





Teacher(s)	Laghouati Sofiane ;
Language :	French
Place of the course	Louvain-la-Neuve
Main themes	<p>The class intends a historical course analysing jointly the technical and aesthetic evolutions of the book and its graphic design.</p> <p>It is a question of observing and understanding the constitution of the elements of the "book" and of describing all the methods and materials, notably graphics, which transform it into a commercial product, a cultural and symbolic good.</p>
Aims	<p>Possess a graphic culture that allows to apprehend more serenely the evolutions of the book in a global market of medias in which the medium is, and was, simultaneously an object of culture and art, of communication but also of consumption.</p> <p>Sensitize future publishers, booksellers and librarians to the economic, cultural, political and even philosophical issues of the relationship between text/image/support, not only in books but also in other medias (newspapers, magazines, advertisements, internet) with which it is placed in dialogue or in competition.</p> <p>1</p> <p>In other words:</p> <ul style="list-style-type: none"> - understand the fate of the book medium, in order to apprehend the increasingly protean publishing market (various speakers from the book trades will come and testify of their experience in the field). - also understand the main high points in the history of the book, as an object and form for an information, so as to be able to consider all of the possibilities, avatars and epigones. - apprehend the evolutions of graphic design, its history, its topicality in its encounter with the book. <p>----</p> <p><i>The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".</i></p>
Evaluation methods	<p>Context is set through role play: "As the responsible of an editorial project", the student will be required to promote a book or collection in prospect of a publication/future release</p> <p>He/she has between 10 000 and 15 000 characters (including spaces) and 10 illustrations to carry out their work. He/she will create the promotional tools for a contemporary work/collection (years 2010 to today) in which the relationship between text/image/support is remarkably manifested.</p> <p>He / she will highlight the roles of the various actors (author, illustrator, graphic designer, editor) and the importance of the device.</p> <p>This production can take the form of a notebook, a blog, a website, a leaflet (whilst staying cautious with the relevance of the choice of support)...</p> <p>He/she will ensure:</p> <ul style="list-style-type: none"> - the page layout and the choice of illustration, graphic design; - the presentation of the work and the author, its historical context as well as its originality. <p>In a separate document (2 x A4 maximum): he / she will explain: the choice of typography, colours, support ... to reach the target etc.</p>
Teaching methods	Lecture course / Students are invited to intervene, converse and nourish the teaching contents
Content	<p>8 classes + Meetings with professionals from the book and publishing industry + Open tour of the "Precious library" of the royal Museum of Mariemont + Follow-ups of students, progress in their works</p> <p>General introduction (2h) : the relationship between text/image/support</p> <p>Emergence of the book: what (r) evolutions? (4h)</p> <p>Images in books (15th/18th) (2h)</p> <p>The illustrations and graphic design in the 19th century (2h)</p> <p>From "Art Nouveau" to the new graphic arts (2)</p> <p>Graphic postmodernism: what beginnings to what ends? (2h)</p> <p>Guidance + follow up of the progress of students'work (2h)</p>
Bibliography	Plusieurs ouvrages seront présentés aux étudiants en début de chaque séance

Other infos	Several published works will be presented to the students at the beginning of each session
Faculty or entity in charge	ROM

Programmes containing this learning unit (UE)				
Program title	Acronym	Credits	Prerequisite	Aims
Master [120] in French and Romance Languages and Literatures : General	ROM2M	5		
Master [120] in Modern Languages and Literatures : General	ROGE2M	5		
Master [120] in Ancient Languages and Literatures: Classics	CLAS2M	5		
Master [120] in Ancient and Modern Languages and Literatures	LAFR2M	5		
Master [120] in Ancient Languages and Literatures: Oriental Studies	HORI2M	5		