Hsin-I HO

Luxury Graphic Design

Session plan

19th March (14h-18h20) **Introduction of graphic design work**

Realizing the complete network of advertising, media agencies and other related industries.

Activity: grouping discussing for design brief

Case study: LV OG 2024 champagne, Dior (perfume)

Assignment: preparing the grouping for the future team work

Reading: MCLUHAN Marshall, Understanding Media, Cambridge, MA; MIT Press, 1994, 392 pages.

10th April (14h-18h20) **Branding & Power of Visual Communication**

Analyzing the language of image, the quality of creative work. Dos and Don'ts in visual communication. Brand and C.I. System.
Case study: F1, Absolute Vodka, Channel, Hennessy, etc.

Activity: workshop, sharing by each student and discussing

Assignment: preparing the subject and selecting an industry / domain for team work

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17th April (14h-18h20) **Graphic Design Principal**

Acquiring skills to approve the design work from advertising agency or studio. In addition, executing fine quality control in the marketing department of luxury brand company.
Case study: Tiffany or Swarovski or Christian Dior

Activity: workshop and discussing in groups and among groups ; group presentation

Assignment: group presentation

Reading: LUPTON Ellen, COLE PHILLIPS Jennifer, *Graphic Design: The New Basics*, Princeton Architectural Press; 2nd edition, 2015, 264 pages.

24th April (14h-18h20) **Design & Art Principal**

Making sales pitch by telling stories and combining with the brand core spirit, the product and art.
Case study: Louis Vuitton or Channel

Activity: workshop ; presentation by each group.

Assignment: group presentation

Reading: MUNARI Bruno, Design as Art, Penguin; Illustrated edition, 2008, 208 pages.

28th May (14h-18h20) **Art in Luxury Brand Marketing** (visite)

Case study: Louis Vuitton or Channel or Pernod Ricard

Activity: workshop and discussing ; presentation by each group.

Assignment: analytical writing