

GUY-SERGE EMMANUEL

DESIGN PHILOSOPHY

Communication design is the practice of planning and shaping a message in content, form, and delivery. My work promotes public awareness about issues that are rarely covered in mass media in order to inspire action that in some capacity, affects mankind for the better. I use kinetic typography, info-graphics, and protest posters to illustrate and portray these facts. My design is concise, informative, and modern.

My communication design principles are influenced by the Swiss Graphic Design style where the use of the grid system is prevalent. "The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid; it is an art that requires practice"(Josef Müller-Brockmann). My typography principles are deeply influenced by the principles of the New Typography of Jan Tschichold, where content is designed by asymmetric balance of elements, the extensive use of negative space, the use of sans-serif typography and by the content of the message communicated through hierarchical organization of information. In today's over saturated loud media environment, I believe these design principles help the reader quickly read and understand the message.

I believe communication design rules may and/or should be broken, but before breaking the rules, the communication designer must have a solid foundation of communication design theories and concepts because, at its core, the primary goal of communication design is to communicate.

It is not my goal to dictate the way people should act, live and think but I do believe design has the power to create a positive change. This thought inspires and motivates my work.