

**Léa Sefsaf**

**graphic design student** 

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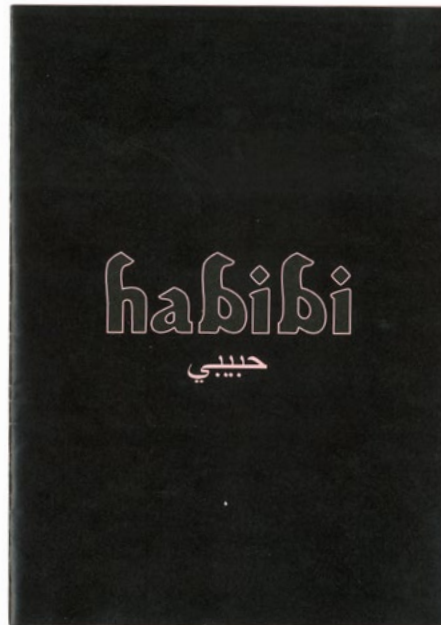
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# Habibi (mon amour)

## *typography + editorial*



january 2017



Habibi is a font inspired by my first trial of flat-feather calligraphy. Thick, voluptuous, her curves may remind us of Eastern origins. Starting from the letter a, all the alphabet was created respecting the narrow counter, the thick stroke, the curves. The specimen is an editorial record relating the birth (and death) of romances.



# Éditez-vous serie of postcards



january 2017



Sending a postcard is much better than sending a sexto, a love letter or a match on Tinder. It taste like holidays, travel and a bit exotic. A postcard is small and narrow, we can't say much so it has to be clear and short and you have to choose the right words. Elisa is a discrete, happy girl who likes colors and many other things. 4 littles postcards which present her taste and desire. Take one, write something and we take care of everything else!

Send a postcard to Elisa and who knows, maybe she'll answer.

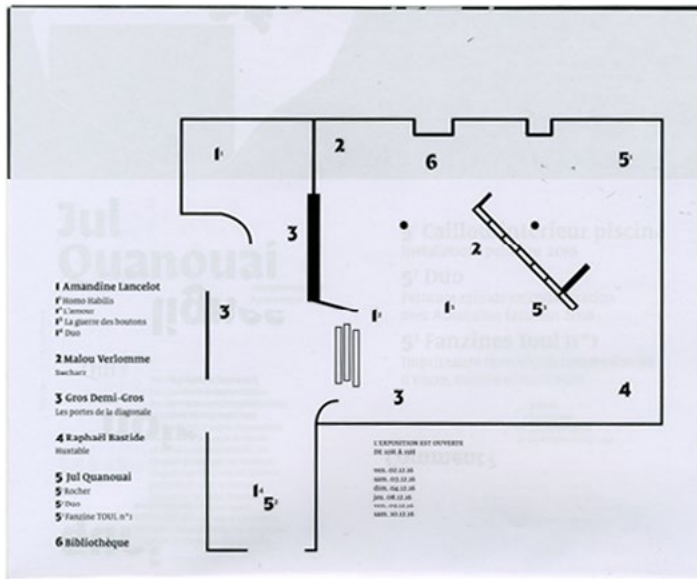




# J'suis QNL exhibition record



december 2016

[illegible][illegible]

Micro-events about graphism.

Internship at IPN (a collective) for a graphic design exhibition named *quoi noir lignes ?* about black and lines. 5 artists with different activities (painting, photography, sculpture, typography) were invited to think about these notions.

For the exhibition, Anouk Chambon and I had to think about an editorial record which combines information about the artists, their works and the signage system.

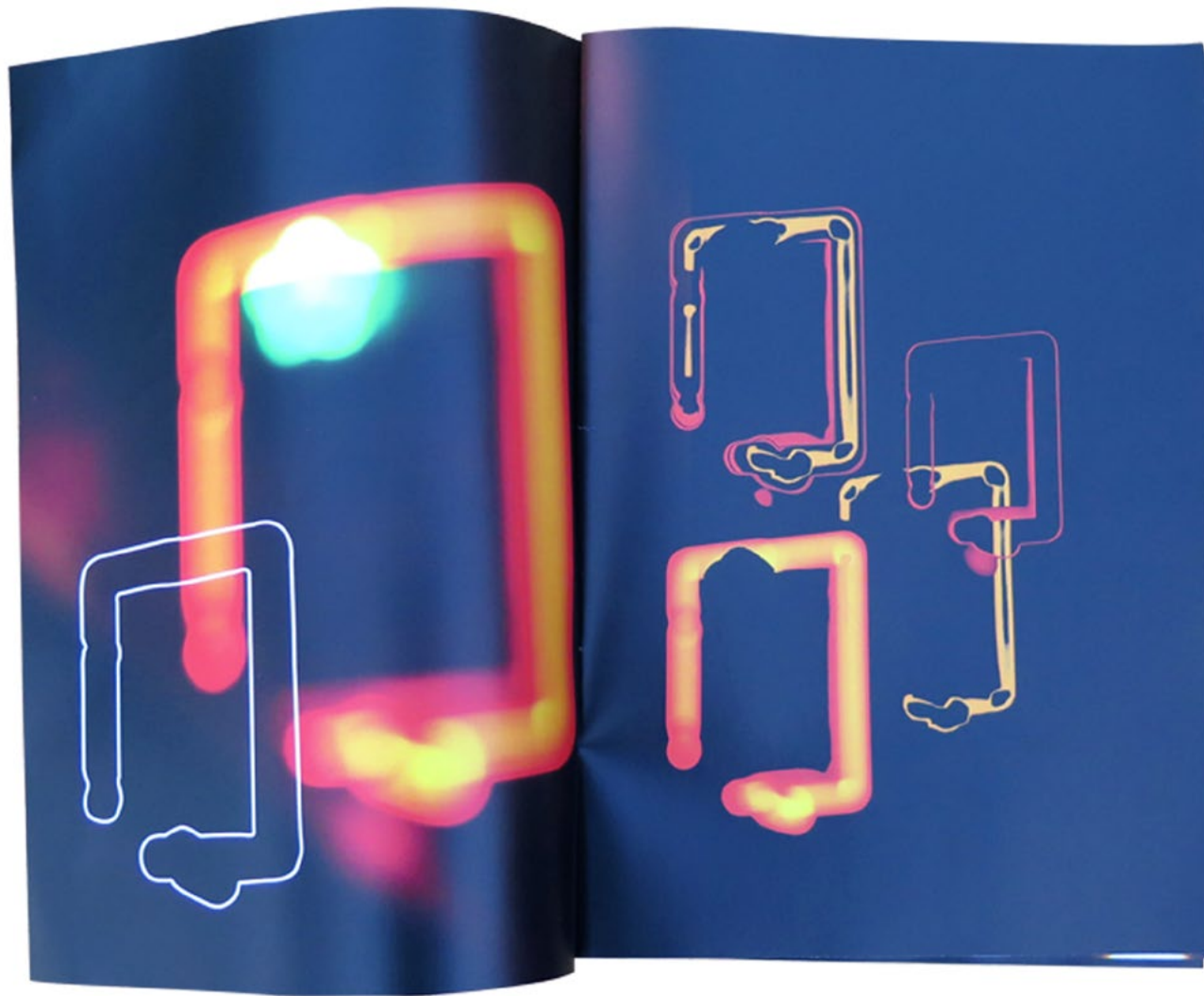


# Blinded by the lights

## *photography + editorial*

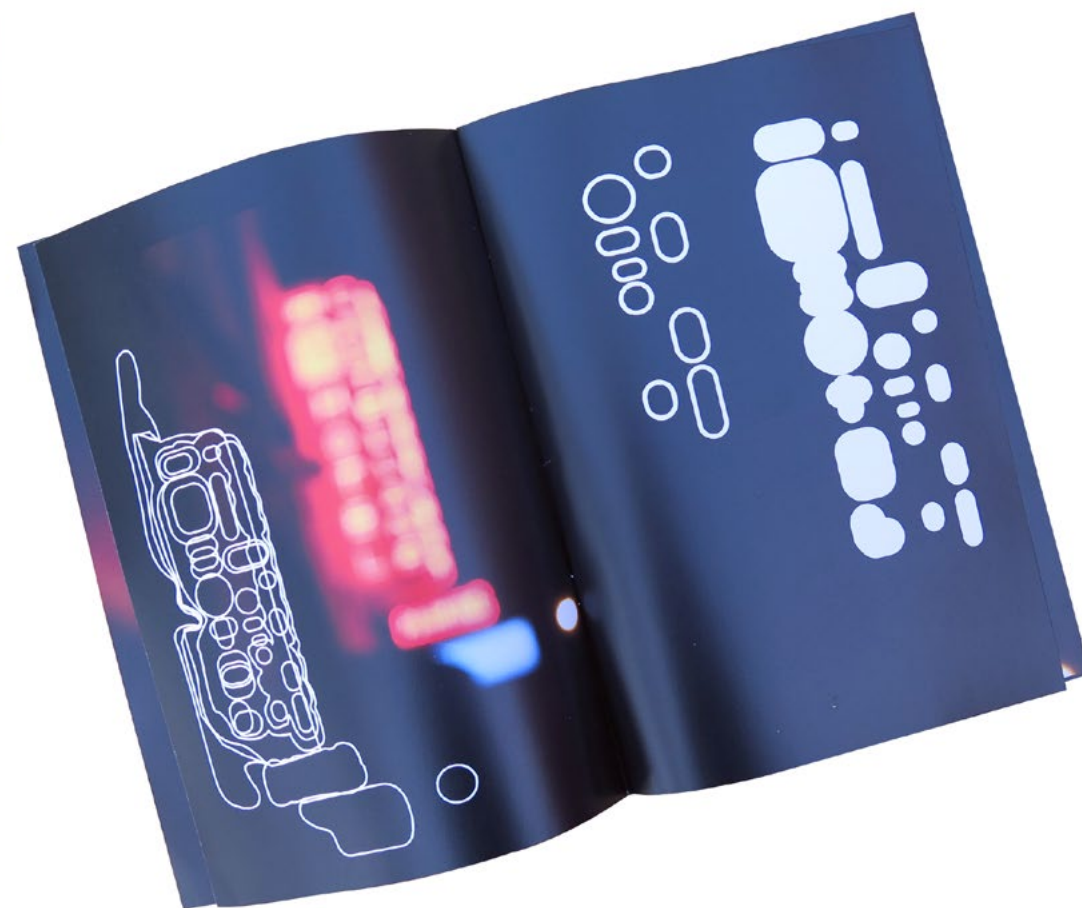
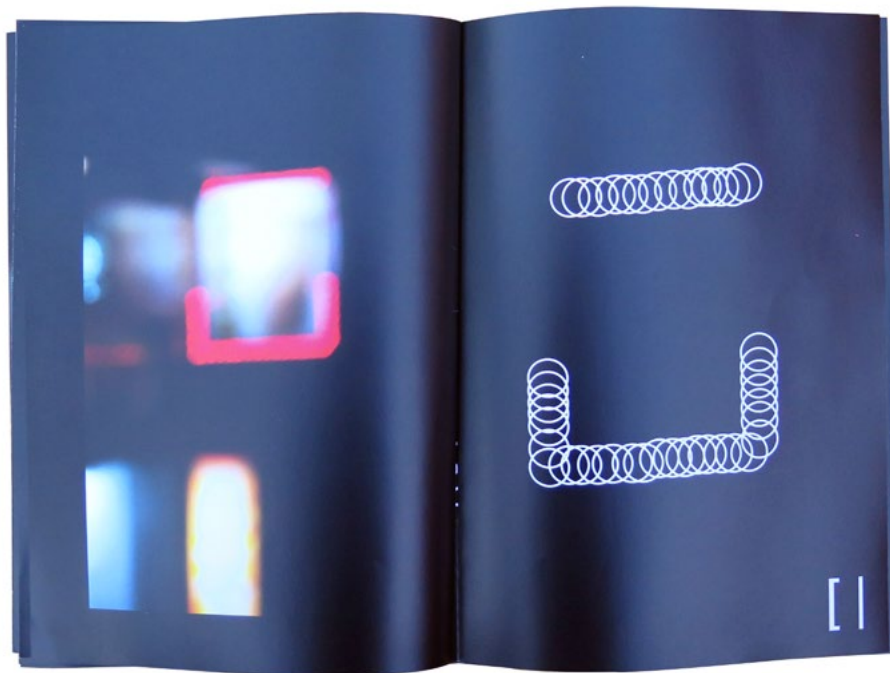


october 2016

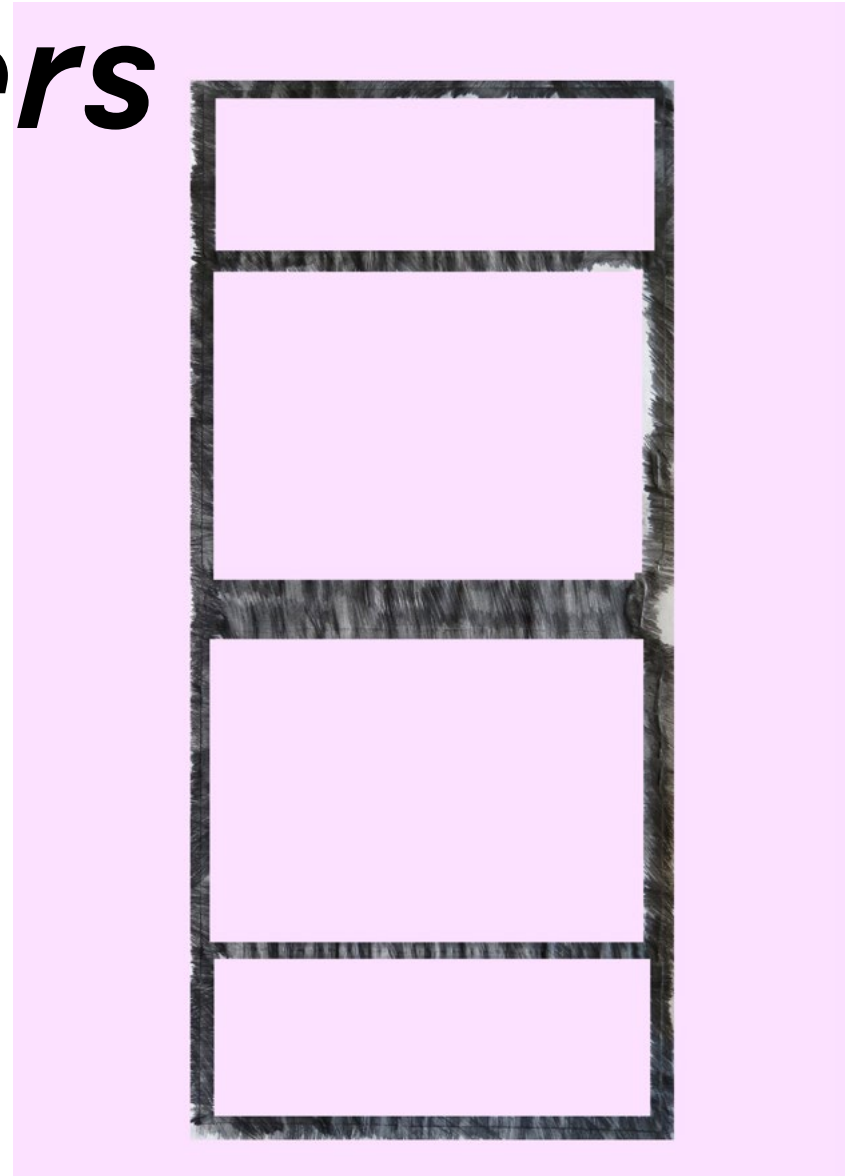


At night, there's a brand new city. Panels, graffitis disappear and are replaced by neons, traffic lights and all kinds of light sources. They all contribute to create colorful atmospheres and offer to see the city in another way with new colors and shapes.

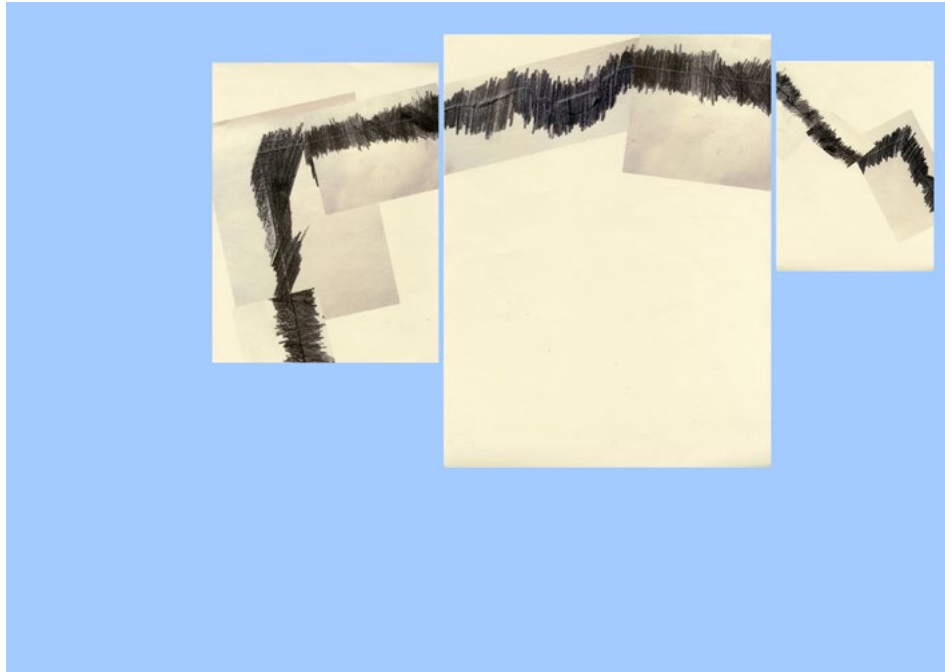
I've made photographs and used them in an editorial record which offers a hazy outlook of the city. It's like an invitation to travel, to lose ourselves through shapes and neon colors. Spaces are undefinable, everything is in motion. Nevertheless, through this *pêle-mêle*, there are boundaries. We can find a superposition of dynamic shapes which creates a visual grammar.



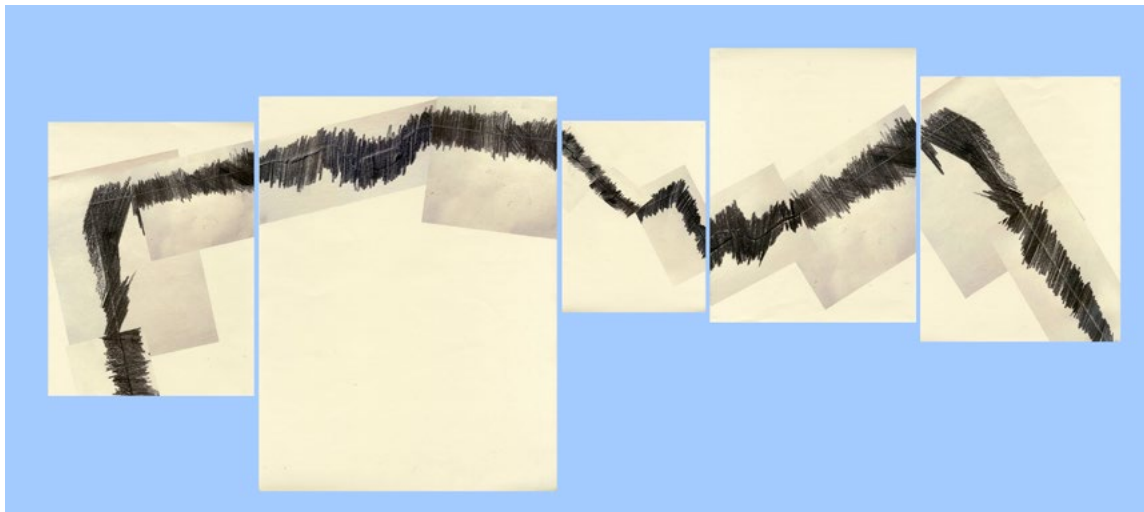
# Ôde à la jaquette *drawing + posters*



october 2016



The paper cover is a skin. It's a membrane, the gap between the book and the environnement in which it is. The paper cover protects, suffers instead of the book. We don't usually like it, it's a common commercial media of unnecessary information. The goal of this project was to give back to the paper cover all its legitimacy in its ability to protect, surround and mark out the book.





# Préavis de désordre urbain *silk-screen + posters*



june 2016





Serie of posters realized for a performance festival which takes place in the streets of Marseille:  
Préavis de désordre urbain.

1- The first step of the project was carried out with Julie Puech. The experimentations of silk-screen prints were based on covering effect, the bumps of the walls and a pattern, inspired by the city and the buildings. We've created a huge series and then decided to carry on the project individually.



2- I've decided to create a serie of posters for the event. The idea was to reinvest the experimentations through photos of the different silk-screen prints.

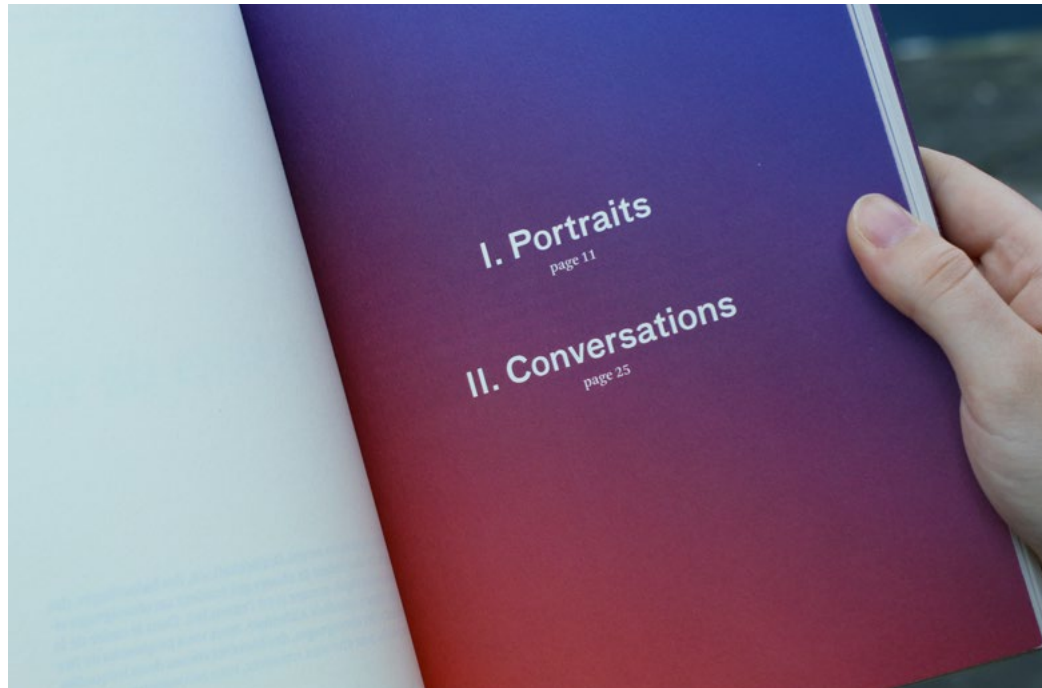


# Récits de vie *éditorial work + identity*



may 2016

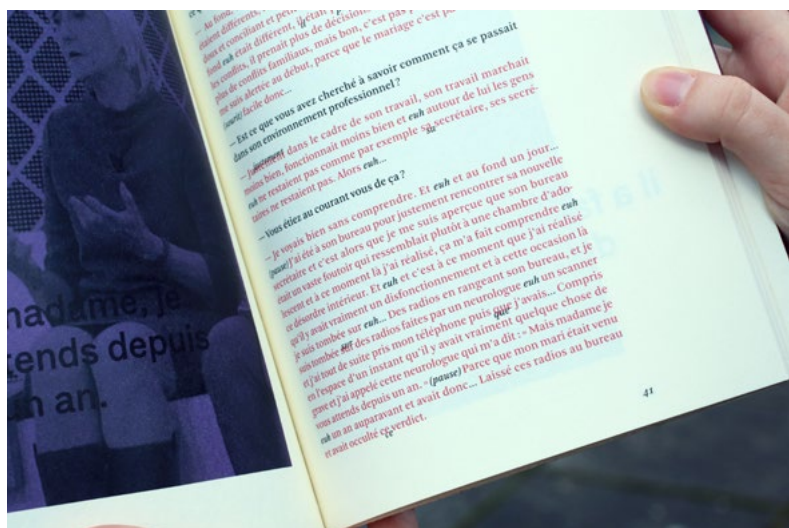




Nowadays, many devices exist for the struggle against Alzheimer's disease in France: awareness campaigns, events, discussions etc. But, there are only few actions organized about the collect of memories, testimonies about this disease. The place of the patient, ill person needs to be highlighted and many solutions could be organized to let the patient be the actor of his life and choices.

This is a book, which brings together a testimony part, story of lifes and another part to fill with the patient's desires when the memory is still there. This book is a support for ill persons and their family.





## Conversation



7 mois à Paris,  
une période de  
cauchemar.



## Cécile

— Alors qu'est-ce que vous avez décidé ?

— On est partis vivre au bord de la mer, on est partis à Saint-Malo. J'pensais que le grand air, la mer, la vie, la stimulation par la nouveauté.

— Et alors ?

— Et ça a été euh... Il était très heureux. Très heureux. Pour moi c'était dur parce que j'me retrouvais dans une ville nouvelle, et moi qui n'étais pas une sportive on s'est mis à faire des kilomètres, des kilomètres sur la plage, des kilomètres mais euh on a fait face comme ça pendant euh une année. Une année on a vécu dans deux pièces au bord de la mer, on vivait au rythme des vagues, au rythme des marées et puis... On se promenait la main dans la main.

— Et après vous êtes partis où ?

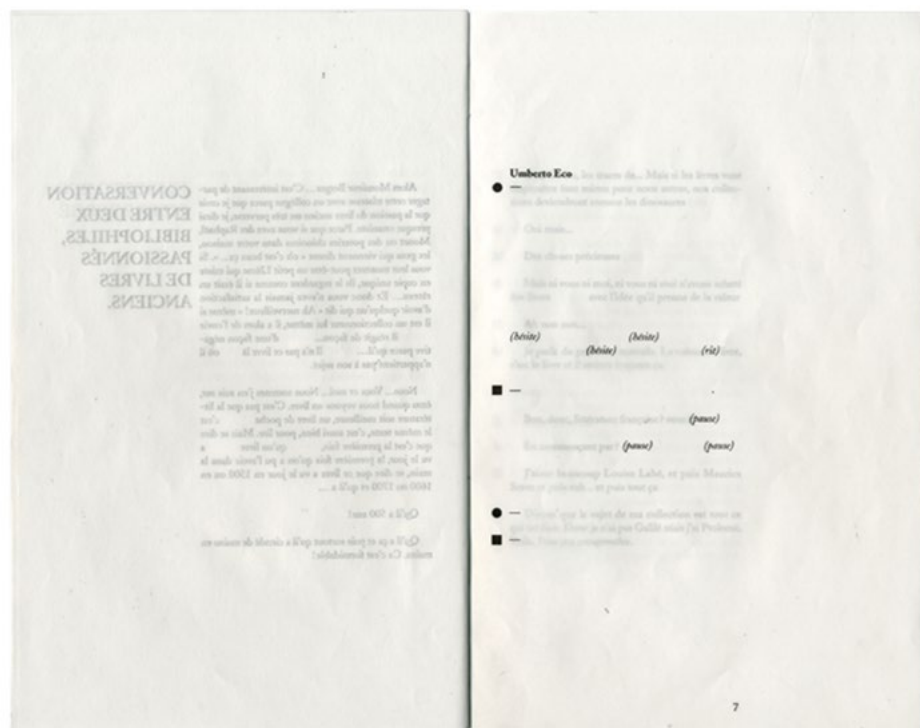
— Et après... Alors après le médecin m'a dit : « Vous pouvez pas rester à Saint-Malo. » J'avais de la famille sur Paris, on est revenus sur Paris et c'est là que on a fait quand même les premières démarches euh pour faire un vrai diagnostic. J'ai me suis dis faut que je preme les choses en main et j'ai vu le neurologue qui effectivement m'a dit, a posé le diagnostic d'une maladie à corps de Lewy, qui est une maladie apparentée à la maladie d'Alzheimer qui a un symptôme de plus, c'est qu'il y a des chutes très fréquentes, des pertes, c'est même pas des pertes de conscience, c'est des chutes. Des pertes d'énergie, des chutes brutales avec tout ce que ça comporte comme danger euh... Et on a essayé on a essayé de vivre à Paris, en accueil de jour... Il a commencé à être pris en charge mais alors moi c'était c'était épouvantable, parce que je disais « Et moi ? Et moi ? » Je suis allée à l'accueil de jour j'ai demandé si y'avait quelque chose pour la pour la famille, pour les aidants on m'a répondu « y'a pas de budget ». Euh... ça a été une période de cauchemar, 7 mois à Paris, une période de cauchemar.

# Shades *éditorial work*



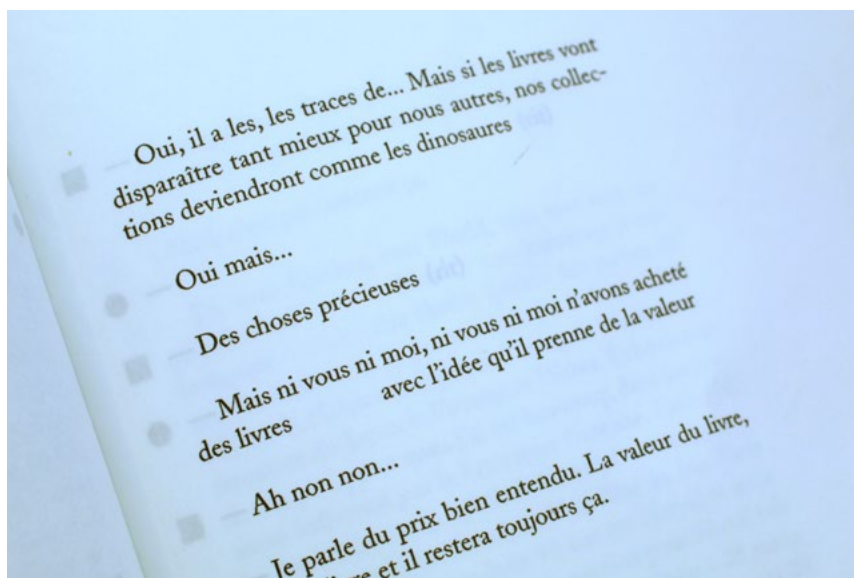
april 2016





Project made for a workshop with Willy Muller, a graphic designer and typographer. The goal was to reinterpret one of the components of the book, to make a journal for books lovers.

My work is based on the transcription of the orality of a speech, playing with a double-reading. There is an alternating between the text we can read and the text we can «hear» meaning all the marks of speaking like hesitations, additions etc. All the journal is organized around the notion of grey made by the layout.



# Capharnaüm

## *identity + posters*

april 2016



# CA - PHAR - NAÜM

lieu alternatif



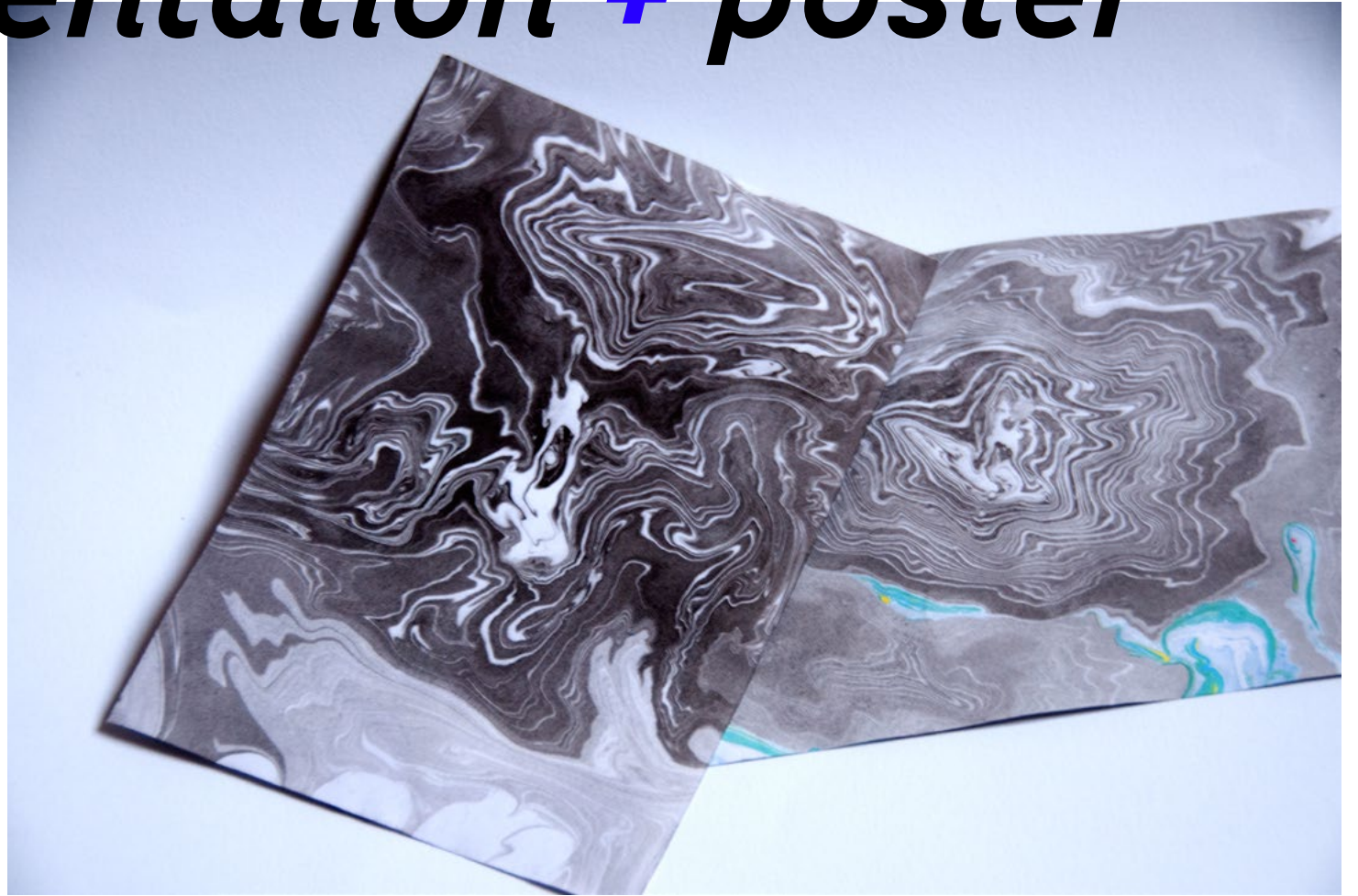
Capharnaüm : shambles, messy place

A wild and crazy place where where deeply opposite activities coexist : a school, a feminine catch ring, a cigar factory and Drag-Queen shows. To exist as a group, the Capharnaüm needs a global identity to be recognized. Yet, every component of the place needs and wants to exist by itself. That's the concern of the Capharnaüm which brings many opposite activities. The identity is built with a pattern range which works by superposition. In this way, each one can live apart and together.



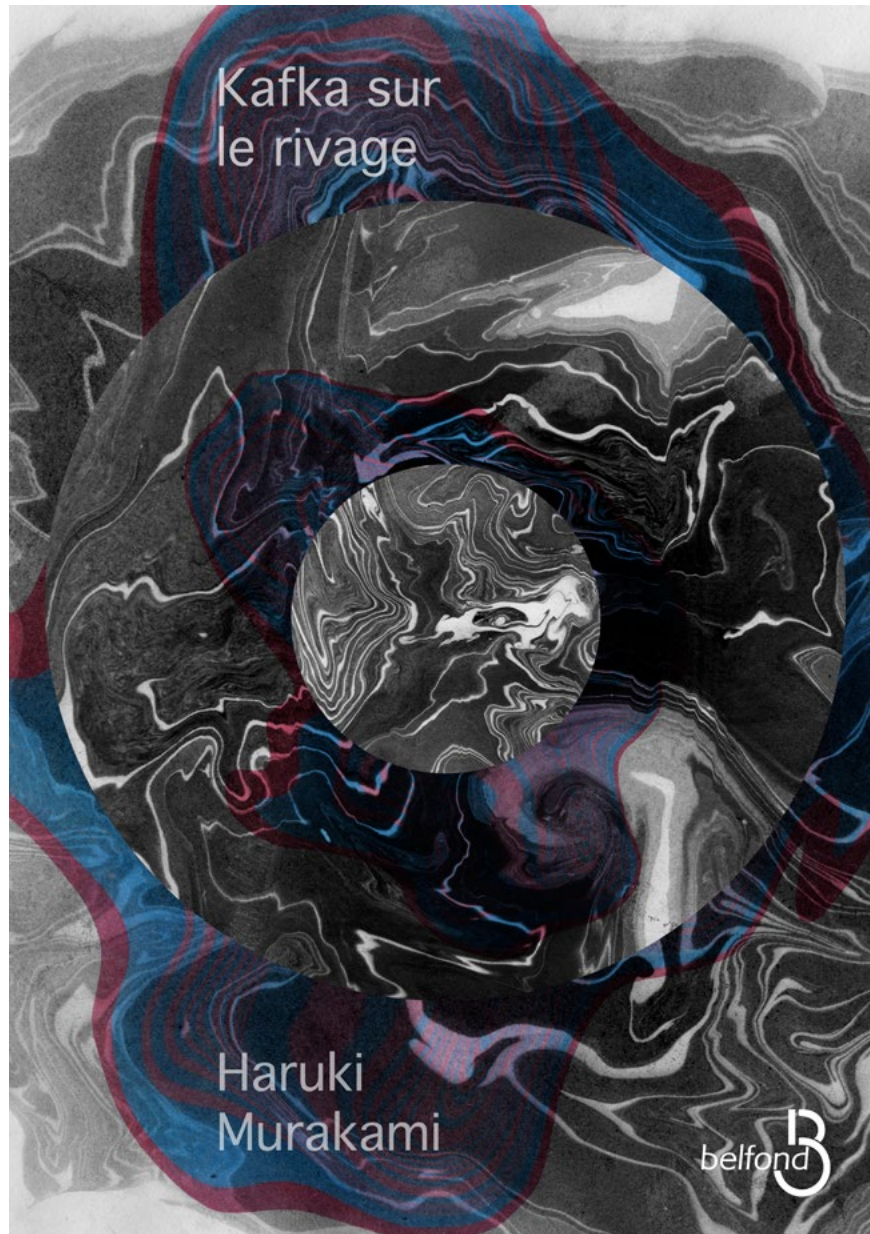


# D'encre et d'eau *experimentation + poster*



october 2015





Discovery and experimentation of the Japanese art of marbling: the suminagashi. With the different results, the technique is used to the promotion of the book of Haruki Murakami, *Kafka sur le rivage*, according to the themes of metamorphosis and transition, which are very important in this book.



**Thank you! ♥**