

PIERRE BUZULIER

POMMECUL

LA VIE D'UN DIRECTEUR ARTISTIQUE
EN AGENCE DE PUBLICITÉ



PYRAMYD

Pommecul Directeur Artistique Agence Publicite

Guillaume Parra



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Pommecul Pierre Buzulier, 2015-10-01 Entre r unions et charrettes entre clients et stagiaires entre volont de faire le buzz et respect de la charte du client La vie d un cr atif n est pas facile tous les jours **Le directeur artistique dans la publicité, un acteur majeur du processus de création à situer** Guillaume Parra, 2016 Le directeur artistique est un m tier essentiel au sein d une agence de publicit Il intervient dans toutes les commandes n cessitant de la cr ation Comme son nom l indique il dirige l art au cours d un projet Pourtant son r le diff re souvent de cette vision et varie en fonction de nombreux facteurs comme la politique adopt e par son entreprise Ce m moire vient questionner son r le dans le processus de cr ation et quels facteurs sont la cause de cette variation Source Base Dumas D p t Universitaire de M moire apr s soutenance *Les métiers de la publicité* Gabrielle Blanchout-Busson, 2006 Pr sente les m tiers du secteur de la publicit des commerciaux aux sp cialistes des m dias en passant par les cr atifs et les producteurs et les diff rentes formations pour y acc der Objectif pub Alain Lachartre, 2022 **Concepteur-rédacteur en publicité** Didier Lavanant, 2006 Sp cialiste des mots le concepteur r dacteur est un cr atif appel imaginer des slogans laborer des affiches crire les textes d annonces presse et ceux de nombreux autres documents publicitaires C est aussi lui que revient la charge de construire les dialogues d un spot TV r diger et suivre de A jusqu Z la r alisation d un spot radio et que l agence de publicit contacte pour trouver le nom d un nouveau produit r diger une documentation technique ou crire une signature de marque Ses domaines multiples et vari s l obligent cr er certes mais aussi structurer ses textes selon des techniques d expression crite rod es et des r gles propres l argumentation publicitaire bon fran ais bri vet simplicit clart Et pour que visuel et texte d une publicit s agencent harmonieusement et efficacement le concepteur r dacteur travaille en couple avec un directeur artistique qui est un sp cialiste des images De cette fusion naissent concepts et campagnes publicitaires dont certaines sont des mod les de cr ativit r ussie en se diff renciant de la masse elles ne sont pas simplement vues mais elles sont aussi regard es et admir es Que vous souhaitiez aborder ce m tier exigeant ou que vous soyez d j concepteur r dacteur en qu te d volution cet ouvrage illustr d exemples et de conseils vous expliquera les m thodes et techniques suivre le fonctionnement et l organisation d une agence de publicit au travers des multiples cr ations qui font le quotidien du concepteur r dacteur Les publicitaires François Bernheim, 1991

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