



Projet de fin d'étude
DWM 2017 - 2018



Dylan Claudin
Developpeur

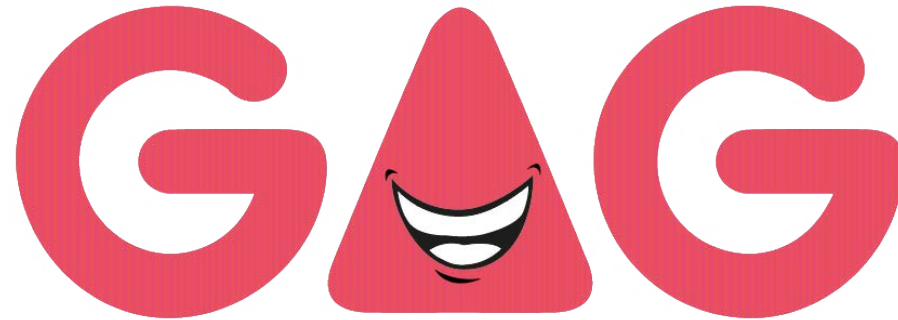


Haitam Chtiba
Graphiste



Bastien Mirat
Developpeur

Comment créer des concepts humoristiques ?

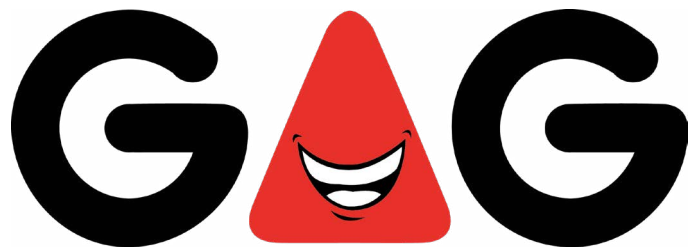
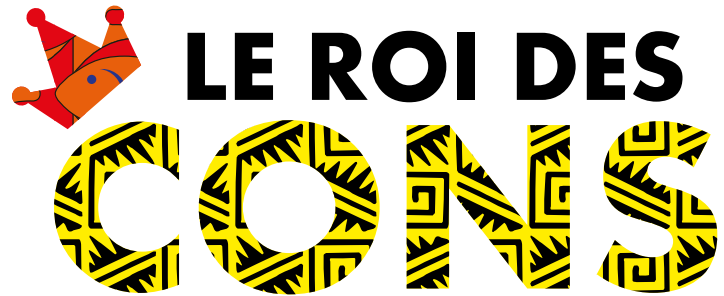


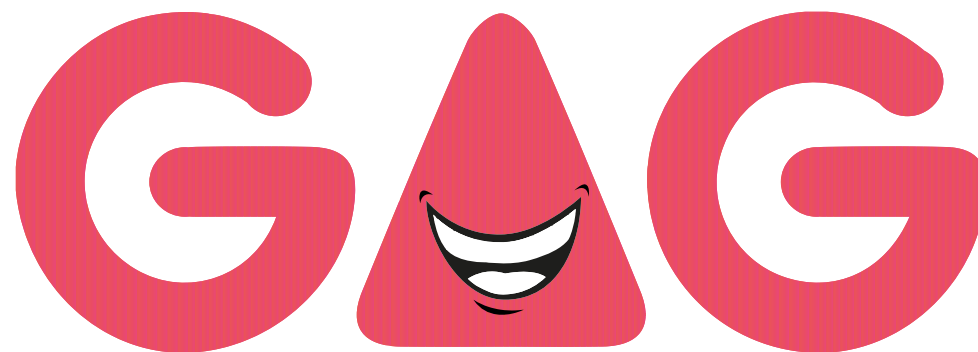
la vie est un gag amuse toi



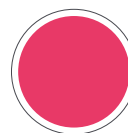
The background consists of several overlapping rectangular blocks in two shades of red. A large white block is positioned on the left side, partially overlapping the red blocks. The text 'Charte graphique' is written in white on a red block.

Charte graphique

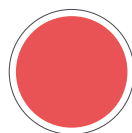




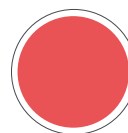
Pantone® 803 C



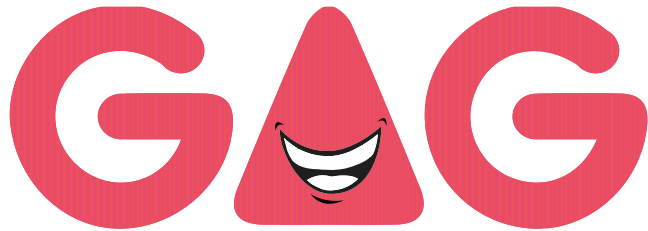
C.00 / M.88 / J.38 / N.00
R.232 / V.57 / B.103



Pantone® 432 C



C.0 / M.79 / J.59 / N.0
R.234 / V.84 / B.86



la vie est un gag amuse toi

Typographie du logotype

Franklin Gothic Demi Cond

ACDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typographie base line

Helvetica Light

ACDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789



La vie est un gag amuse toi

Fond de couleur souhaité :

- R.232 / V.57 / B.103
- R.234 / V.84 / B.86



Principe

Sur les autres fonds de couleur, on peut changer la couleur du logo afin de l'adapter avec son nouveau environnement .

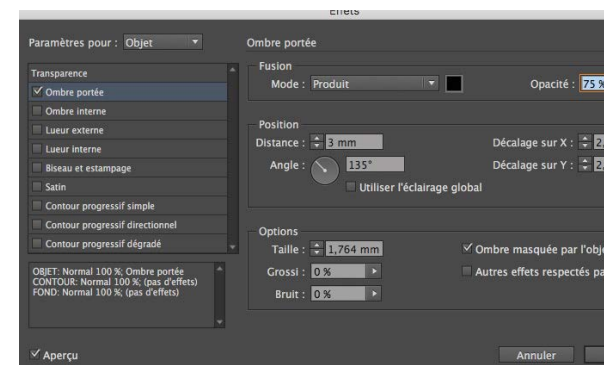




Exception

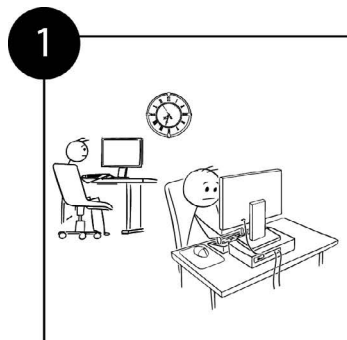
Lorsque le fond est une photo

Les typos du logo seront avec un ombré (paramètre ci-contre) afin de renforcer sa lisibilité (pour compenser la complexité de la photo).

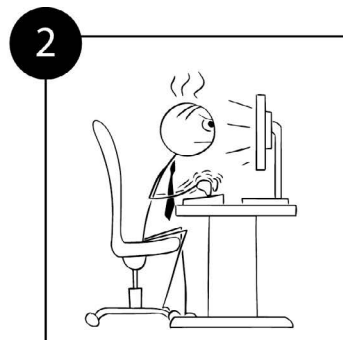


The background consists of several large, solid-colored rectangular blocks. A large white block is on the left side, partially overlapping a red block. Another red block is at the bottom left. The right side of the image is a solid pink block. The text is positioned on the pink block.

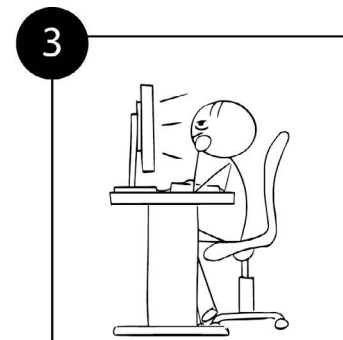
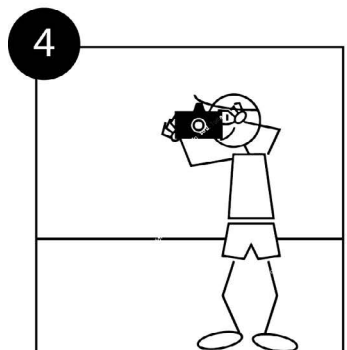
Montage & animation



personnages au travail



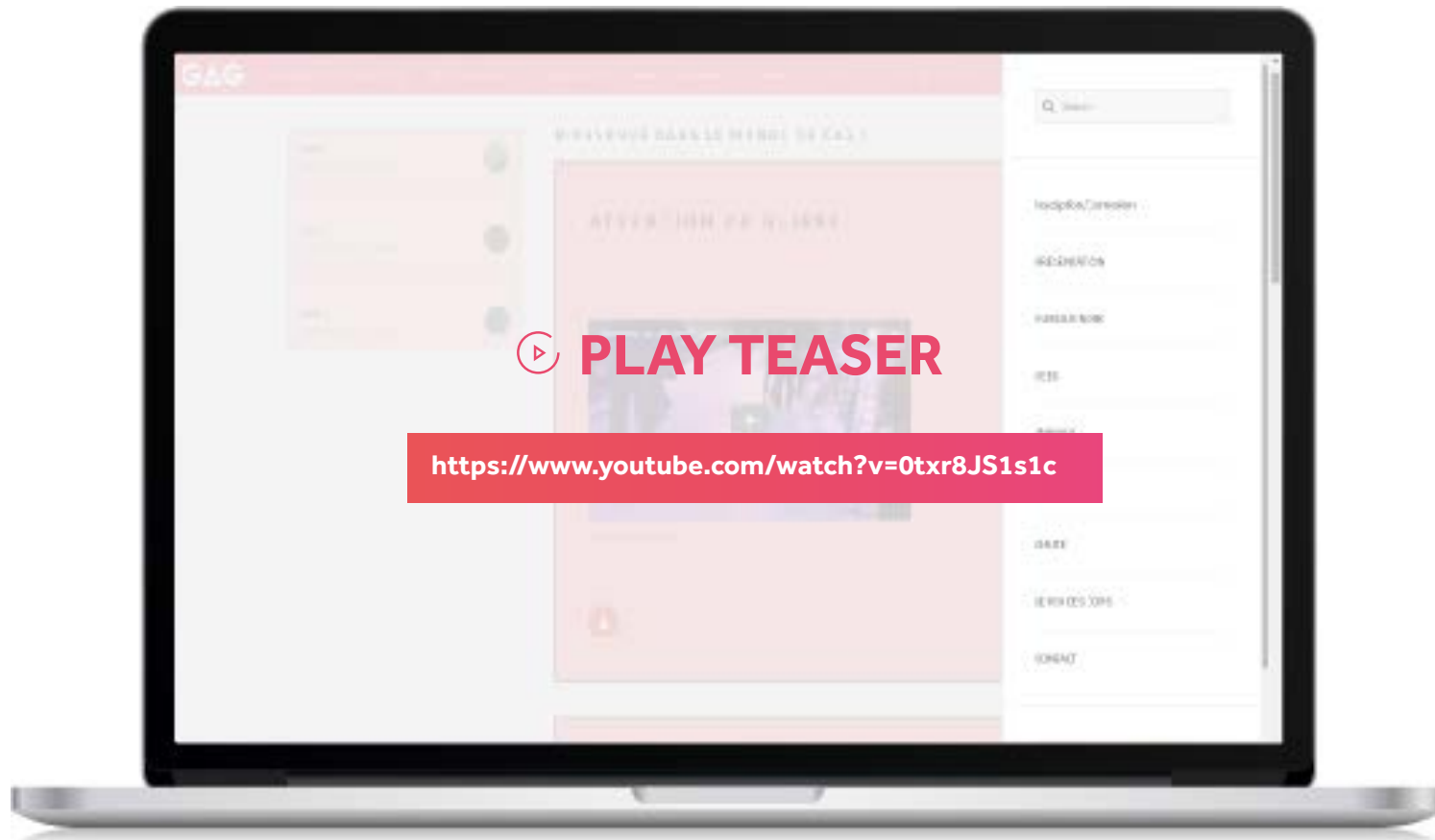
Personnage sérieux

Personnage entrain
de s'ennuyéPersonnage film et
partage une scène gagPersonnage découvre
la video

Personnage qui change d'humour

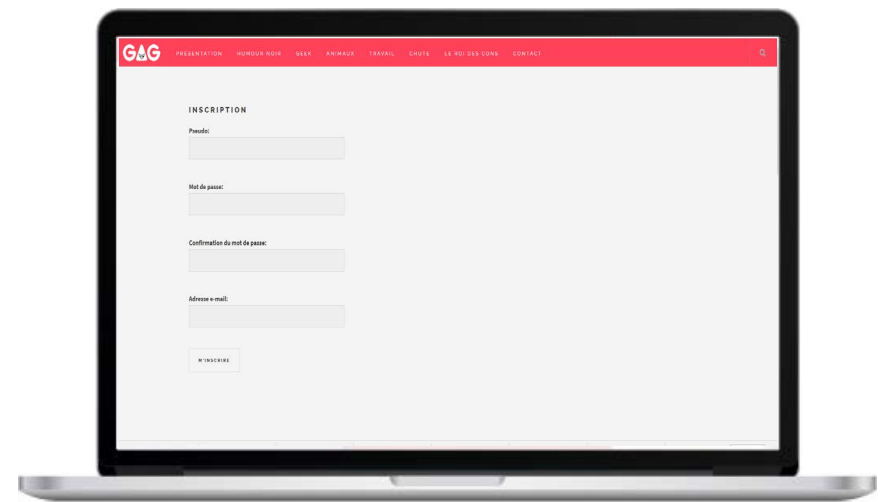
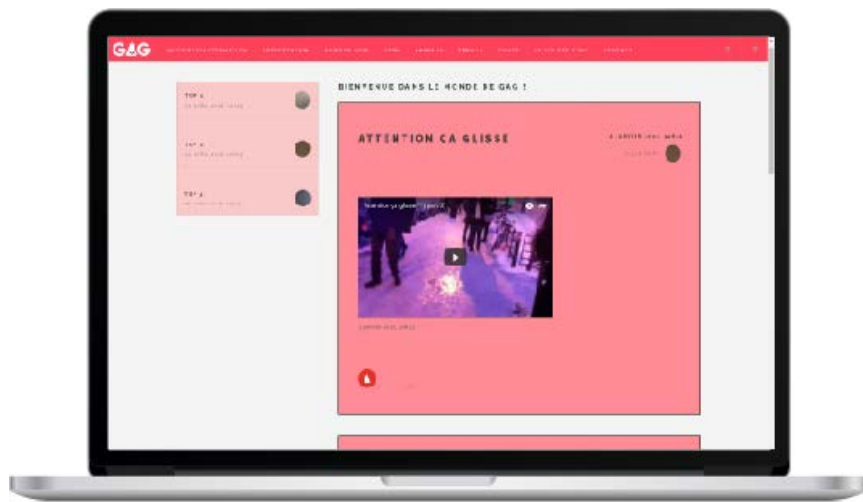


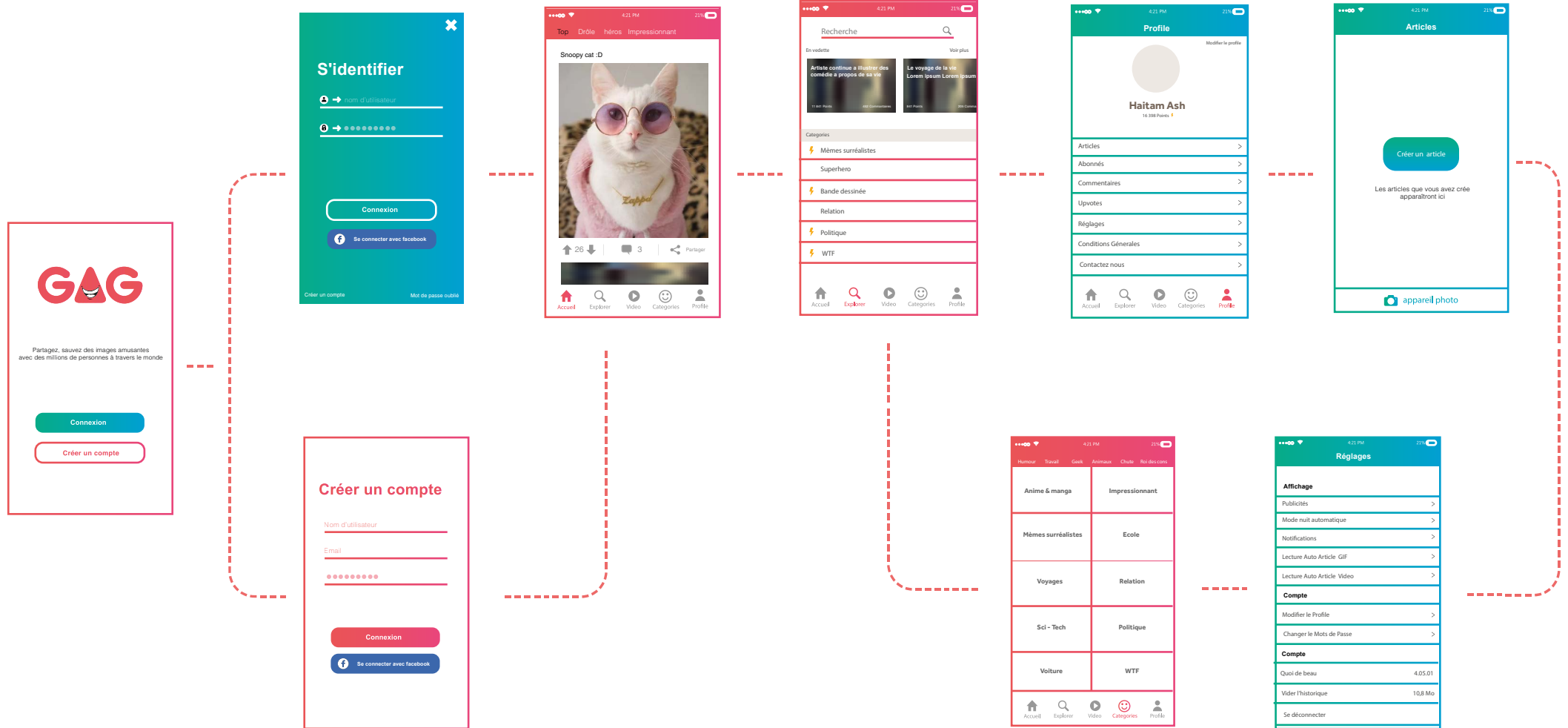
Défilement de video

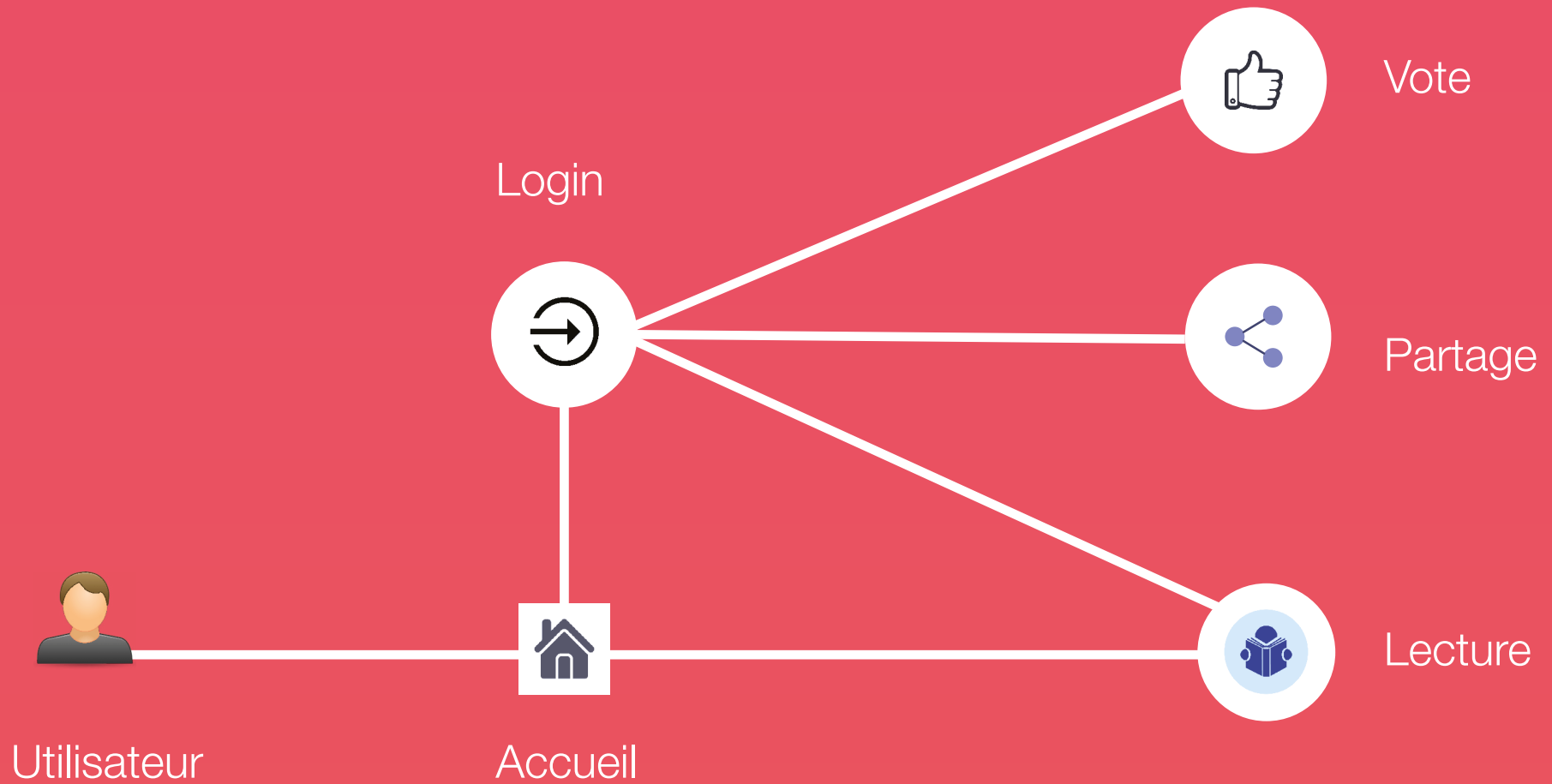


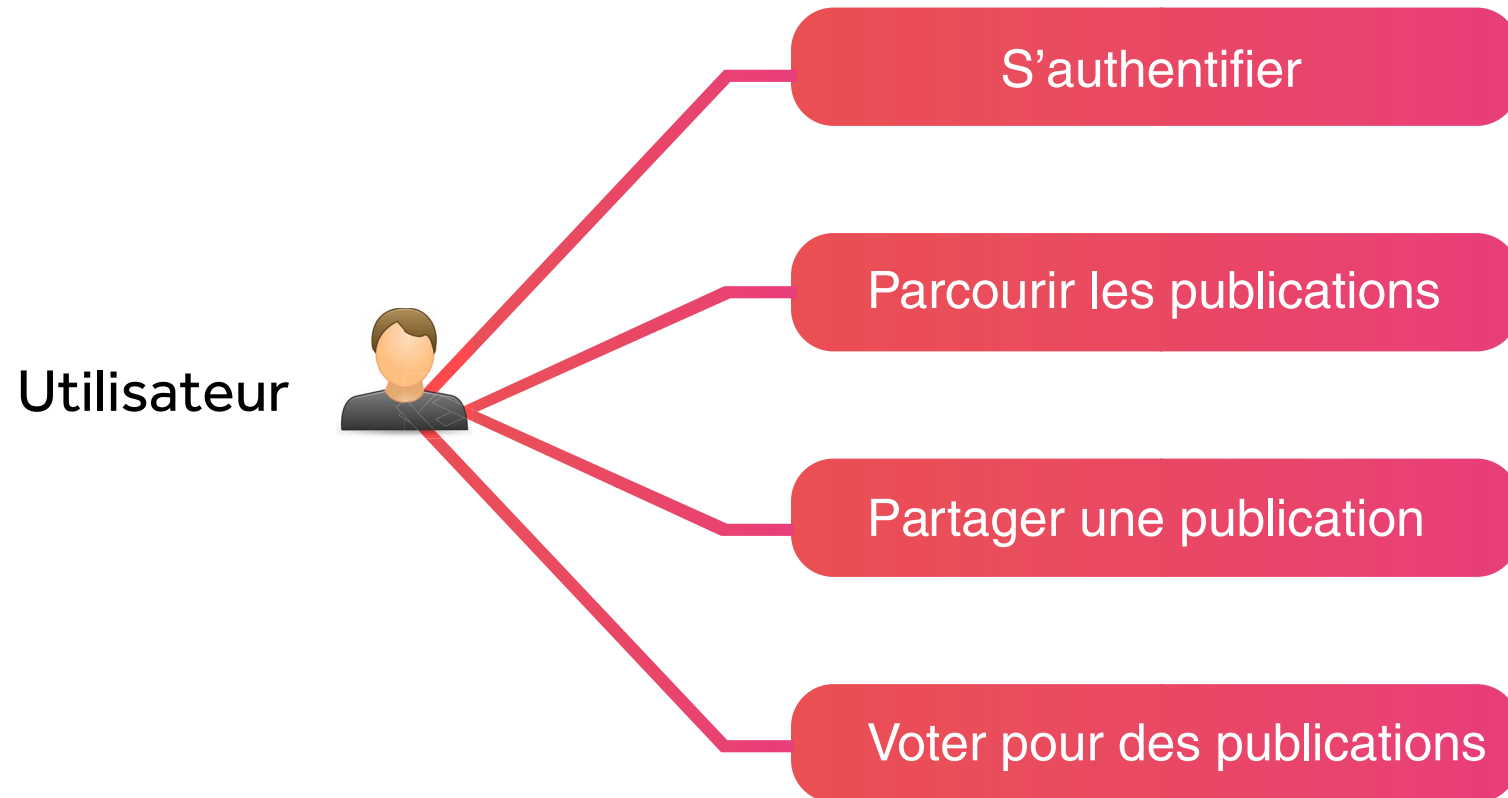
The background consists of several overlapping squares in two shades of red. A large white square is positioned on the left side, partially overlapping the red squares. The text is centered within the red area on the right.

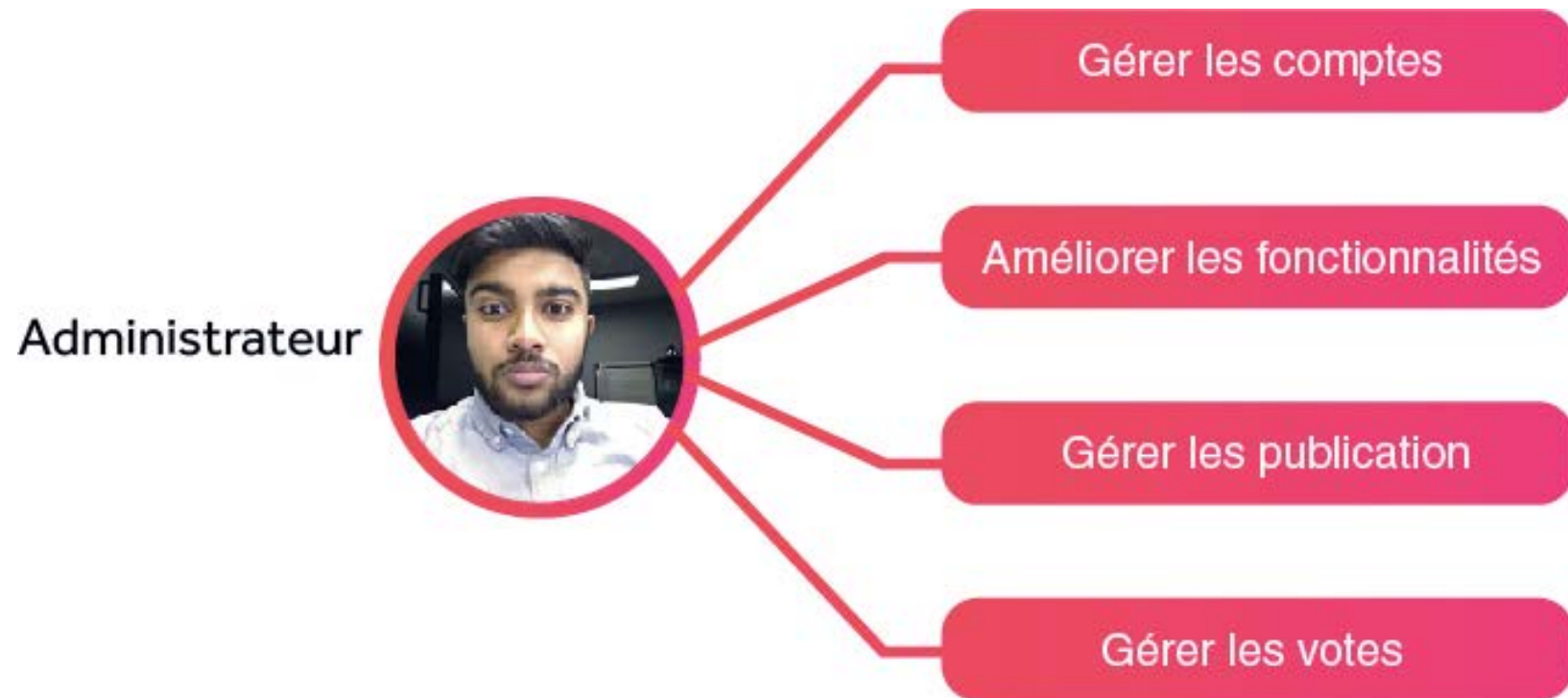
Interfaces & Siteweb

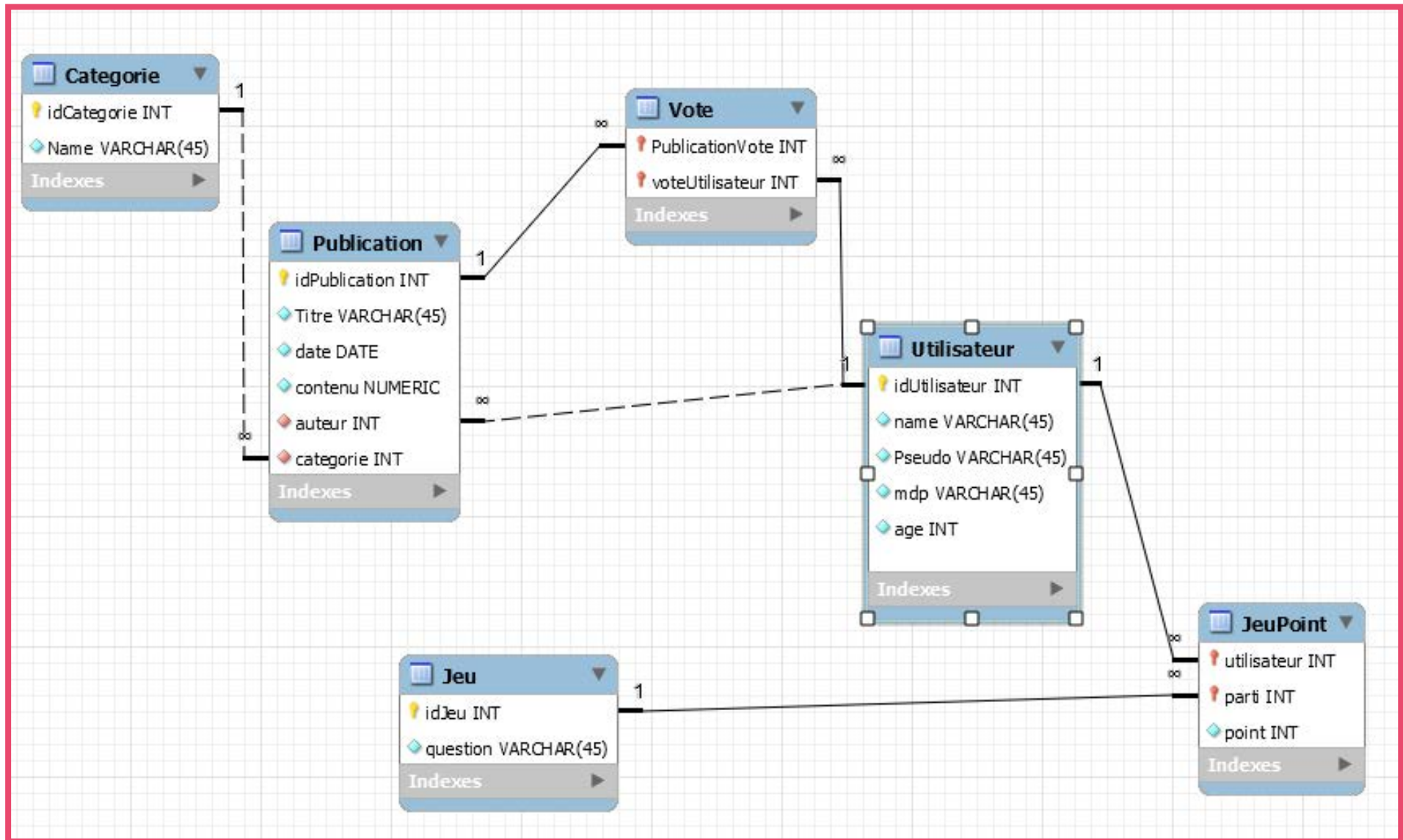












- Connecté avec Facebook, Twitter et Instagram
- Gratuit

- Pas de campagne publicitaire
- Disponible seulement en français
- Peu d'investisseurs



- Beaucoup de monde sur les réseaux sociaux
- Ajouter des catégories différentes

- Beaucoup de concurrents
- Faux profile

