

# GRAPHIC DESIGN WAYS OF DOING RESEARCH

Conference  
April 27th 2020  
Centre Georges-Pompidou, Paris

Université de Strasbourg  
Centre national des arts plastiques  
Centre Georges-Pompidou

The graphic design field has been witnessing a steadily growing interest in research. This can be seen at several levels: in teaching (with a better articulation of theory and project), in practice (with more reflexivity and critical perspective) as well as in research itself (enriching and diversifying its knowledge base). Exhibited in 2017 at the National center for graphic design of Chaumont, in France, a first cartography has revealed the territories, actors and emerging themes of graphic design research in France, while presenting its issues to a wider audience<sup>1</sup>. The Cnap (National Center for Visual Arts) has organized several research seminars and conferences<sup>2</sup> and a special issue of *Graphisme en France* as been devoted to the graphic design research scene and its themes<sup>3</sup>.

Both strengthening a network of diverse actors as well as disseminating their research is a real endeavour in a context where many connections are yet to be established. In the aforementioned issue of *Graphisme en France*, Alice Twemlow and Éloïsa Pérez were already mentioning the lack of shared framework for researchers in the domain. What currently defines graphic design research is the enduring discussion about its identity and its specificity at the frontiers of neighboring practices of visual arts and design. Disciplines such as art history, semiotics, visual studies, communication studies or sociology (to name just a few), all well established fields, are studying topics that overlap with those of graphic design but that they consider through very different paradigms. What are “designerly ways of knowing” and ways of doing that are specific to graphic design research? And how have they been developing over the years and with neighboring disciplines?

CALL FOR  
SUBMISSIONS

- 1 - Une cartographie de la recherche en design graphique, curator Vivien Philizot and Malte Martin. Scenography Philippe Riehling. Le Signe, mai - août 2017.
- 2 - Design graphique, les formes de l'histoire, 27 et 28 novembre 2014, Centre national des arts plastiques (Cnap), Centre Pompidou, École nationale supérieure des arts décoratifs (Ensad), Labex Arts-H2H - Université Paris 8.
- 3 - *Graphisme en France* 22, « Recherche, design graphique et typographie, un état des lieux », Centre national des arts plastiques (Cnap), 2016.
- 4 - Pérez, Éloïsa. 2016. « Pratiques de recherche en design graphique : état des lieux d'une construction ». *Graphisme en France*, Centre national des arts plastiques, no 22: 17-42. Twemlow, Alice. 2016. « La recherche actuelle en design graphique ». *Graphisme en France*, Centre national des arts plastiques, no 22: 43-64.
- 5 - Selon l'expression consacrée par Nigel Cross. Voir Cross, Nigel. 1982. « Designerly Ways of Knowing ». *Design Studies* 3 (4): 221-27.

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A new wave of researchers recently emerged. However, without a formally defined discipline, these researchers generally work from within other disciplines, using sometimes very different methods, frameworks and references. This one-day conference will be questioning these theoretical frameworks and methods by those who are designing and using them. The discussions will help us develop a shared paradigm and establish a common ground for the discipline.

We are inviting researchers to present their work and take a step aside to answer one or several of the following questions:

How to imagine paradigms of graphic design research from/outside of neighboring disciplines? What ideas, models, resources for current graphic design research? What new conceptual tools for thinking about emerging issues with our visual and graphic environment. How to establish a common ground among researchers whose diverse research approaches incorporate graphic design as a practice or, conversely, as a research topic?

### Submission details

- > Title
- > 3000 signs summary of your talk
- > Name, first name, short biography, affiliation and discipline

Both submissions and talks can be in french or in english.

Please send your submissions to [nmaudet@unistra.fr](mailto:nmaudet@unistra.fr) and [philizot@unistra.fr](mailto:philizot@unistra.fr) before January 15th, 2020. Email subject: proposition de communication - design graphique - manières de faire de la recherche.

### Submission evaluation

Submissions will go through a double-blind review process with at least two members of the scientific committee. Selected submissions will also be published in the conference proceedings.

### Schedule

- > 22/01/2020 - Submission deadline
- > 17/02/2020 - Decision notification
- > 27/04/2020 - Conference day at Centre Pompidou

### Organizing committee

- > Véronique Marrier (Cnap)
- > Nolwenn Maudet (Université de Strasbourg - EA3402)
- > Vivien Philizot (Université de Strasbourg - EA3402)
- > Romain Lacroix (Centre Georges-Pompidou)

### Scientific committee

- > Julie Blanc (EUR ArTeC / Université Paris 8 - EA349 / EnsadLab)
- > Jeremy Boy (Organisation des nations unies)
- > Lorène Cecon (Université Jean Monnet - CIEREC / ÉSAD Saint-Étienne - CyDRé - Random(Lab))
- > Léonore Conte (Université Paris 8 - TEAMeD)
- > Véronique Marrier (Cnap)
- > Nolwenn Maudet (Université de Strasbourg - EA3402)
- > Éloïsa Pérez (Sorbonne Université – CELSA, ENSAD Nancy – Anrt)
- > Vivien Philizot (Université de Strasbourg - EA3402)
- > Fabrice Sabatier (Université Libre de Bruxelles, ERG)

### Informations

[www.cnap.graphismeenfrance.fr/livre/journee-detude-design-graphique-manieres-faire-recherche](http://www.cnap.graphismeenfrance.fr/livre/journee-detude-design-graphique-manieres-faire-recherche)



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