Formation
Communicate your ideas through storytelling and Design (Communiquer ses idées par le storytelling)

Durée de la formation : 12 heures
Date de la session : du 01/03/2027 au 31/05/2027

Dates précises : From 01/03/2027 to 31/05/2027
Horaires de la session : Independently, at your own pace

Lieu : En e-learning (en ligne) - OpenClassrooms platform

Nombre de places maximum : 5

Formateur(s) : OPENCLASSROOMS

Prérequis sur cette formation : None

Public ciblé : Université de Bordeaux staff and site/PUI partners

Public prioritaire : Researchers, teachers, PhD students, research support staff, team leaders, managers and anyone interested in innovation in all its forms.

Date limite d'inscription : 19/02/2027

Objectifs :
Storytelling and graphic design are powerful tools to communicate your ideas.

In this course you'll build a toolkit of simple tools to help you explore ideas that you'll be able to revisit and adapt throughout the design process.

There’s a temptation to go straight to the computer, but the research and ideation phases of design will be crucial to your success. So we'll start with the basics: pen and paper. This course is NOT about being an amazing artist – we’re talking about IDEAS!

We’ll also work to develop visual and graphic design skills which can help you communicate your ideas. This way, the audience can focus on your strong content rather than the bad typography. These skills can be adapted to any future project, from a résumé to the look of a mobile app.

Finally, we’ll examine how to put together ideas and use storytelling to capture the attention of your audience through an effective, engaging, and fun presentation. Your ideas will become more powerful if you learn how to share them.

All of these skills will be used in future courses, as well as throughout the design process. Learning to use and integrate these tools will make you stand out from the competition and make sure you get your ideas heard!

By the end of this training, you will be able to:

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Build skills for ideation (sketching, mind mapping, storyboarding)

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Use graphic design to communicate ideas clearly

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Create a professional looking presentation

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Tell a story that engages audiences

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Present your work effectively

This training receives government funding managed by the Agence Nationale de la Recherche (National Agency for Research) under the plan France 2030, with the reference ANR-21-EXES-0004.

Programme :
Part 1: Communicate Your Ideas Visually

1. Sketch and Take Notes

2. Draw!

3. Mind Map to Express Ideas

4. Storyboard to Bring Experiences to Life

5. Capture your Work

6. Get some practice making a mind map and storyboard

Part 2 : Explore Graphic Design Basics

1. What Does a Graphic Designer Do?

2. Examine Typography as a Tool for Communication

3. Investigate Layouts and Grids

4. Refine Page Layouts

5. Quiz

Part 3: Engage your audience

1. Get in the Presentation Mindset

2. Tell a Story that Engages your Audience

3. Create a Dynamic Presentation

4. Use a Critical Eye to Select Images

5. Present with Confidence

6. Quiz

Pour tout renseignement complémentaire :
Chargé(e) de formation : mailto:bf-formations.innovation@u-bordeaux.fr
Pôle AGRH – service développement des compétences

Retrouvez le détail des sessions proposées et inscrivez-vous sur **FormAction**
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