

# Francis Benoit

RGD and SDGQ member.

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## Studies

<b>Master of Design (MDes)</b> York University, Toronto	2015 — 2017
<b>Bachelor in Fine Arts in Graphic Design (BFA)</b> Laval University, Quebec City	2012 — 2015

## Relevant experiences

<b>Course Instructor</b> York University (Toronto) DESN-1010 Introduction to Design: Practice and Appreciation.	Sept. 2016 — present
<b>Designer</b> Rap. (Montreal) Research, conceptualization and realisation of branding projects.	July — Sept. 2015
<b>Freelance Graphic Designer</b> Quatre par Quatre Studio (Montreal) Balistique Studio (Montreal) Catherine Nadon (University of Ottawa)  Research, concetualization, realisation and client meetings of various cultural projects.	2014 — present
<b>Intern Graphic Designer</b> Criterium (Quebec City) Participation on all phases of projects and meetings.	May — August 2014

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### Talks and publications

<b>Live Coding and Design Decisions</b> York University, Toronto. Guest speaker for Interactivity 1 course.	November 2016
<b>The Web Browser as a Tool: an Alternative Approach to Web Design [Upcoming]</b> Web à Québec, Québec City, Québec	April 2017
<b>Future of Design Education and Research [Upcoming]</b> World Design Summit, Montréal, Québec	October 2017

### Activities and social engagements

<b>Member of the Graphic Design Student Association</b> Chair of communications and publications.	Sept 2014 — May 2015
<b>Co-chair of the graduating showcase exhibition, Prototype</b> Implications in all comitees and representing the students.	Sept 2014 — May 2015
<b>Member of Laval University Design Council</b> Selection of the best students to participate to special interships.	January — May 2015

### Skill set

Adobe CC Suite  
HTML, CSS, Java, creative coding, and CMS  
Bookbinding and paste-up  
Digital and traditional printmaking  
Bilingual in French and English  
Professional notions in German, Dutch, and Spanish  
Copywriting  
UX/UI  
Photography  
Research and user testing

### Research interests

Design criticism  
Design research  
Exploratory methodologies  
Design education  
Printed matter and digital hybridity  
Experimental tools  
Curatorial Practice

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## Studies

**Master of Design (MDes)**  
York University, Toronto

2015 — 2017

This is a two-year full time program for students looking to challenge the conventions of their graphic design experience. This program accepts talented, highly motivated applicants who are interested in a challenging, experimental and intellectually rigorous approach to the practice of graphic design.

The MDes program immerses students in an intense environment where they develop their individual and creative potential. The two-year experience begins with coursework, and culminates in a thesis project that reflects each student's personal direction for design practice.

**Bachelor in Fine Arts in Graphic Design (BFA)**  
Laval University, Quebec City

2012 — 2015

The objective of this program is to develop designers that will be able to conceive clear, efficient and innovative visual communications products in response to the needs of a given company or organization. Students develop expertise in digital, in brand strategy (branding), as well as in editorial design and print.

## Relevant experiences

### **Course Instructor**

York University (Toronto)

DESN-1010 Introduction to Design: Practice and Appreciation.

Sept. 2016 — present

This course offers a learning environment for students who are interested in visual communication design, but who do not want to major in the field of design. To provide basic general knowledge of the practices of design to students who are majoring in other disciplines. It equips students with a fundamental appreciation of the practices and profession of design, as preparation to understanding communication design and its values in our culture, economy, and society. This course facilitates the application of students' skills and creativity, towards an understanding of visual communications.

### **Designer**

Rap. (Montreal)

July — Sept. 2015

Rap. is an interdisciplinary agency committed to contemporary, innovative approaches to design.

We help shape our client's vision in developing iterative, multifaceted design strategies that are relevant to both the specifics of a project and to our client's life, entity, or overall identity.

Would it be through brand strategy, experience, and/or identity; we see every project as an occasion to improve and innovate – conceiving of specific design solutions in their larger (professional, cultural, economical, and social) contexts.

My role was to:

*Lead projects;*

*Develop concepts;*

*Understand fully the needs of the clients;*

*Research, sketch and realize visuals;*

*Participate in meetings, critics and student visits.*

### **Freelance Graphic Designer**

Quatre par Quatre Studio (Montreal)

Balistique Studio (Montreal)

Catherine Nadon (University of Ottawa)

2014 — present

Research, conceptualization, realisation and client meetings of various cultural projects.

### **Intern Graphic Designer**

Criterion (Quebec City)

May — August 2014

Criterion is a design bureau with a practice based on typography and creativity.

As an intern, my role was to:

*Participate in developing concepts;*

*Research, sketch and realize visuals;*

*Attend critics and learn.*

## Talks and publications

### **Live Coding and Design Decisions**

York University, Toronto. Guest speaker for Interactivity 1 course.

November 2016

This presentation highlights the history, the practice and methods of live coding and how students can use it in their project as a process of their own.

### **The Web Browser as a Tool: an Alternative Approach to Web Design [Upcoming]**

Web à Québec, Québec City, Québec

April 2017

This presentation exposes an alternative method that considers the web browser as a tool for graphic designers and its impact on the practice. Through exploratory projects, this presentation will show that the web browser can offer an aesthetic and a powerful way to assess visual creation on the web.

### **Future of Design Education and Research [Upcoming]**

World Design Summit, Montréal, Québec

October 2017

This proposal seeks to answer the question: «How design research can (re)gain a greater space in society?» Do designers shall be the next «creative working class» of our society, or will they play a much more significant role in the future? This proposal's goal is to look at design education today and how does it serve the market while being at the vanguard of research, and its effect on society.

## Activities and social engagements

### **Member of the Graphic Design Student Association**

Chair of communications and publications.

Sept 2014 — May 2015

My role was to re-start the program's publications, organize the communicational strategy for the different events and communications between the Association and the Faculty and administration.

### **Co-chair of the graduating showcase exhibition, Prototype**

Co-chair for branding, experience and showcase.

Sept 2014 — May 2015

My role was to direct different team of student to create the brand and experience of the graduate showcase. I also had to attend meeting with the other co-chair to decide the direction of the showcase.

### **Member of Laval University Design Council**

Selection of the best students to participate to special interships.

January — May 2015

My role was to give input to special project in collaboration with creative bureau in Quebec City, while learning about the workflow in business.

### **Skill set**

Adobe CC Suite  
HTML, CSS, Java, creative coding, and CMS  
Bookbinding and paste-up  
Digital and traditional printmaking  
Bilingual in French and English  
Professional notions in German, Dutch, and Spanish  
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### **Research interests**

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Design research  
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