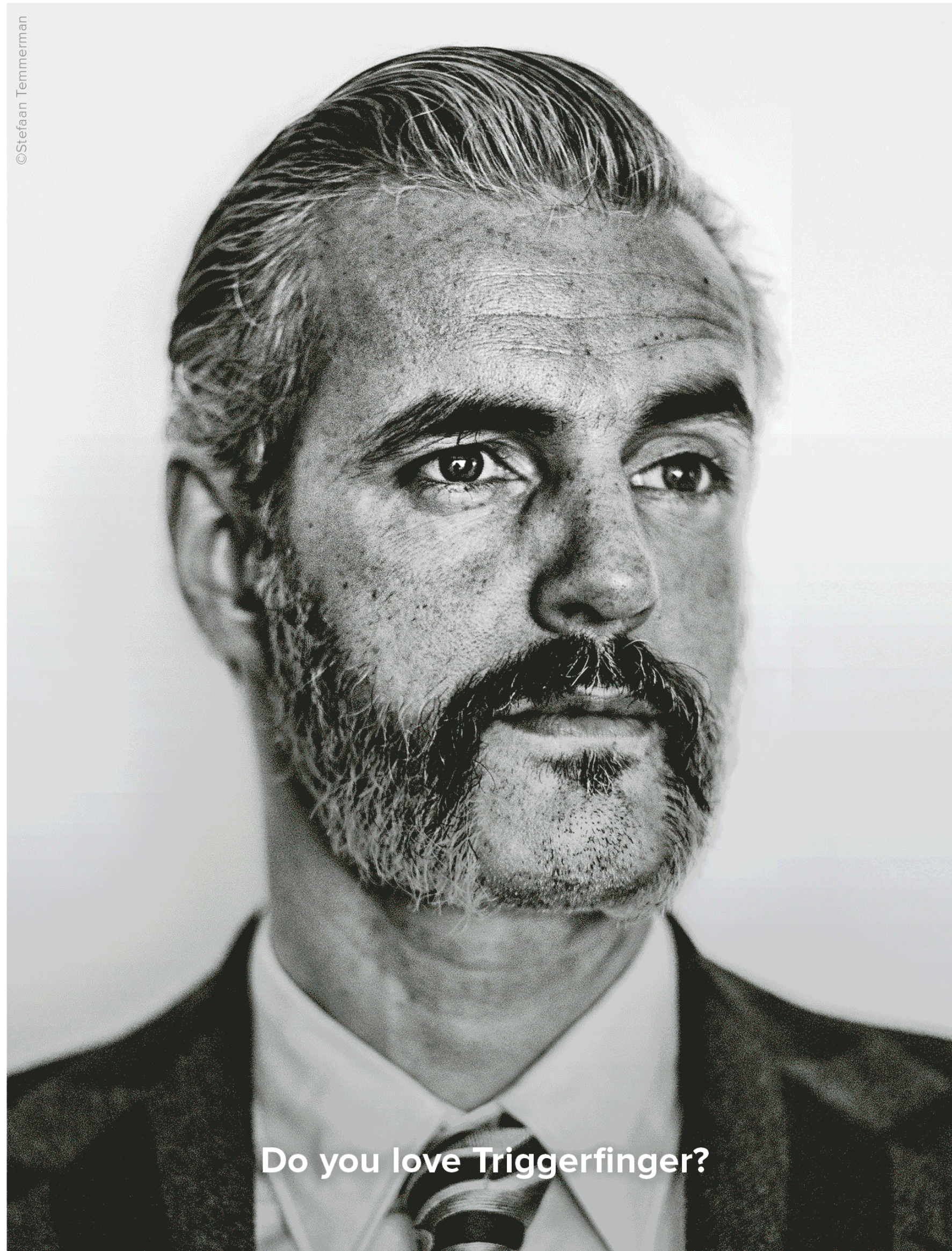
TRO







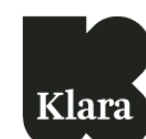
©Stefaan Temmerman



Do you love Triggerfinger?



Then maybe you'll love Strauss as well.



Do you love music in general, but know little to nothing about classical music? Then maybe Klarafy is exactly what you need. Klarafy is a new web tool that translates your favorite music into classical music.

Try it yourself. Translate your music on klarafy.be



Selling the truth

The truth, and even more the lack of it, has been one of the most discussed subjects in the news this past year.

A newspaper willing to take a stand in this debate, has to be completely transparent itself. That's why Belgian quality paper De Standaard decided to tell the truth about all its intentions. We used all the specific advertising tricks for each medium, while denouncing them at the same time. Honestly telling our target audience we

want to sell them a newspaper. Because the more papers we sell, the better we can reveal the truth.

Result of the campaign:
+17%
subscriptions.



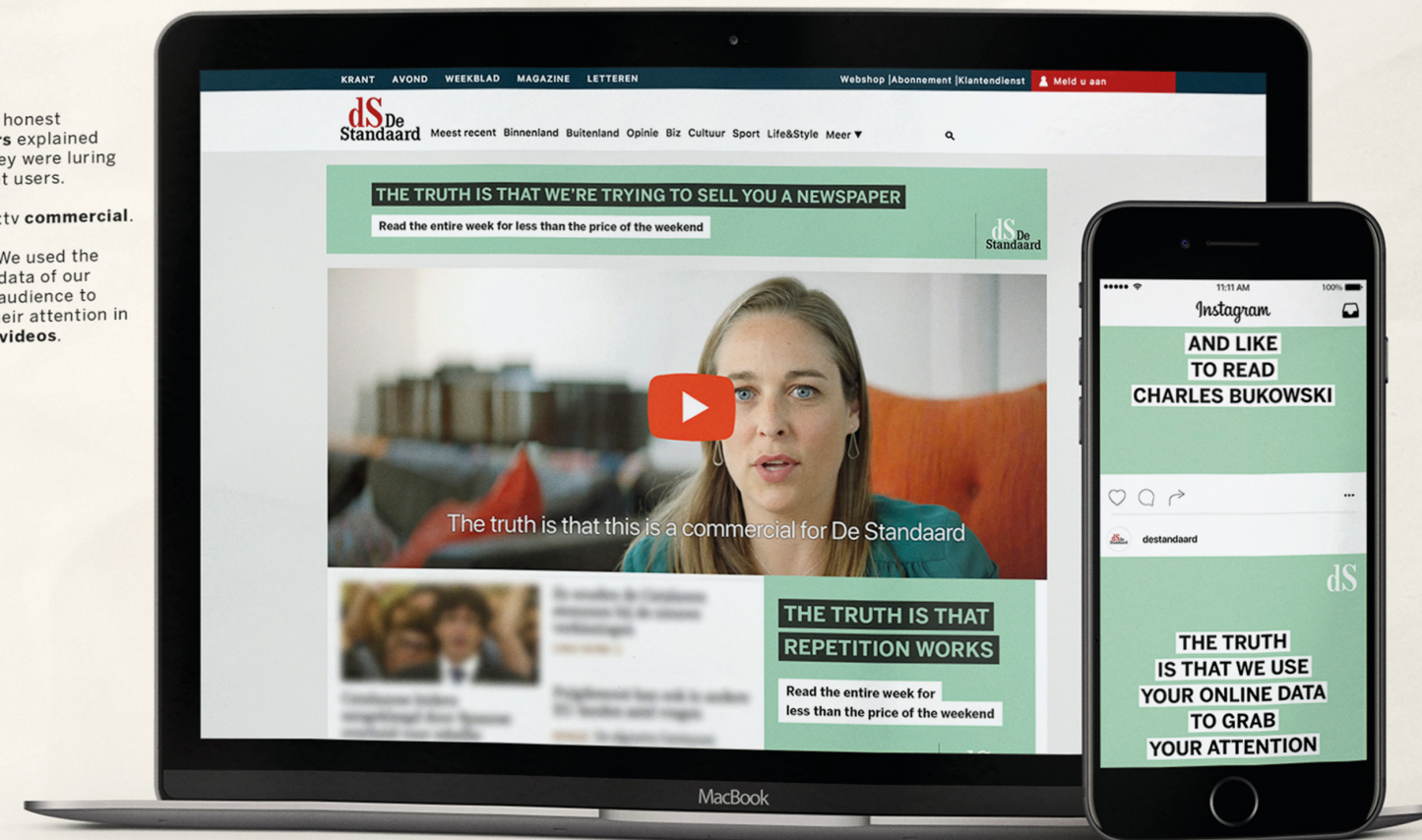
Above left: Sampling.
Below left: POS posters.

Above right: Bus stop posters.
Below right: Direct mail.

Above: honest banners explained how they were luring internet users.

Centre: tv commercial.

Right: We used the online data of our target audience to grab their attention in social videos.



THE TRUTH IS THAT WE'RE TRYING TO SELL YOU A NEWSPAPER

The truth is that this is an advertisement for De Standaard. That the headline is large to attract your attention. That it is supposed to entice you into reading the rest of the ad, so you end up taking a subscription. The truth is also that the more subscriptions we sell, the better we can tell you about the truth. It means our journalists can investigate exactly what is going on. Filter opinions and unearth the facts. Because the truth is that you already get served plenty of untruths nowadays. And even more half truths twisted to fit someone's agenda. The truth is that you rely on us to expose the truth as best we can, and that we rely on you to invest your time and money in us. But the truth is also that you should stop reading now because you don't want to be influenced by advertising. But if you stop reading now, that is actually what you will be doing, because we just told you to. The truth is, we'll do anything to keep your attention.

The truth is that the more subscriptions we sell, the better we can tell you about the truth.

The truth is that we highlighted the previous sentence because most people will not read the full text and we at least wanted to convey our core message. In short, the truth is not always easy. So that is why we are going to end now with a strikingly attractive promotion offer to get you on board.

Read the entire week for less than the price of the weekend

At standaard.be/waarheidvoordelignu

dS De
Standaard

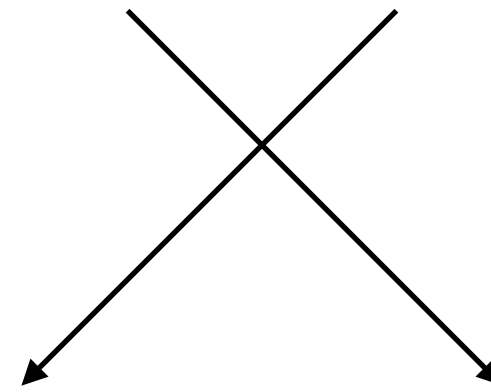


GRAPHIC DESIGN

Het visueel ontwerpen van ideeën/informatie in verschillende media (van print tot digitaal) aan de hand van beeld en tekst met als doel te communiceren.



why



visueel bewustzijn

taal van het ontwerpen

The background features a complex, abstract pattern of overlapping yellow and white geometric shapes, including triangles and polygons, creating a dynamic and textured effect.

Onderzoek & Concepten





schetsboek

dagboek

pinterest

evernote

instagram

behance

reddit

etc

etc

etc

Blinders... *because she* *Shies* At New Ideas



FLYING MACHINES, horseless carriages — they had their skeptics. Every new idea, every great advance, does. Electrolux is no exception.

We don't mind that. For though Electrolux is four years old, has enjoyed a phenomenal success and is today in hundreds of thousands of homes, it is still the new idea, the big radical improvement in automatic refrigerators.

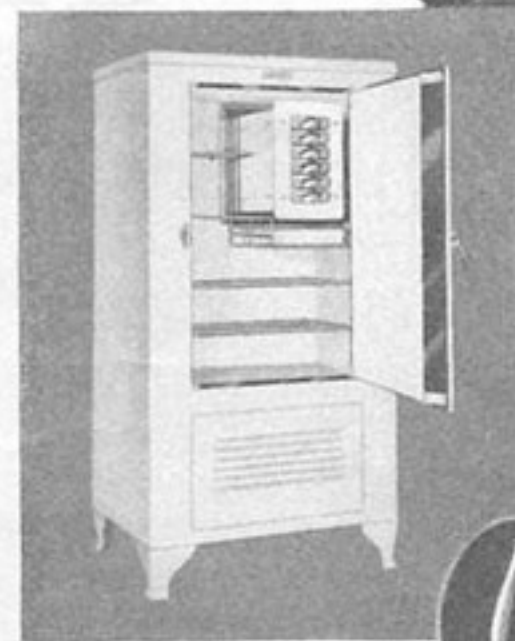
All we ask is that you go and see Electrolux with your eyes wide open. Judge the facts at first hand.

You will find that Electrolux not only freezes ice cubes quickly and provides perfect constant cold always, but does this without sound, without machinery, and at much less cost than any other refrigerator.

Is it any wonder that Electrolux sales in 1931 were far ahead of 1930?

You certainly owe it to yourself to see this remarkable refrigerator that has so greatly changed the old order of things. It is on display at the showroom of your gas company.

And if you'd like complete information by mail, write to us direct for free literature. Electrolux Refrigerator Sales, Inc., Evansville, Indiana.

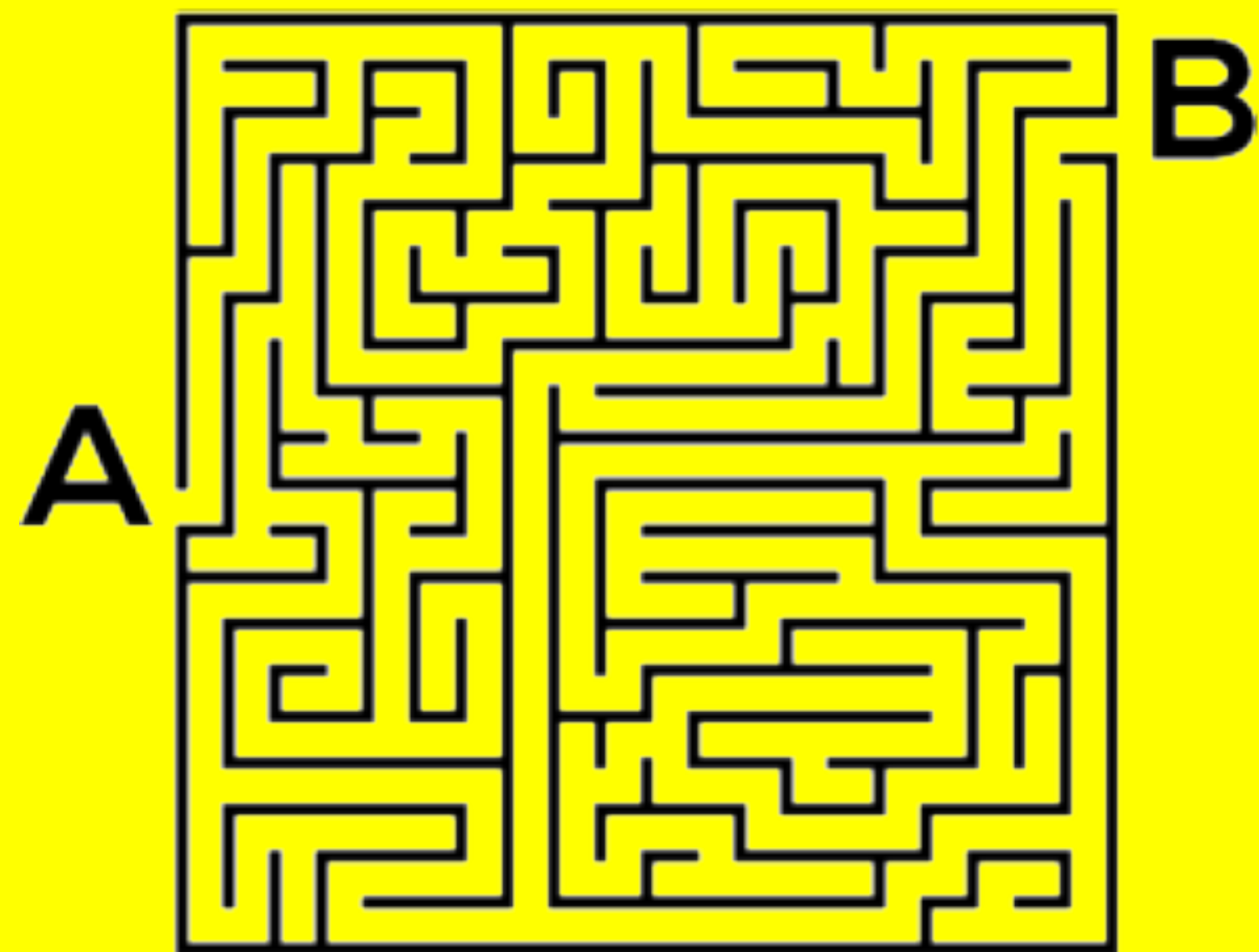


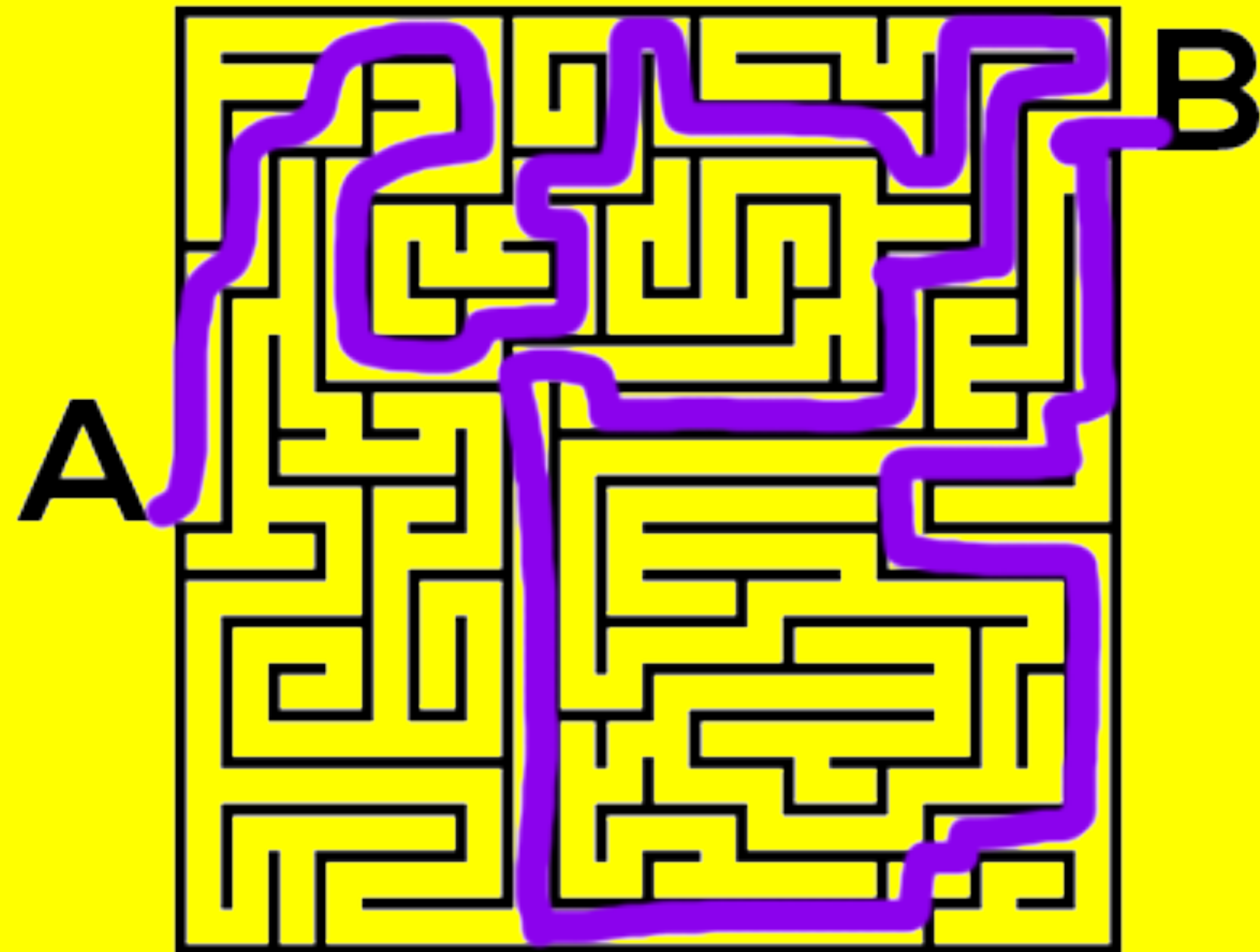
★

ELECTROLUX
THE *Gas* REFRIGERATOR

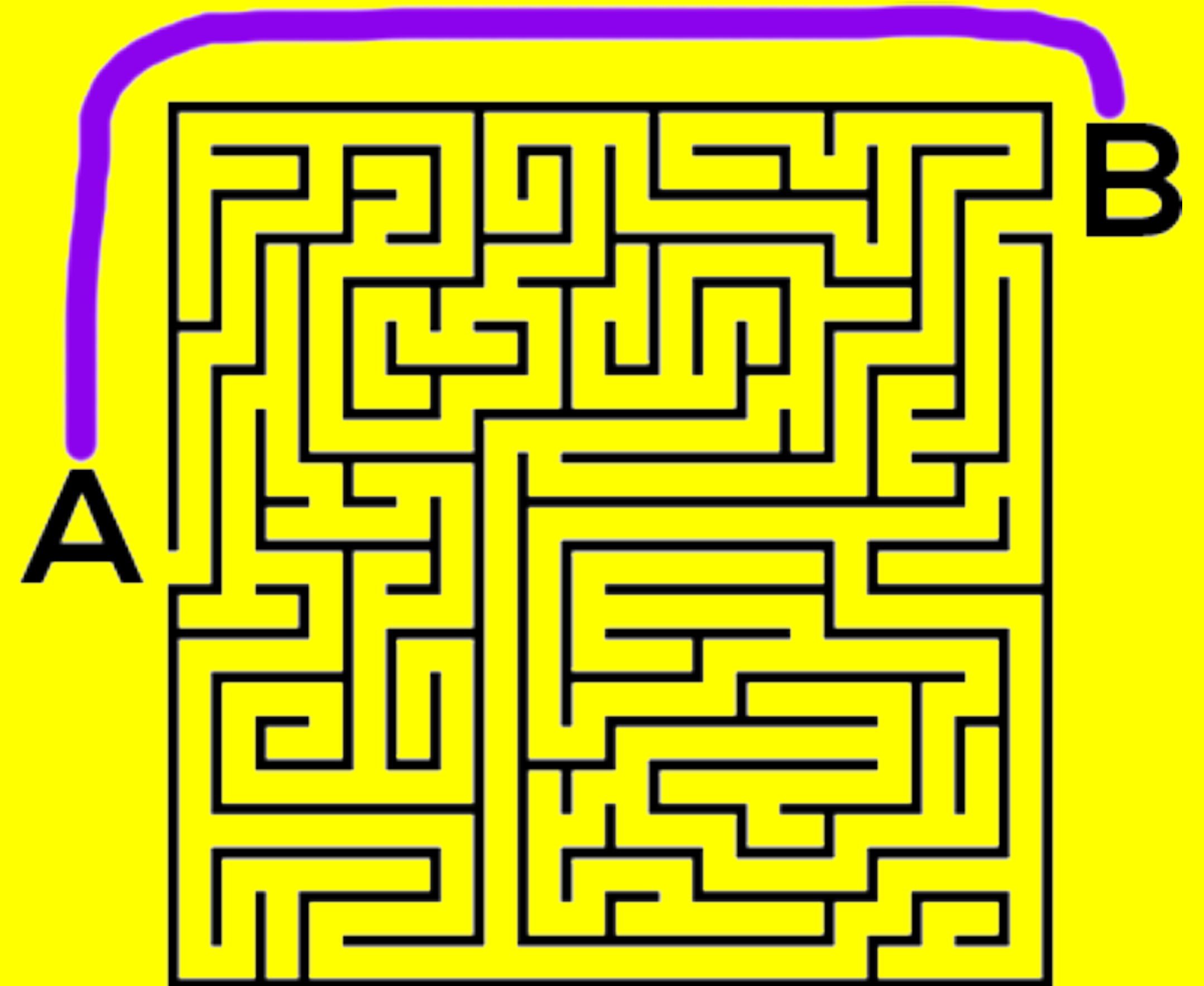
The old order changeth — a tiny gas flame takes the place of all moving parts







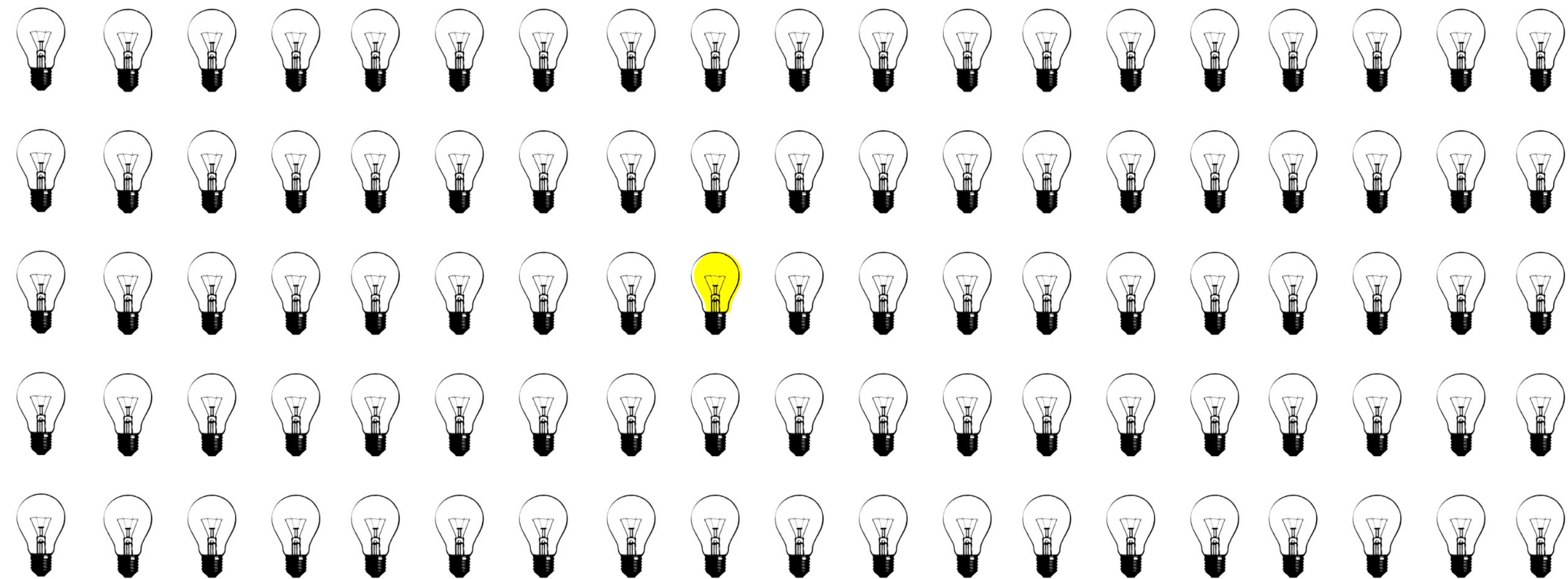
linear



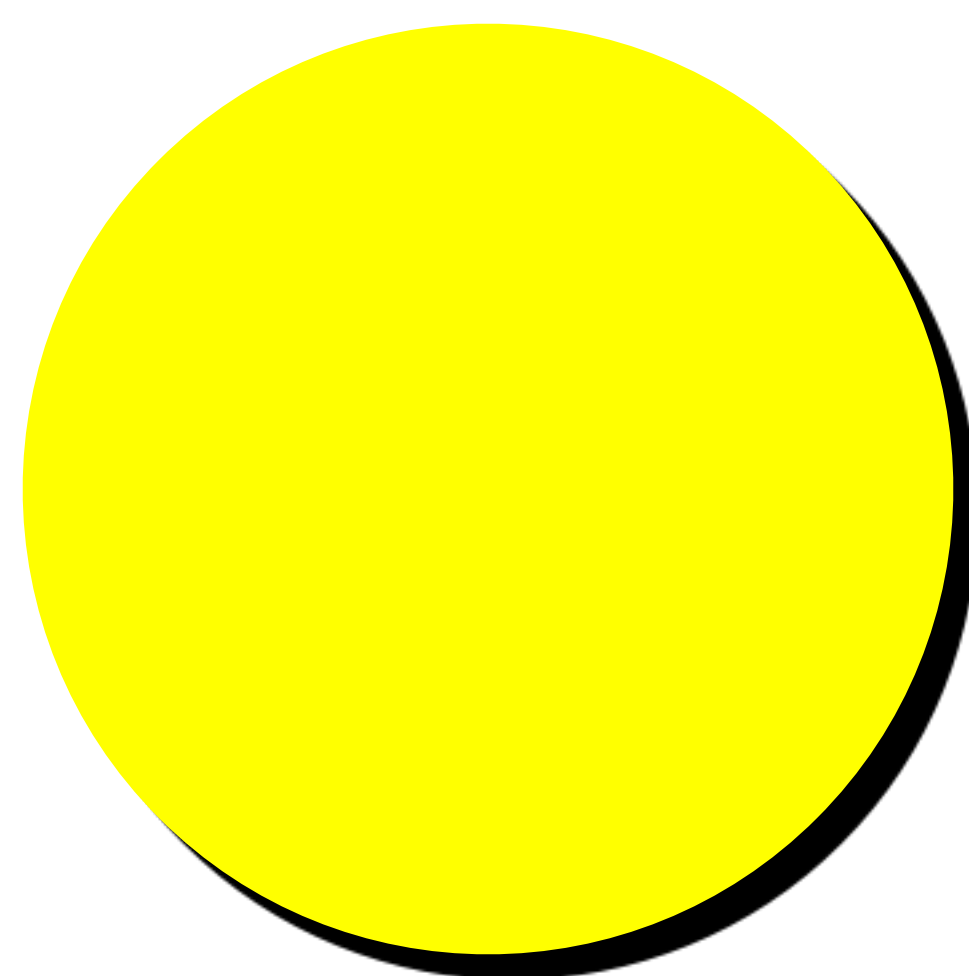
lateraal







there's a light that never goes out.



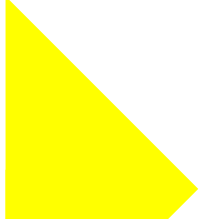


kijken,

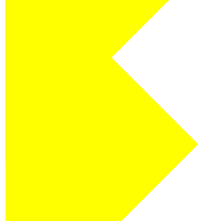
voelen,

waarnemen

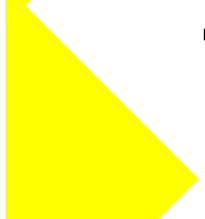
Beeldtaal & Vormbeleving



Gestalt = hoe je kijkt naar een beeld



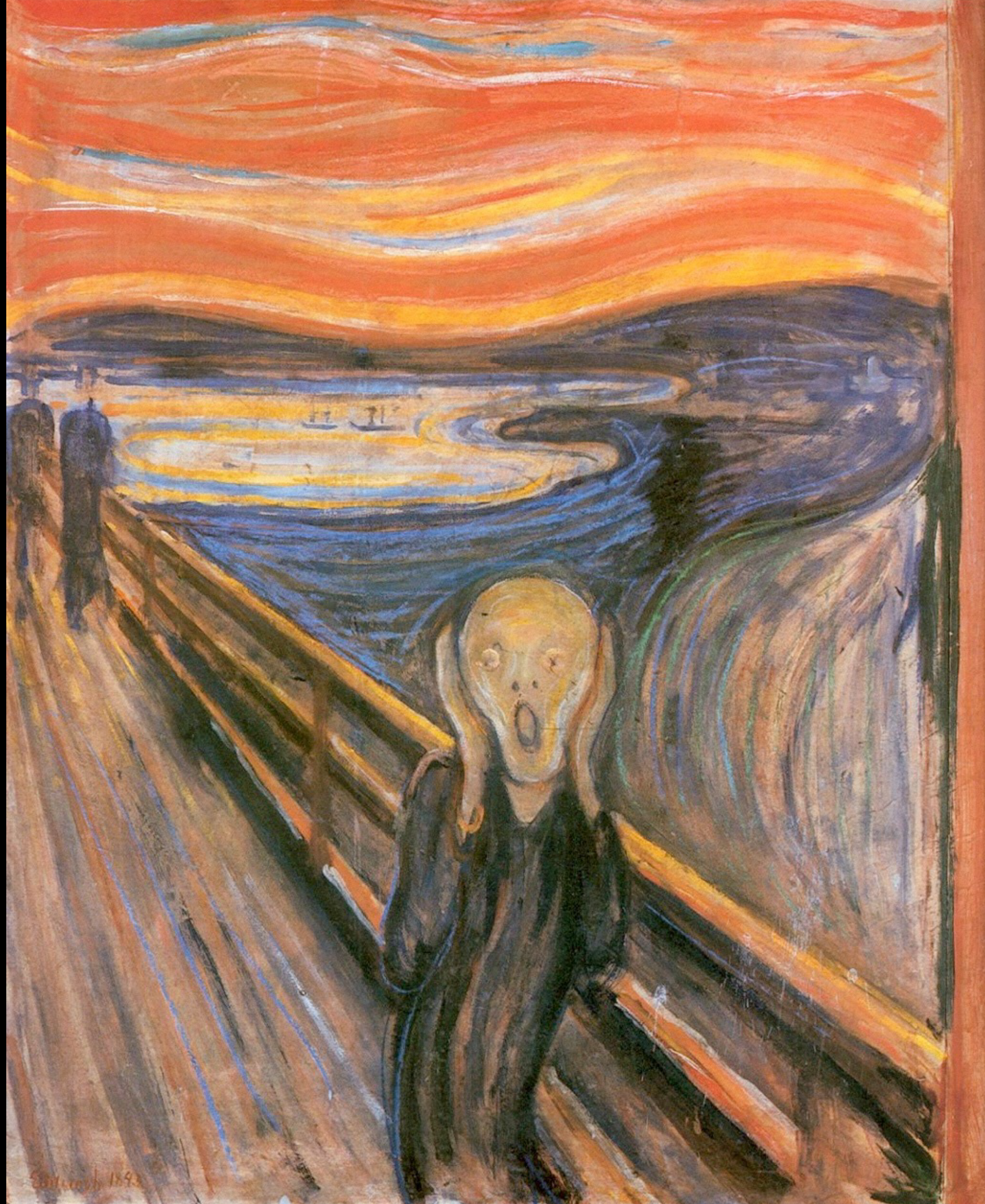
Semiotiek = omvat het waarom je begrijpt wat je ziet



Visuele retorica = stelt de vraag naar het waarom je door beelden wordt overtuigd

STIJL

de manier waarop iets getekend
of vormgegeven wordt







THE LADY OF THE LAKE
TELLETH ARTHUR OF THE
SWORD EXCALIBUR

MUNTZ INDUSTRIES
LAUNCH

THE SPIRIT OF ADVENTURE



APRIL 25

1934



"ADVENTURE
— IS —
OUT THERE"

NEW YORK-NEW YORK



A. M. CASSANDRE

NORMANDIE

C. G. LE TRANSATLANTIQUE

French Line

LE HAVRE — SOUTHAMPTON — NEW-YORK

VOYAGE INAUGURAL
29 MAI 1935







LIFE IS A PARTY AND I'M THE PIÑATA.

COMPLETELY LONDON

completelylondon.co.uk
Issue 12 - Summer 2013

Kinleigh Folkard & Hayward



...MAKE IT ALL ABOUT YOU: MY GUILTY PLEASURE • BESPOKE BICYCLES • OBJECTS OF DESIRE
WHAT THE BUTLER SAW • FEASTING AL FRESCO • LONDON'S MOST EXPENSIVE • CITY GIN PALACE

"ART DOESN'T TRANSFORM. IT JUST PLAIN FORMS." -ROY LICHTENSTEIN

Major Works

Roy Lichtenstein is a pop art painter whose works, in a style derived from comic strips, portray the trivialization of culture endemic in contemporary American life. Using bright, vibrant colors and techniques borrowed from the printing industry, he ironically incorporates mass-produced emotions and objects into highly sophisticated references to art history.

Born in New York City in 1923, Lichtenstein studied briefly at the Art Students League, then enrolled at Ohio State University. After serving in the army from 1943 to 1945, he returned to Ohio State to get a master's degree and to teach.

In 1951, Lichtenstein came back to New York City and

had his first one-man show. He also continued to teach, first at the New York State College of Education at Oswego, and later at Douglass College, a division of Rutgers University in New Jersey. Through the 1950s, Lichtenstein used the basic techniques of abstract expressionism, but incorporated into his compositions such themes as cowboys

and Indians and jazz money. In 1961, however, while at Douglass College, impressed by the work of colleague Allan Kaprow, he turned to the use of comic-strip and cartoon figures by which he is known today. Flaxen (1962, Museum of Modern Art) was the first important example of his new style. Despite the fact that many of his paintings are relatively small, Lichtenstein's method of handling his subject matter conveys a sense of monumental size. His images seem massive.

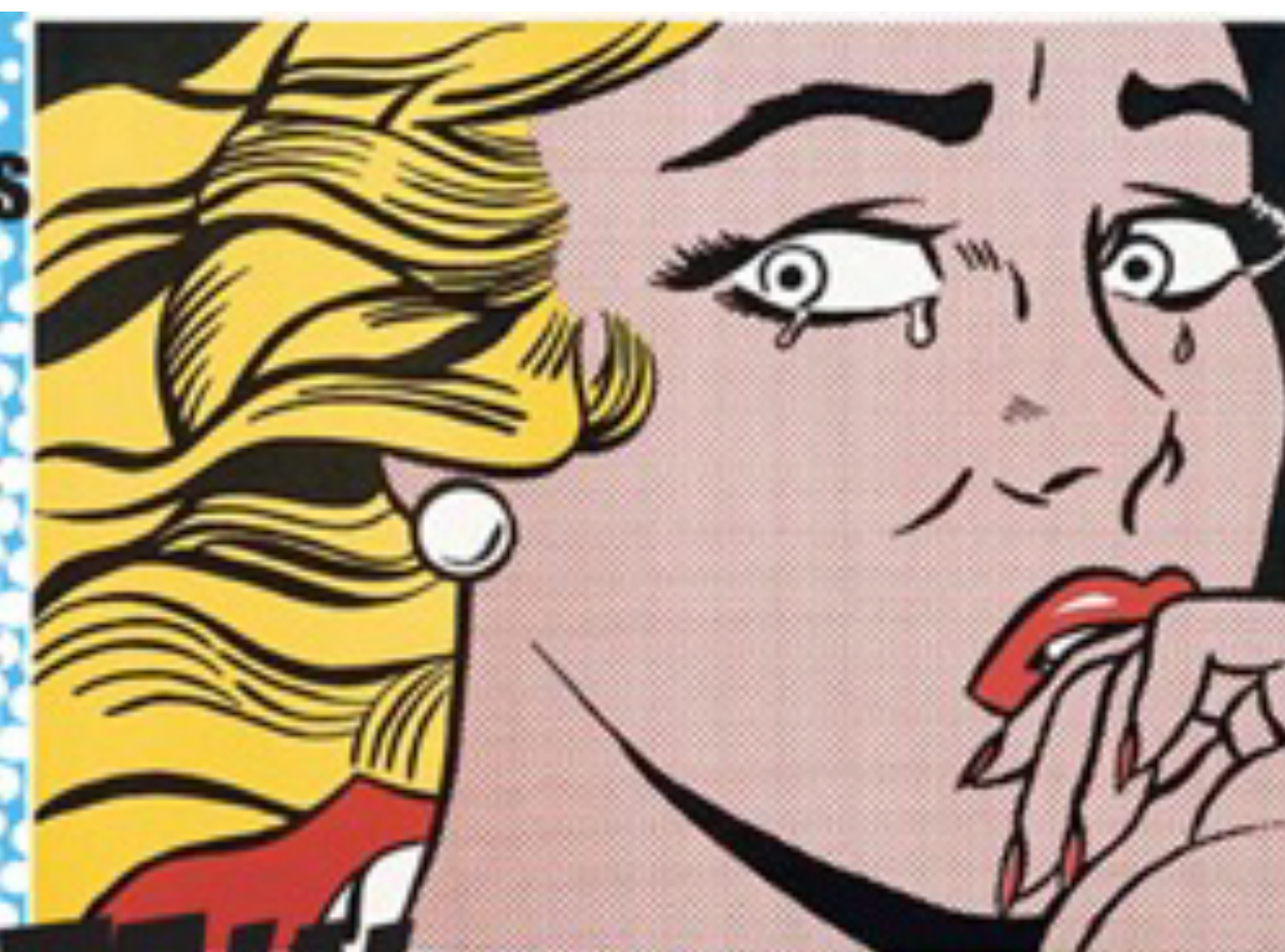
Since 1962, he has turned to the work of artists such as Picasso, Mondrian, and

even Monet as inspiration for his work. In the mid-1960s, he also painted sunsets and landscapes in his by-now-familiar

style. In addition, he has designed ceramic tableware and graphics for mass production.

ROY LICHTENSTEIN

lively small, Lichtenstein's method of handling his subject matter conveys a sense of monumental size. His im-

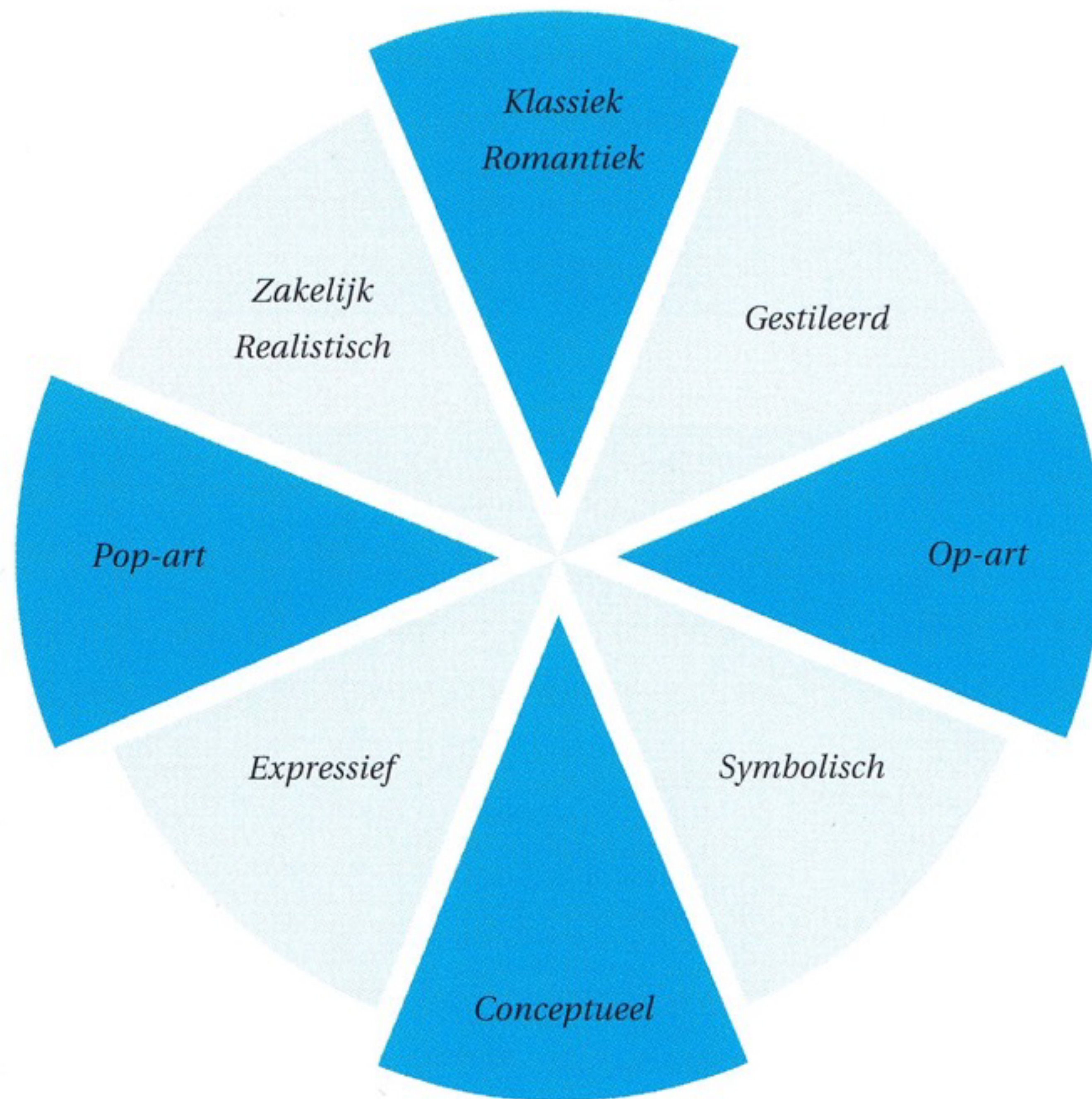


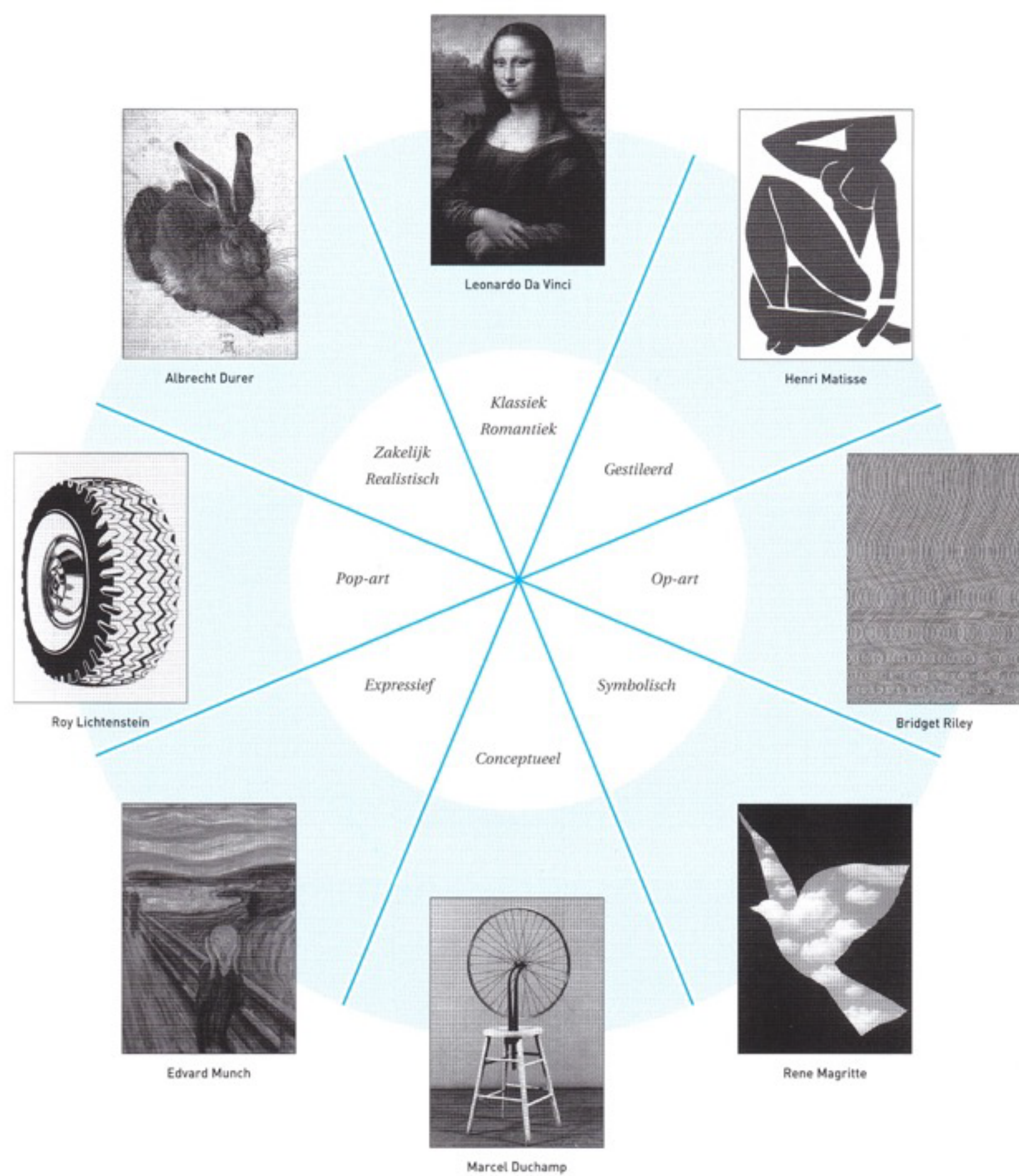
Austin Museum of Art
The modern masters series

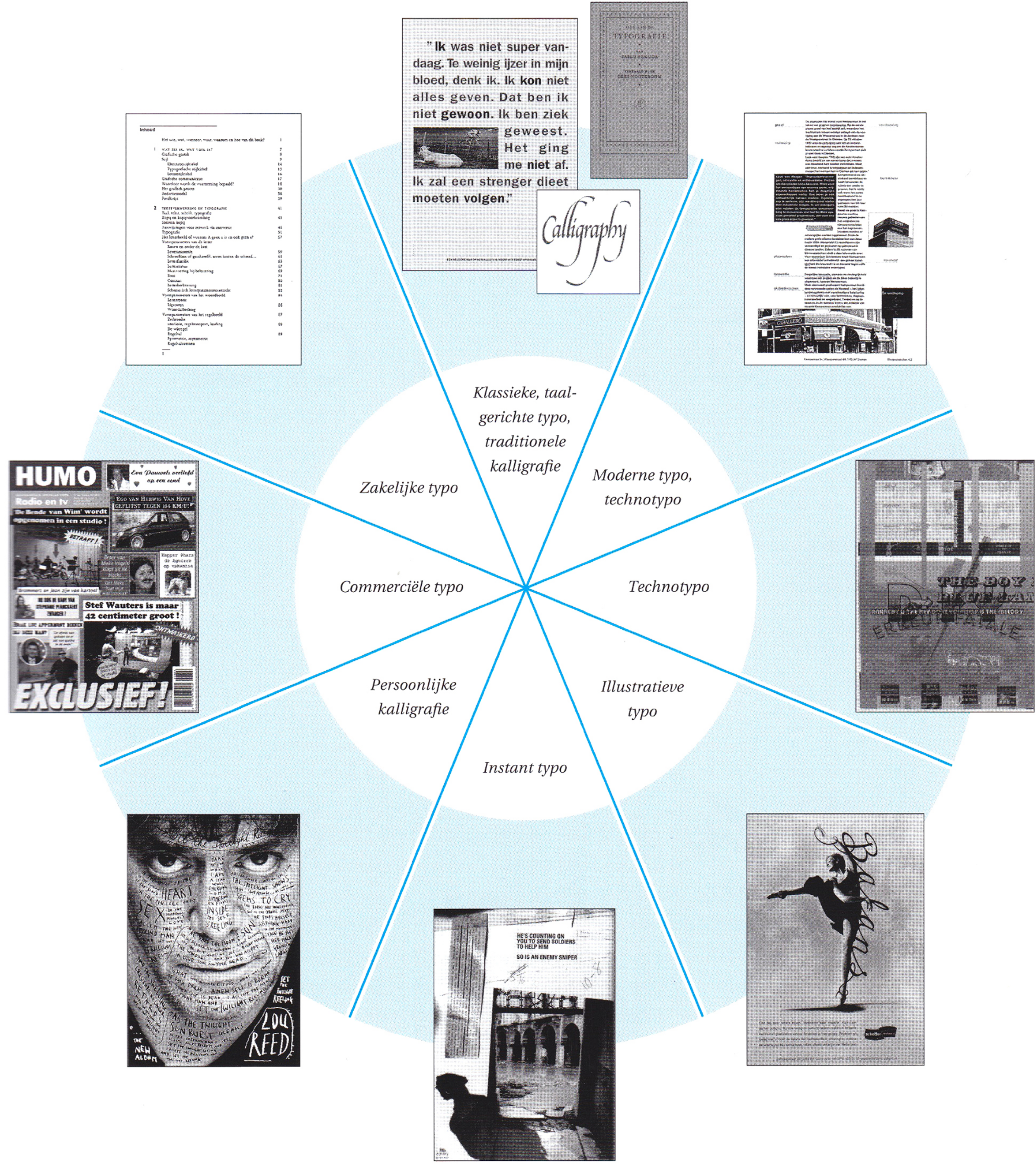


17 CREATIVE TIMES MONTHLY // March 2009

18



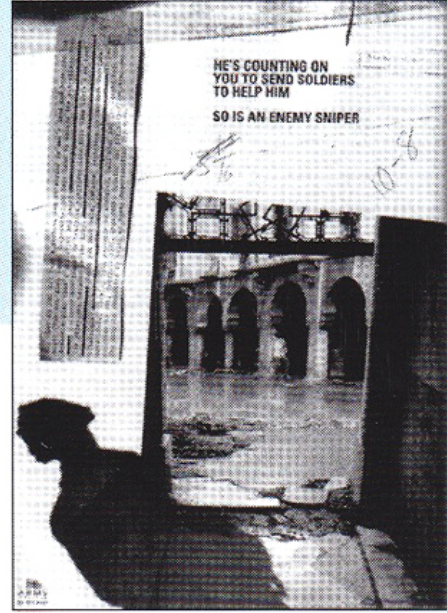
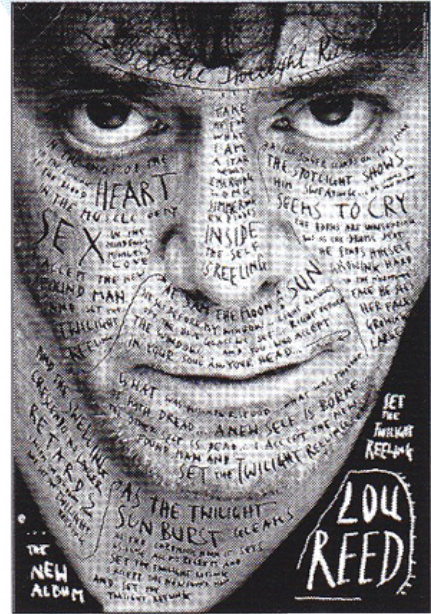
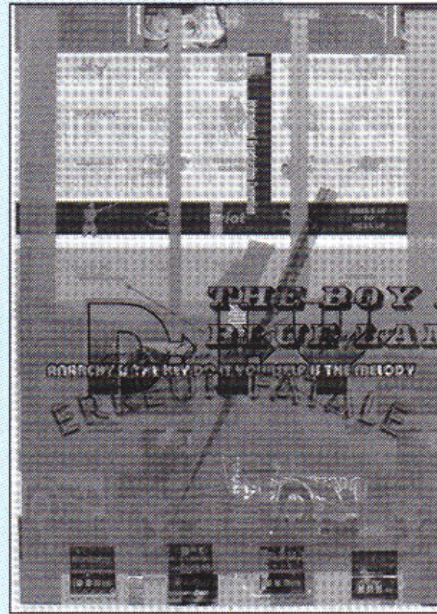
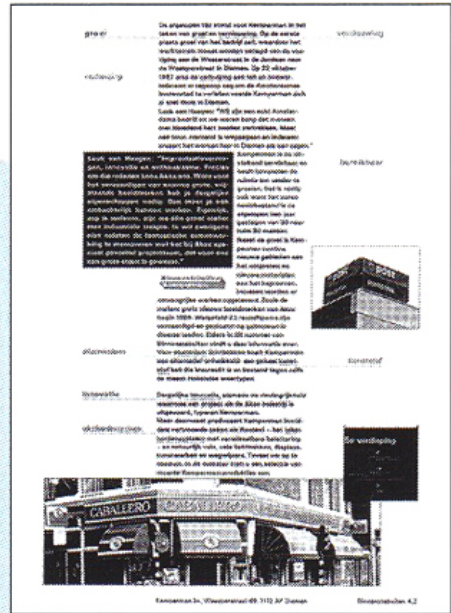
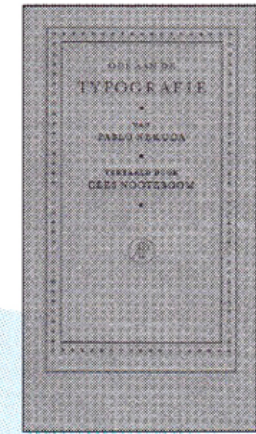


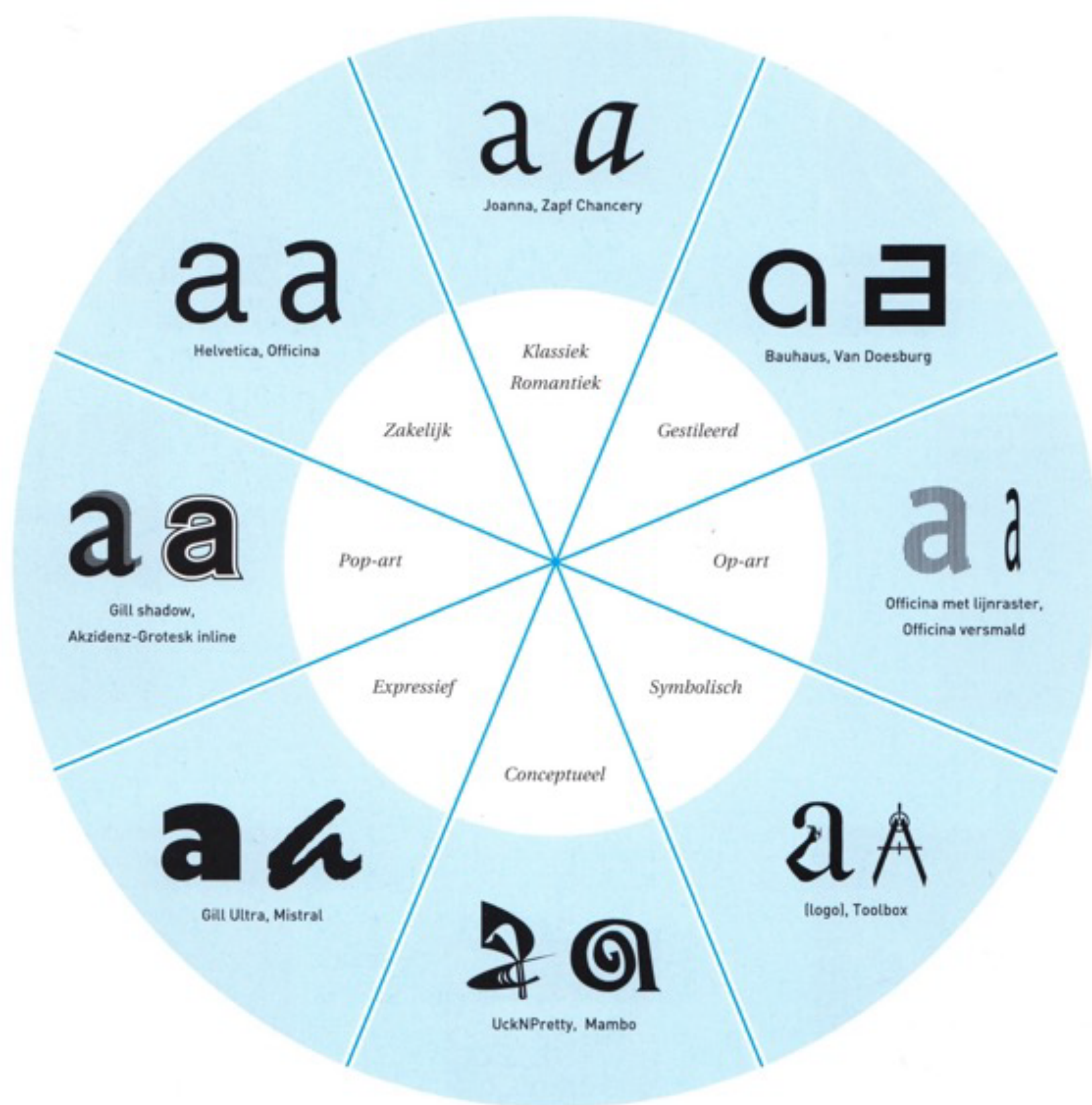


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"Ik was niet super vandaag. Te weinig ijzer in mijn bloed, denk ik. Ik kon niet alles geven. Dat ben ik niet gewoon. Ik ben ziek geweest. Het ging me niet af. Ik zal een strenger dieet moeten volgen."

Calligraphy

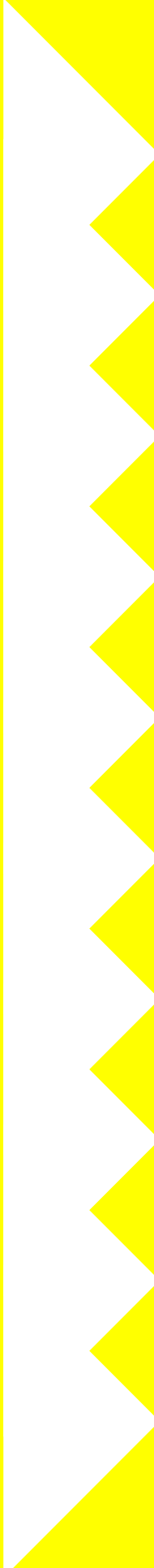






de waarneming

**Waardoor wordt
de waarneming
bepaald?**



- oogbeweging**
- kijkafstand**
- bekijktijd**
- optisch punt**
- fixatiepunten**
- oogfixaties**
- het denken**
- selectieve waarneming**
- interpretatie**
- kennissamenhang**

oogbeweging



INSTRUCTIEVIDEO

HOME

HOWEST COMMUNICATIEMANAGEMENT

LET'S TALK EVENTS

LOCATIE

CONTACT

Search icon and menu icon

DAGELIJKSE KOST



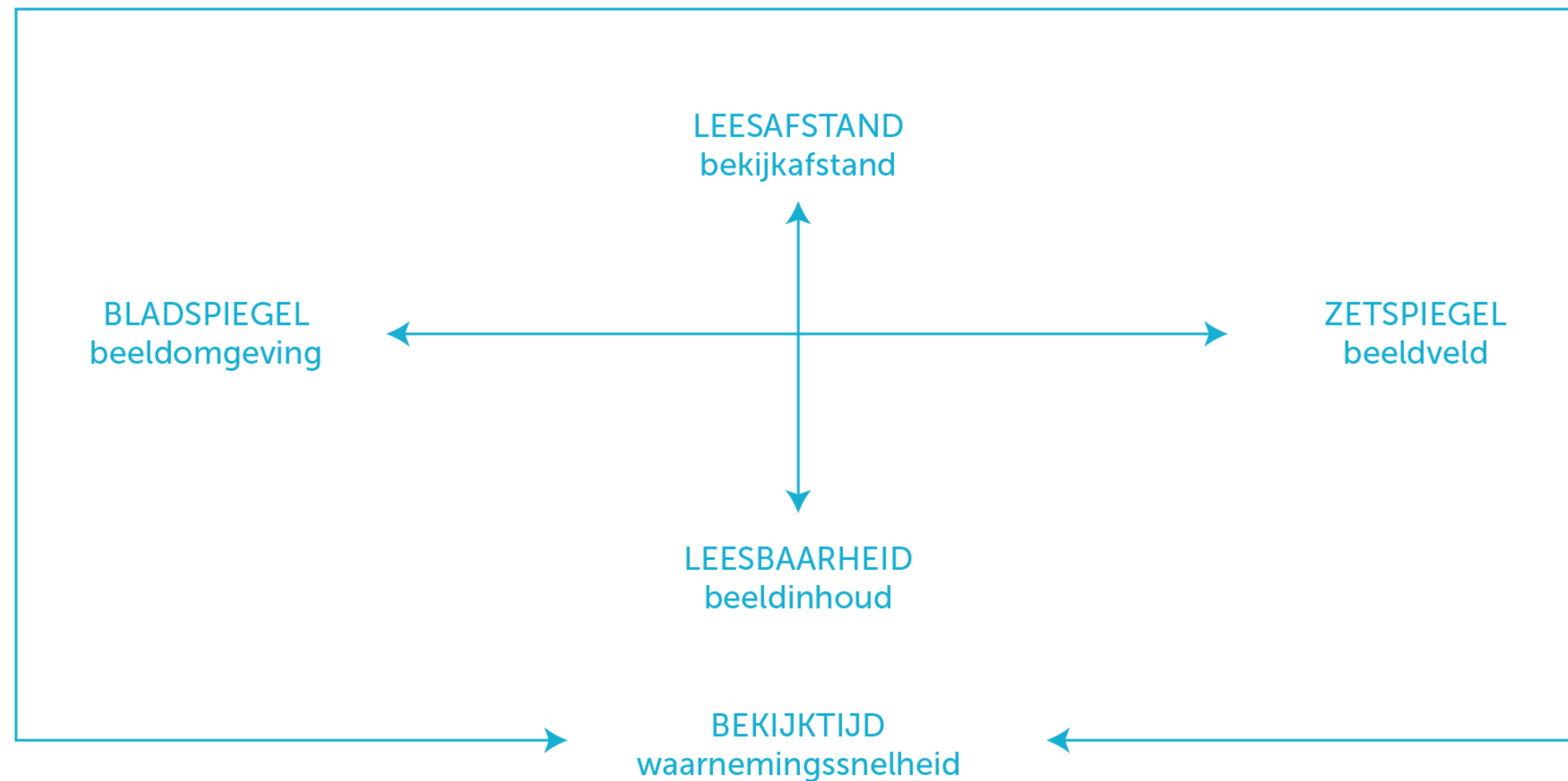
- DAGELIJKSE KOST
- DE KIP
- 1 Verwarm de barbecue voor tot 180 °C.
 - 2 1 dl whisky, 1 dl water, tijm, laurier, 1 kip
Vul het blik of de opening in de gevogeltepan met whisky en water. Doe er tijm en laurier in. Span de kip over het blik of de gevogeltepan.
 - 3 1 eetlepel mosterd, 1 eetlepel zoetzure saus, 1 eetlepel ketchup, 1 eetlepel gemberstroop, 1 eetlepel ahornsiroop, 2 eetlepels appelazijn, zout, cayennepeper, kippenkruiden, knoflookpoeder
Meng de mosterd met de zoetzure saus, ketchup, gemberstroop, ahornsiroop en appelazijn. Kruid met zout, cayennepeper, kippenkruiden en knoflookpoeder.

Let's Talk
Halfjaarlijks evenement
voor communicatieprofessionals





kijkafstand in relatie tot beeldveld en - omgeving



bekijktijd



Wegenwerken?

**AANDACHT
GRAAG!**

Wegenwerken?

**AANDACHT
GRAAG!**

Wegenwerken?

**IK BEN
EXTRA ALERT**

Wegenwerken?

**EXTRA
FOCUS**

Wegenwerken?

**OGEN OP
DE WEG!**

optisch punt



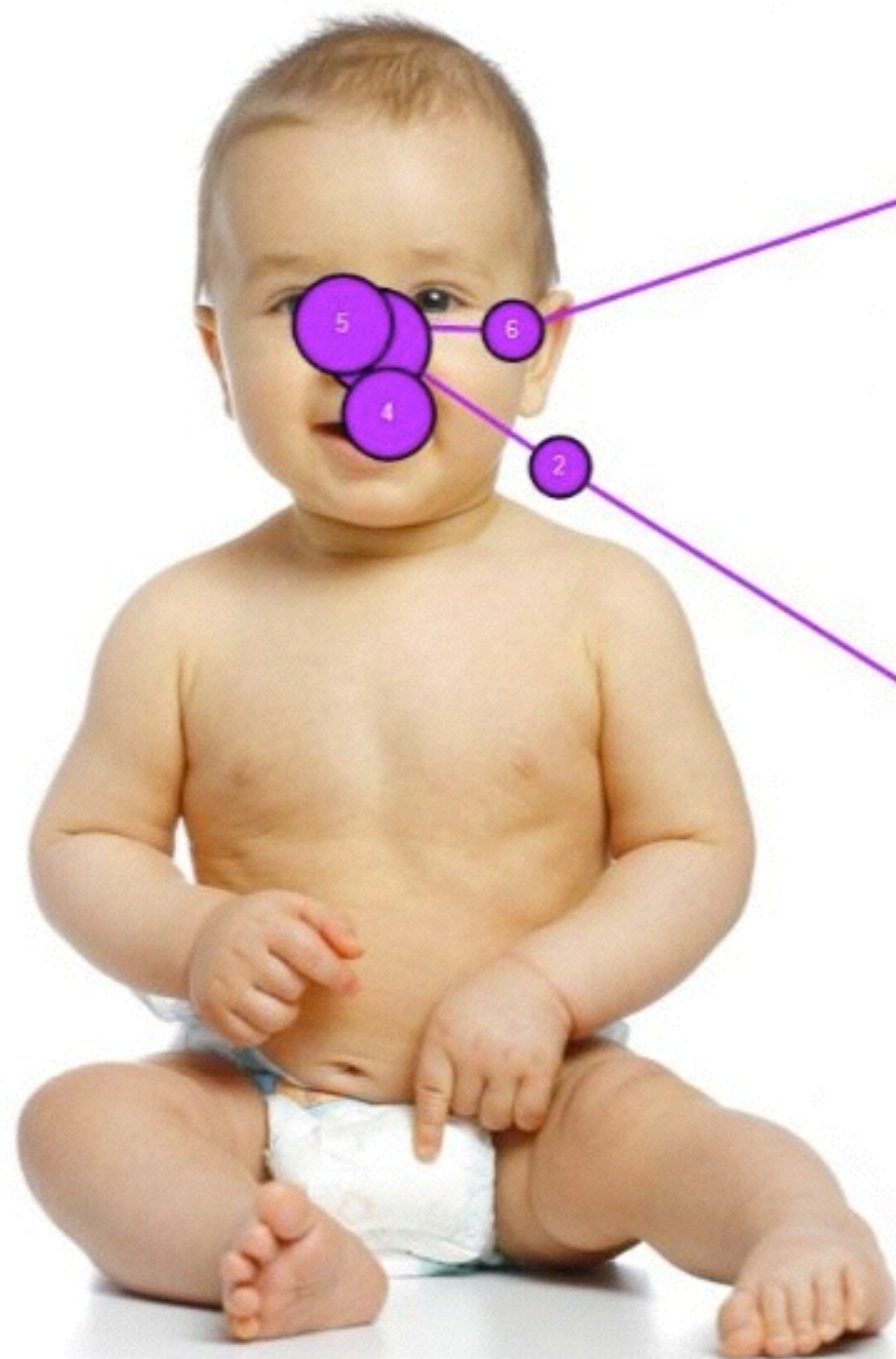
fixatiepunten

**Nutribel: the very essence
of nature for your skin**

1 2 3 4 5 6

LANCÔME
PARIS

Treat your skin to the gentle touch of Nutribel. Nutribel's patented combination of natural ingredients make it as light as milk, yet cream rich; and will enrich and hydrate your skin beautifully, leaving it radiant, soft and supple. Speak to your Lancôme Consultant. She will show you how Nutribel unveils the natural beauty of your skin.



Extra gentle for the most sensitive skin.

Start with ultra sensitive skin, add the chemicals and moisture of urine and stools, and you have diaper rash.

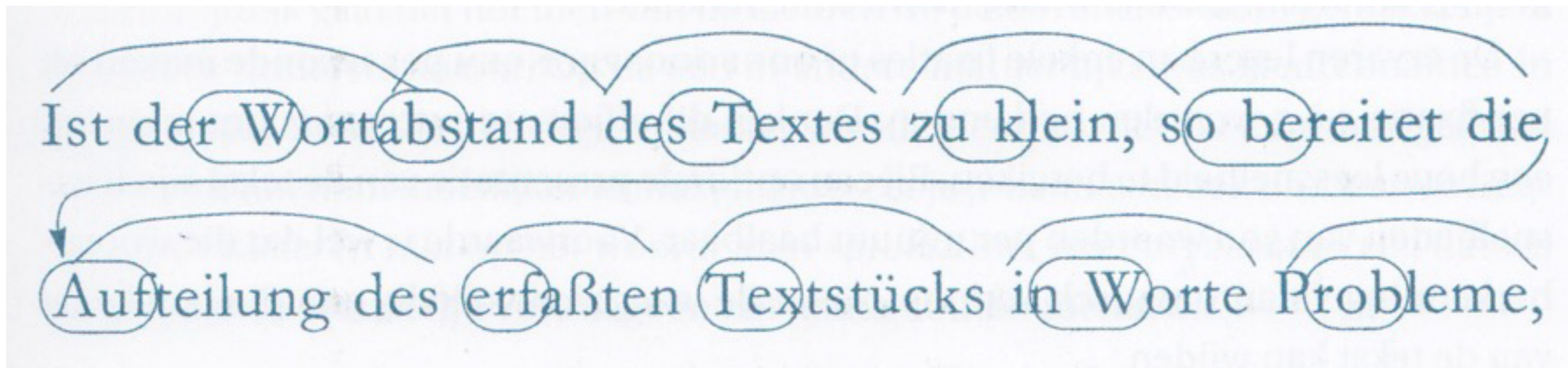
Baby diaper's unique high-absorbency natural-blend cotton padding provides cotton-soft, extra thick, gel-free protection for you baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



baby™

Do you know
what your users are
looking at?

oogfixaties



het denken
bepaalt de waarneming

FEIEM

CDIUY

OEMXW

JDUWJN

KFGFIEN

JVDIEJ

UQZXT

ROOD

GEEL

GROEN

BRUIN

BLAUW

ORANJE

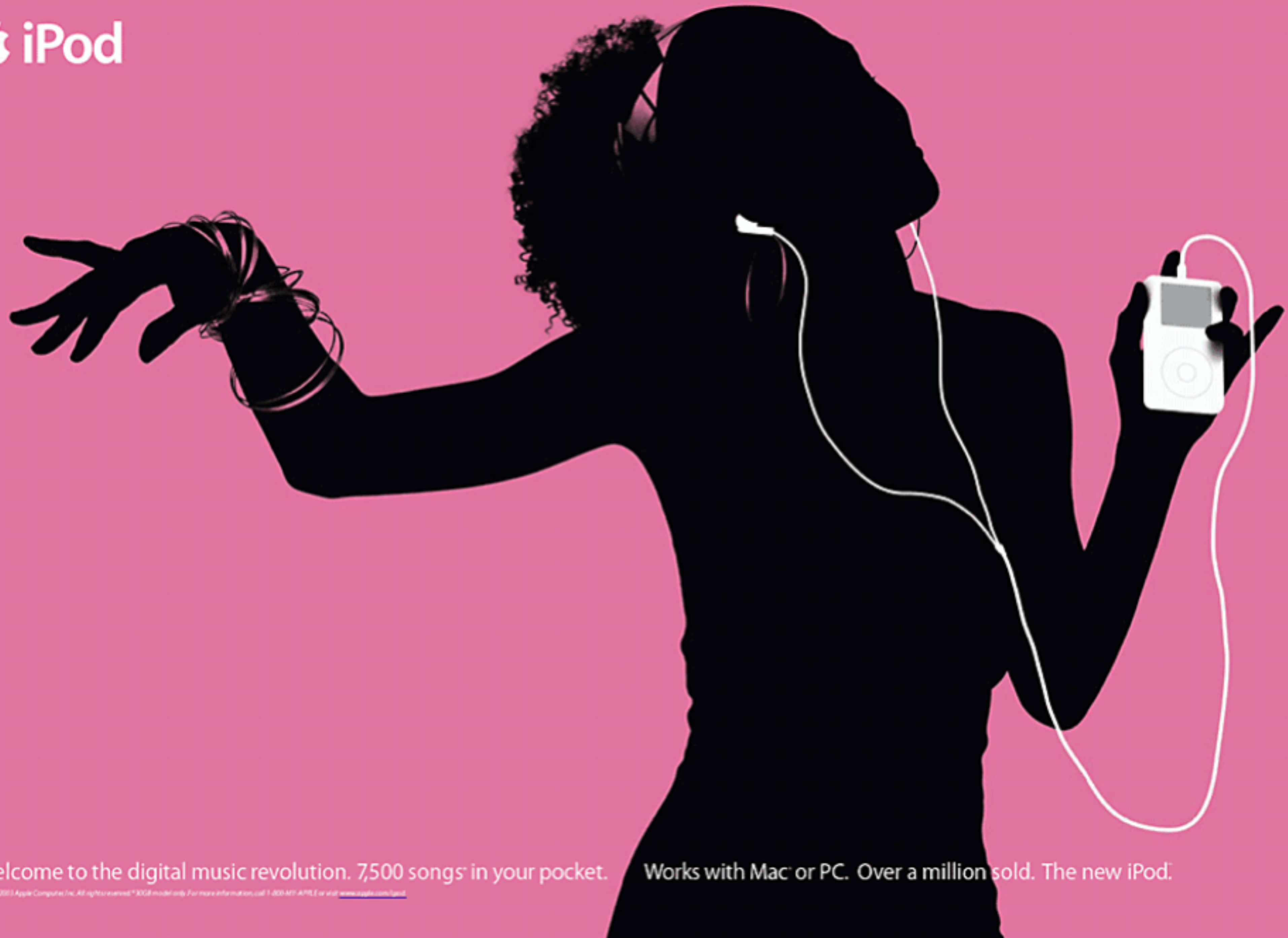
PAARS

 Blue square	 Green circle	 Red triangle	 Yellow rhombus
 Yellow circle	 Green triangle	 Red square	 Green rhombus
 Green circle	 Blue rhombus	 Yellow square	 Red triangle
 Yellow square	 Red triangle	 Blue rhombus	 Green circle

selectieve waarneming



Apple iPod



Welcome to the digital music revolution. 7,500 songs* in your pocket.

Works with Mac® or PC. Over a million sold. The new iPod.

TM & ©2003 Apple Computer, Inc. All rights reserved. * 80GB model only. For more information, call 1-800-MY-APPLE or visit www.apple.com/ipod.





van waarneming tot interpretatie

Deze tekst is nog steeds leesbaar

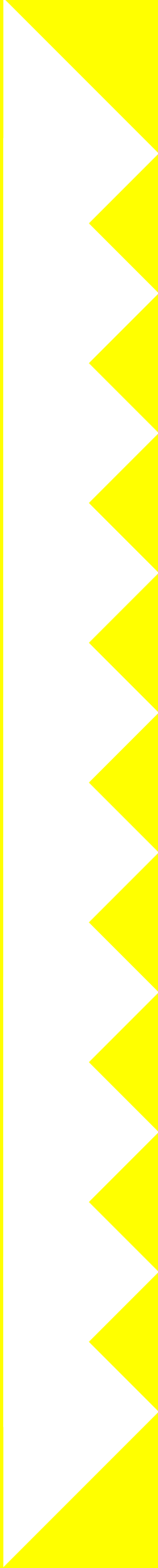
luek om te weten: Vglenos een
odzeonrek aan de cmabridge
uinervstiet, makat het neit uit in
wkele vdgoorde de letters zich in
een woord bvedvien, het enige
brelkganije is dat de eetrse en de
lastte lteetr op de jutise piotsie
satan.

kennissamenhang

əɪgoloʊɔysd

psɪçəʊɒbie

**Waardoor wordt
de waarneming
bepaald?**



- oogbeweging**
- kijkafstand**
- bekijktijd**
- optisch punt**
- fixatiepunten**
- oogfixaties**
- het denken**
- selectieve waarneming**
- interpretatie**
- kennissamenhang**