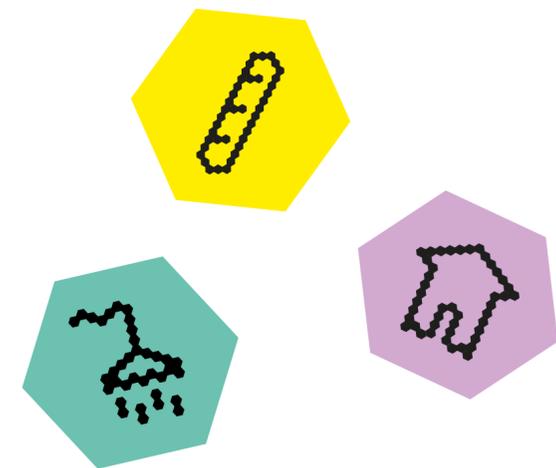


Graphisme *en état précaire*

Projet DNMADe Graphisme - Camille Trouillard



La ***signalétique*** permet l'identification, l'orientation, la communication intérieure et extérieure.

Comment mettre en place une **signalétique solidaire** ?

De quelle manière **attirer l'attention** des individus sur cette signalétique ?

Comment **insérer** cette signalétique dans d'autres éléments graphiques ?

Qu'est ce qu'un *produit suspendu ou en attente* ?

Contexte : Créer une médiation visuelle entre les sans-abris et les associations





LA CLOCHE

RÉSONNONS SOLIDAIRE



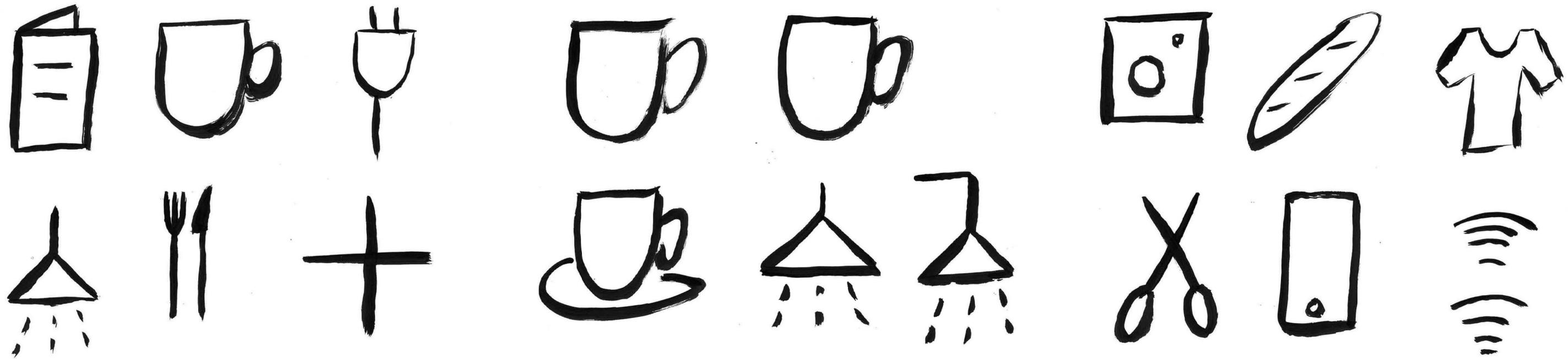
LE CARILLON

UN PROGRAMME DE LA CLOCHE



Recherches

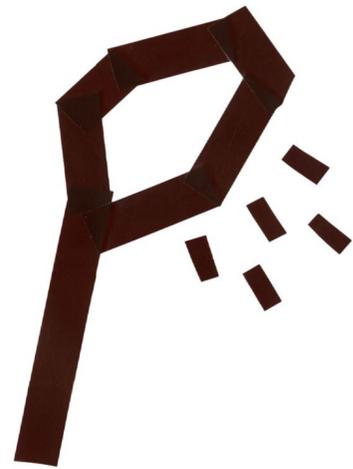
Créer des ***stickers de pictogrammes*** signalétique à coller sur les commerces solidaires ou associations ainsi qu'***une carte***.

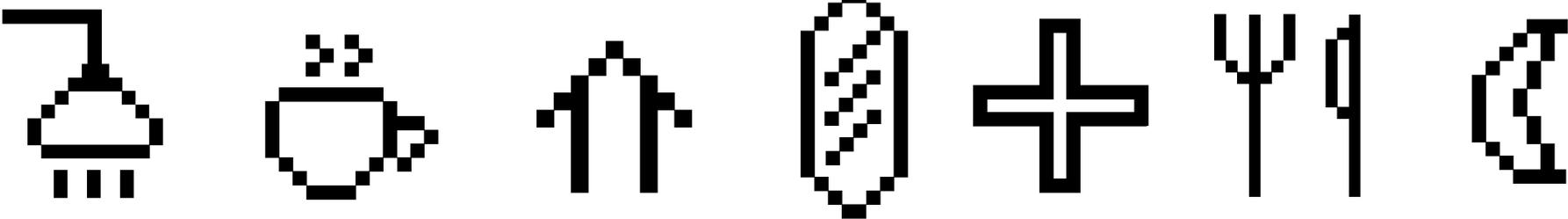
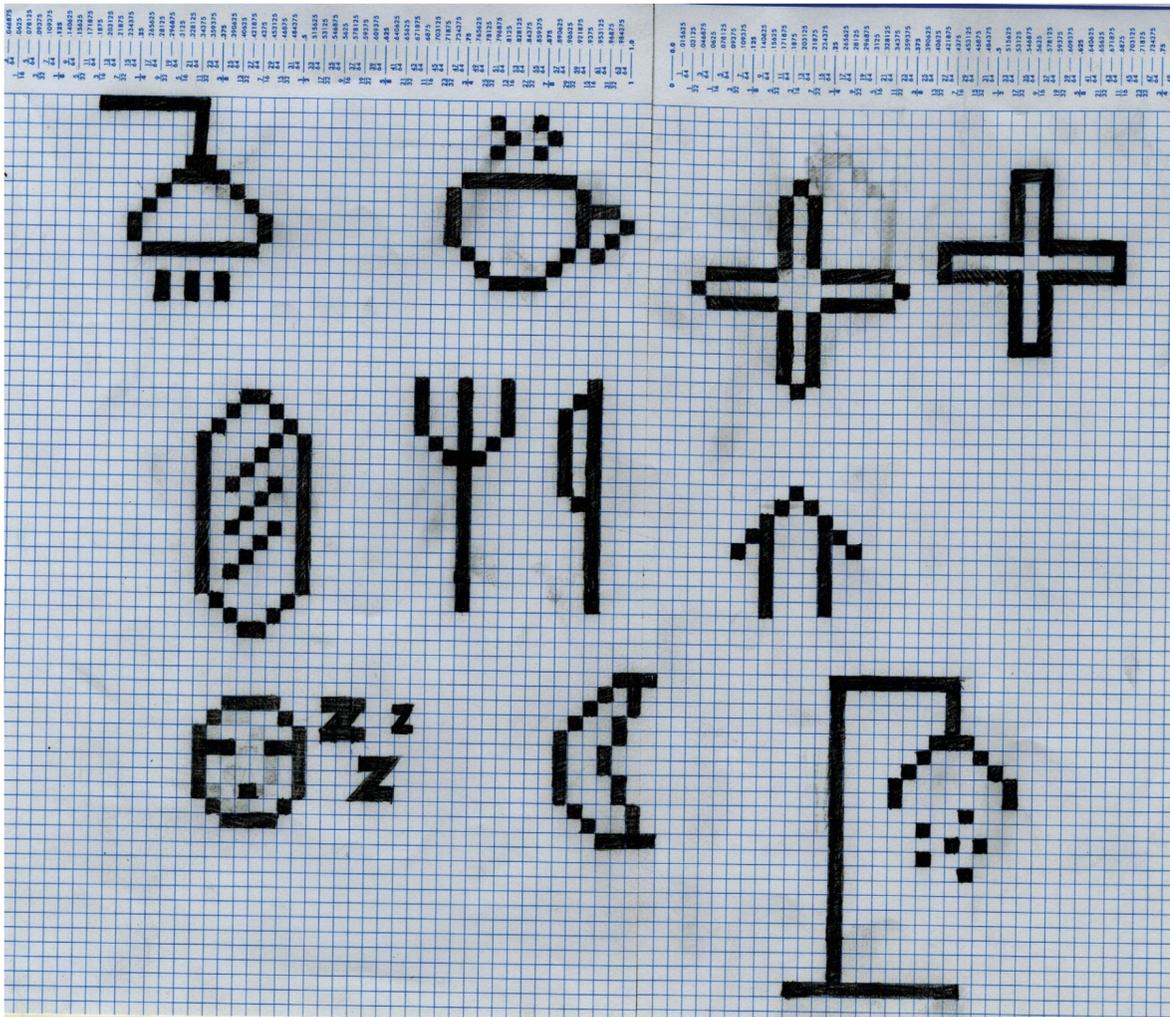


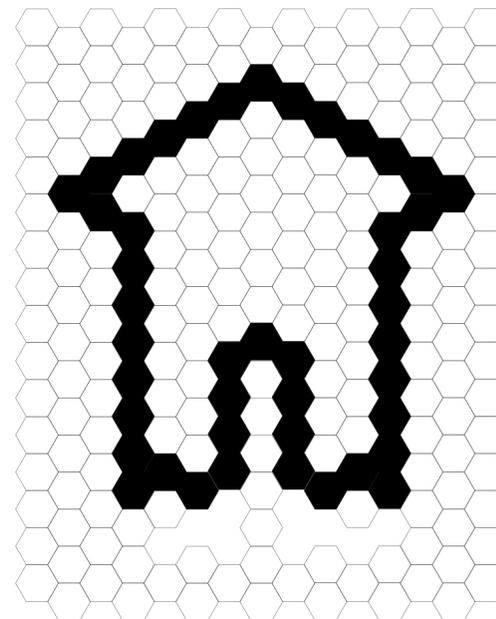
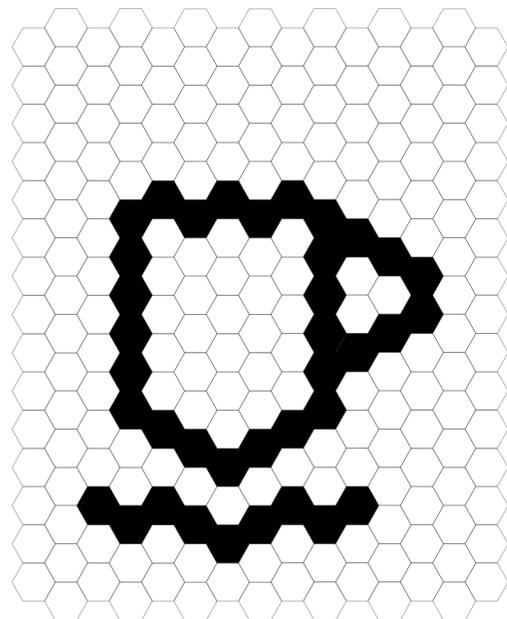
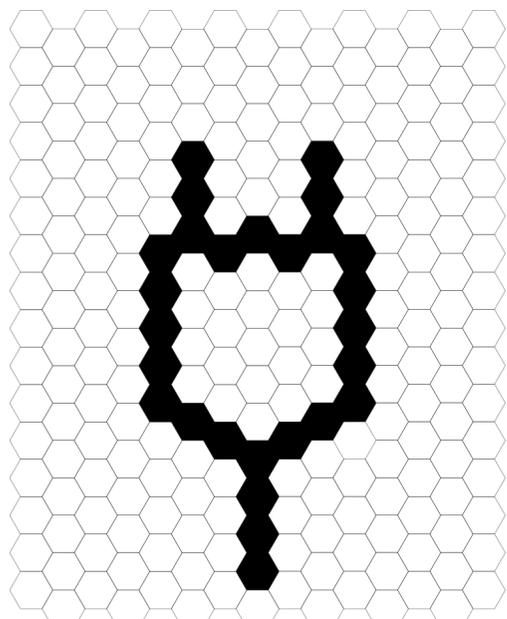
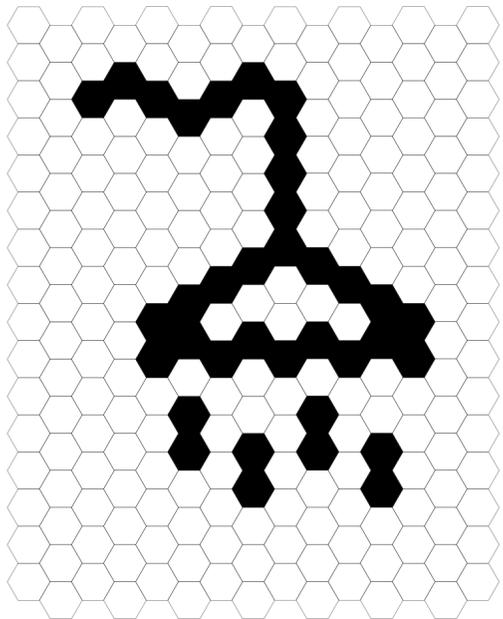
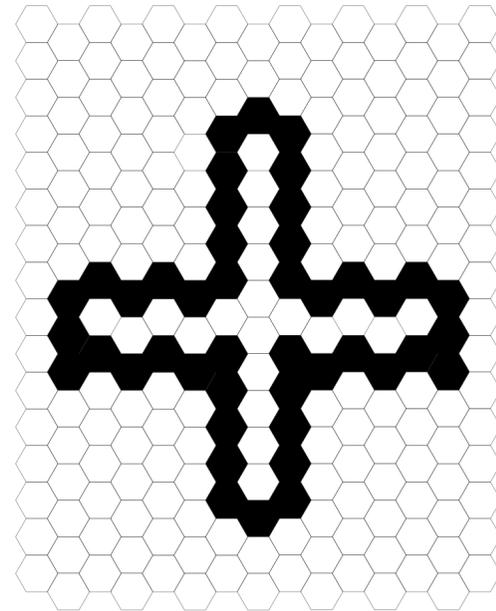
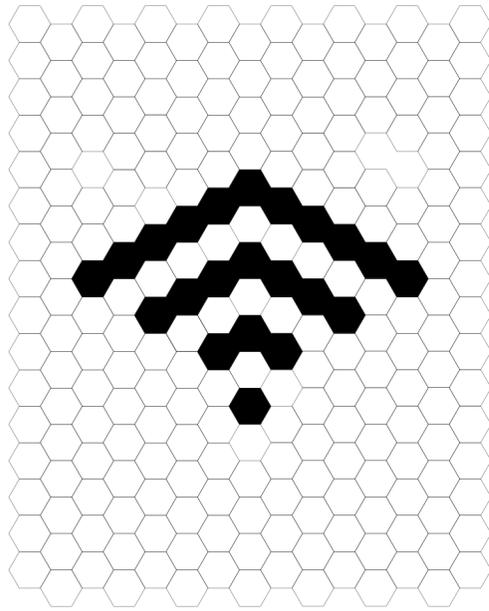
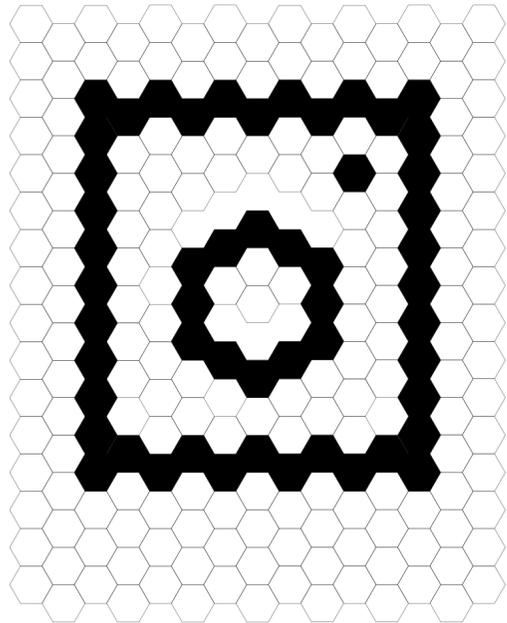
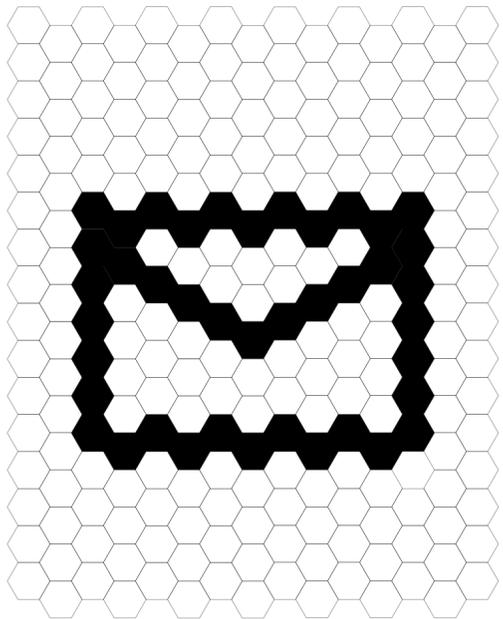
Phase expérimentale

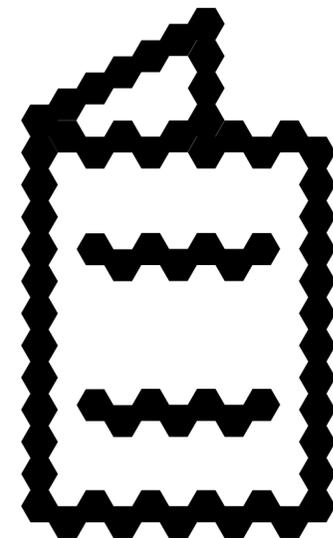
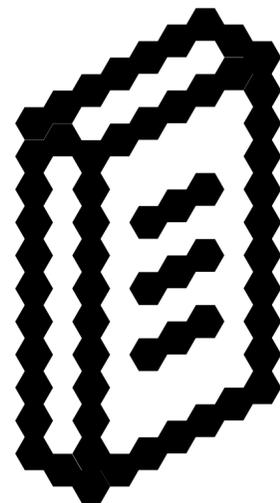
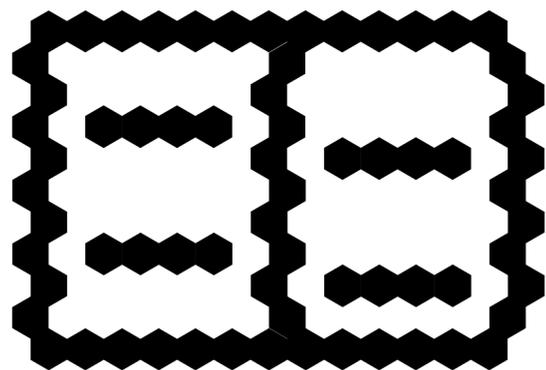
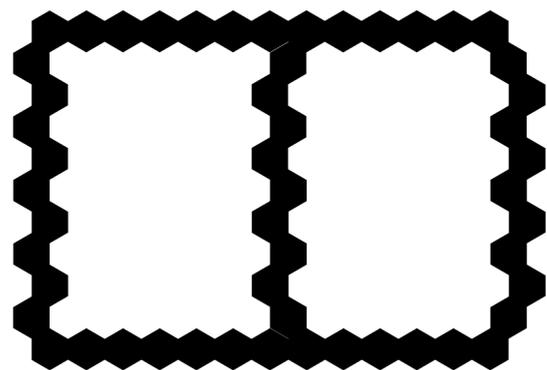
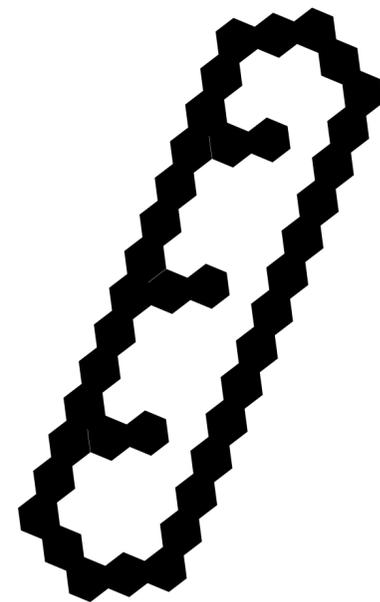
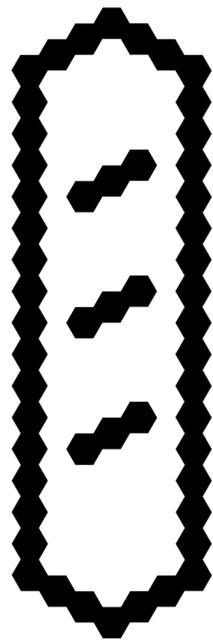
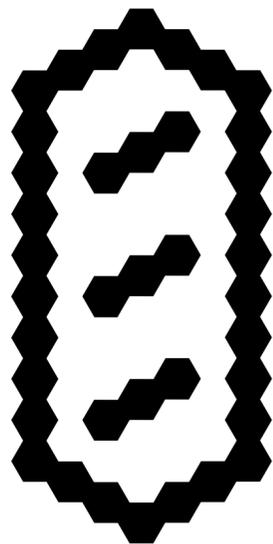


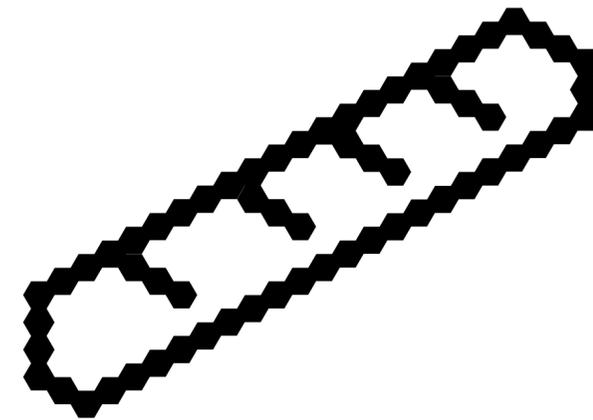
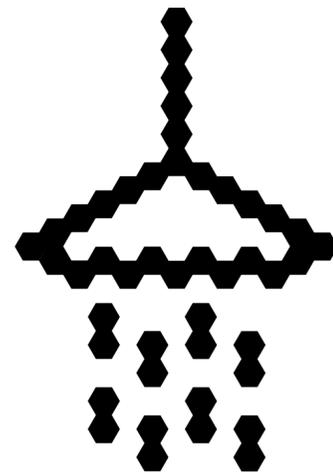
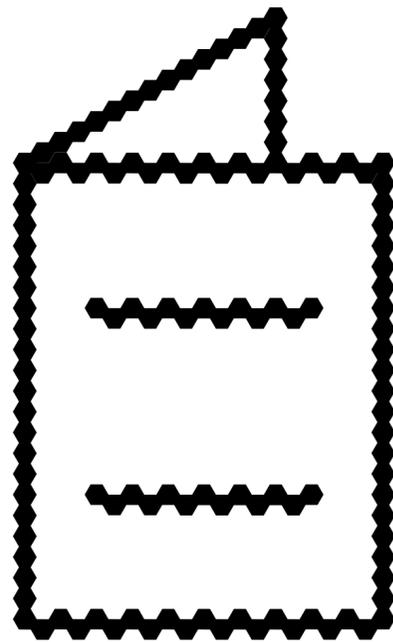
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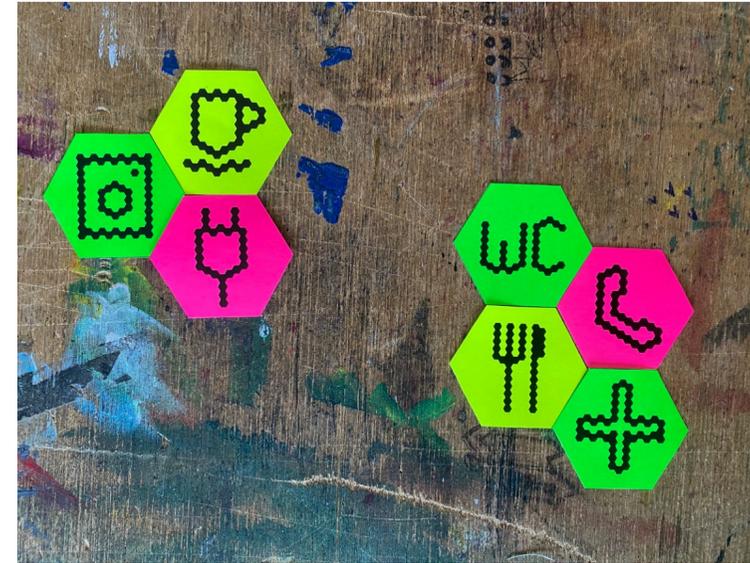






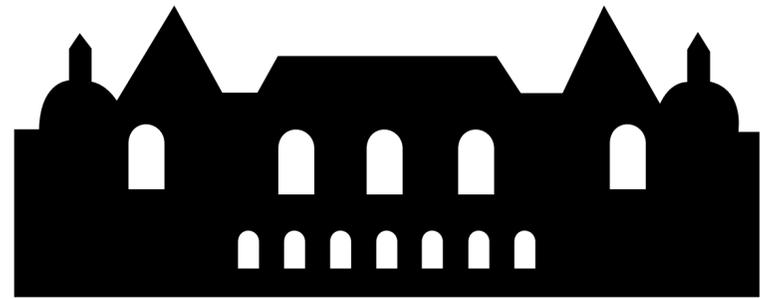
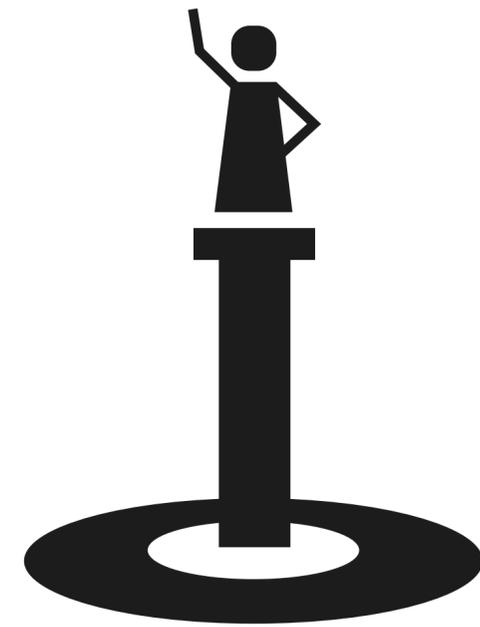
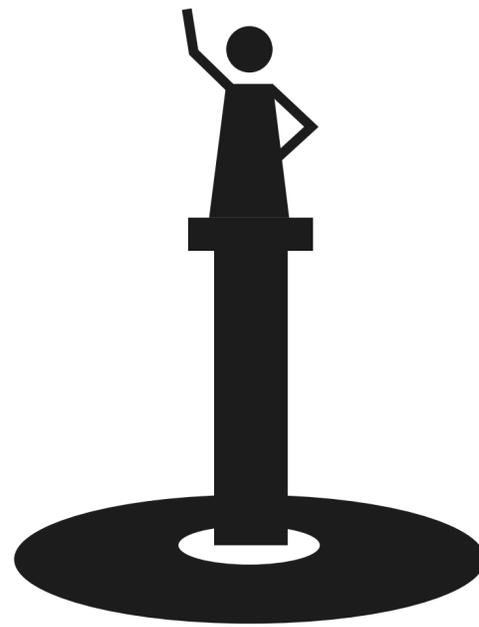
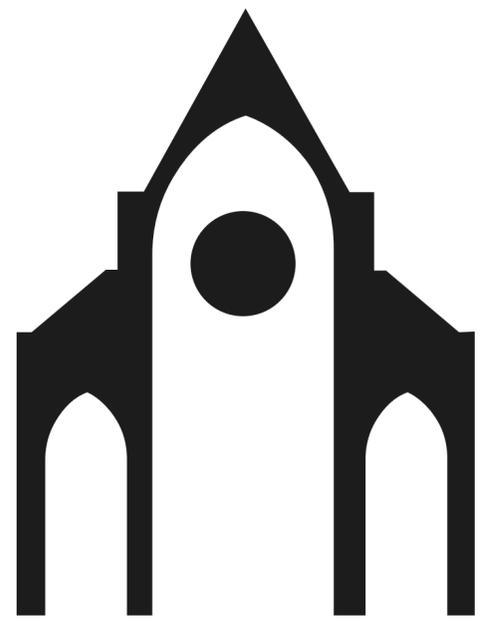
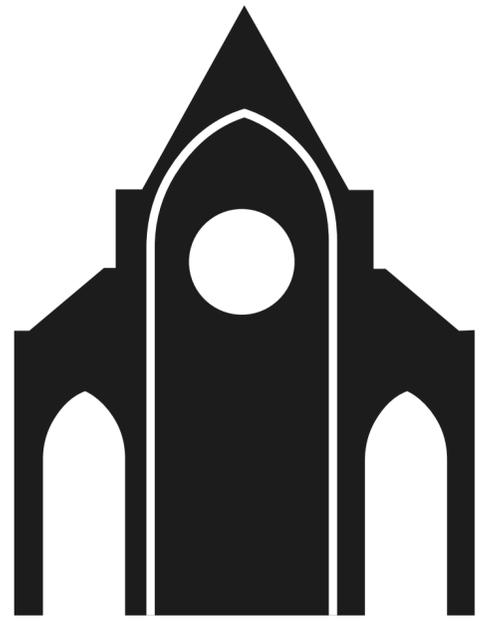


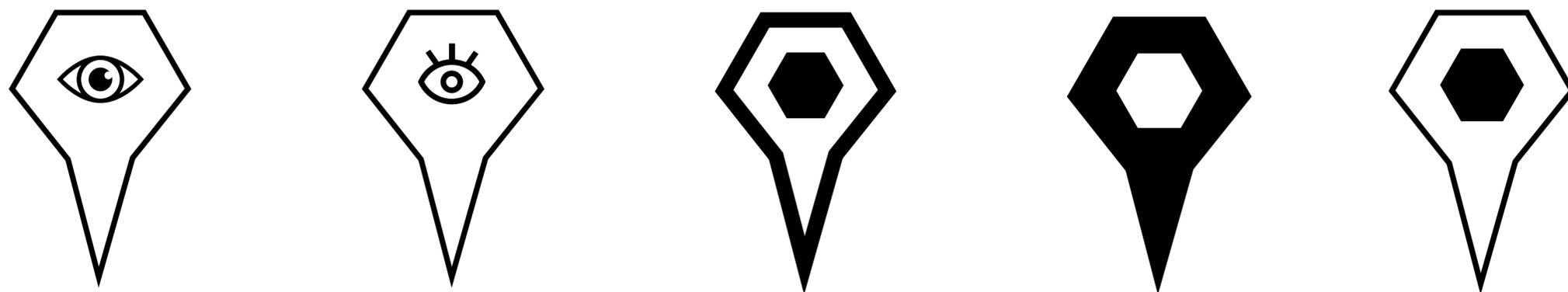






Développement du projet: couleurs

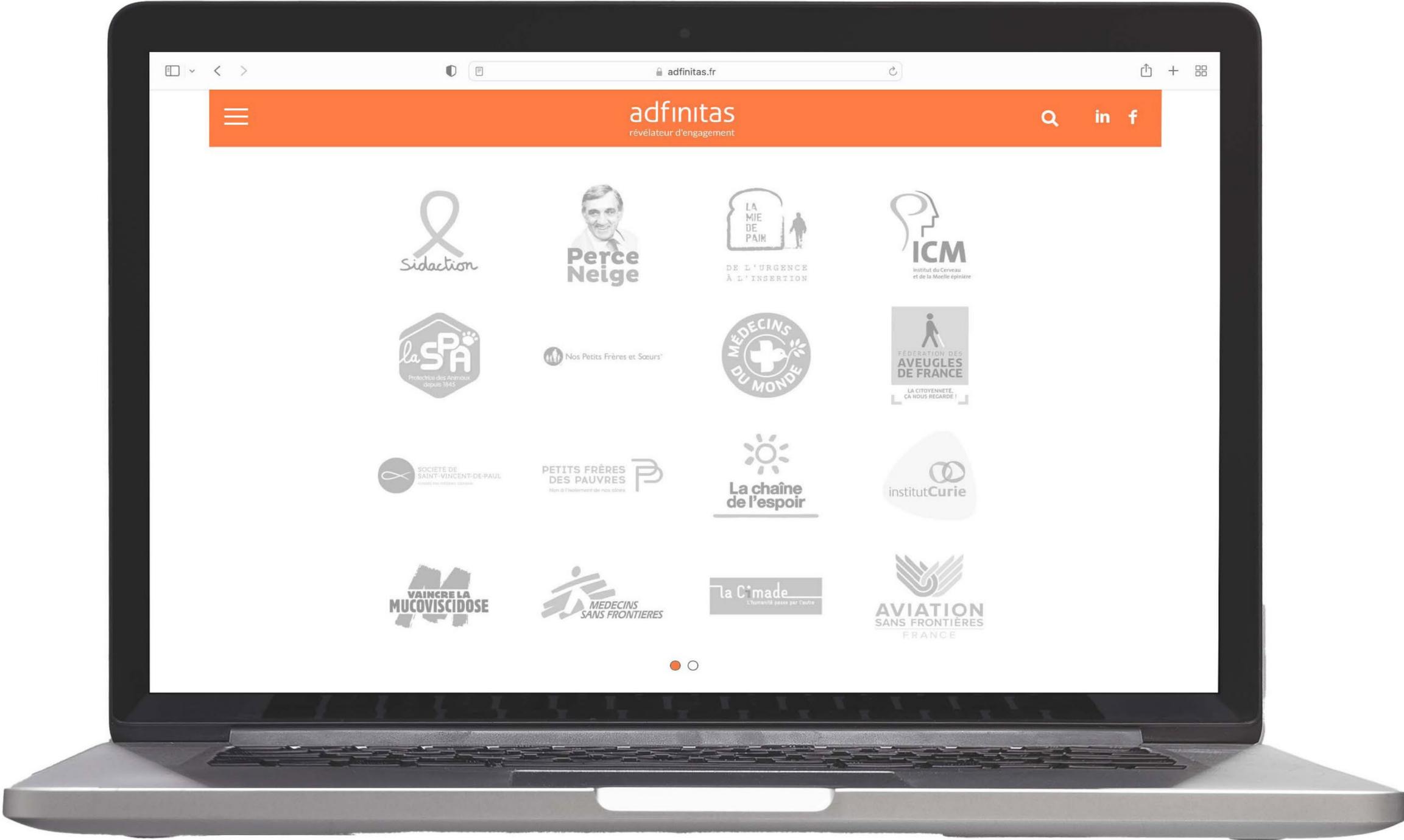








Rencontres



Conclusion