

arras|film
ASTUDENTS



ARRAS FILM 4 STUDENTS

The Arras Film Festival is a major cultural event in Northern France, known for European cinema and prestigious guests. For the 2025 edition, the festival needed to connect with a younger audience. Our mission was to increase visibility and attractiveness specifically among students at the University of Artois by adapting communication to their digital habits (Instagram, TikTok) and organizing field actions.

The main objective was to bridge the gap between the festival and the local student community.

Raise Awareness : Inform students about the festival's richness and the specific tickets reserved for them via the University.

Drive Participation : Encourage students to attend not just movie screenings, but also masterclasses, parties, and workshops.

Modernize the Image : Refresh the visual identity to fit current digital trends and student aesthetic codes.

Boost Engagement : Increase digital interaction (likes, shares, stories) to build a loyal youth community.

I worked as part of a 6-person creative team. My specific role was Art Director & Graphic Designer.
I was responsible for :

Creating the visual concepts for print and digital posters.

Designing posts and stories for social networks to ensure a cohesive and dynamic brand image.

September 2025 – January 2026 The project spanned five months, with the core activation taking place during the festival dates **(November 7–16, 2025)**.

COMMUNICATION CHALLENGE

The main challenge was to modernize the Arras Film Festival's digital communication to engage the **student population**. At the time, the festival's communication relied on institutional codes that struggled to capture young people's attention on their preferred channels (**Instagram, TikTok**). The challenge was therefore to adapt the event's messaging and visual identity to make it more direct, spontaneous, and accessible. The objective was twofold: first, to overcome the psychological barrier related to price by making the attractive rates (€6 tickets, subscriptions) clear and understandable; second, to transform this online visibility into tangible engagement (advance purchases, attendance at the festival's Village).



UNIVERSITÉ D'ARTOIS

TARGET AUDIENCE

The core target audience consisted of young adults aged **18 to 25**, specifically students from the Université d'Artois on the Arras and Lens campuses (representing a potential of about 7,500 people, mainly in Bachelor's, Master's, and BUT programs).

Socio-economic profile: This audience had a limited budget (with nearly a third receiving scholarships), making the clarity of pricing offers (student rate, Pass Culture) crucial.

Behavior and expectations: Highly connected, they got their information via social media. They were looking less for an institutional outing and more for a friendly, festive, and accessible experience. They were particularly drawn to the event-based aspect (the Village on the Grand'Place) and a seamless user journey (from discovering the event on a smartphone to entering the theater).

COMPETITIVE ANALYSIS

We analyzed several festivals to define the unique positioning of the Arras Film Festival:

Competitor analysis: We looked at global, industry-focused events (like the Cannes Film Festival and the César Awards), as well as more niche festivals targeting French popular culture (Les Hérault du Cinéma) or student short films (Festival du Cinéma Européen de Lille).

Gaps in the market: The Arras Film Festival stands out by filling two main gaps:

A clear editorial niche: The lineup is 90% dedicated to European cinema (with a unique focus on Eastern and Northern Europe). It also features highly specific historical retrospectives, such as the one on the Austro-Hungarian monarchy.

High accessibility: Unlike exclusive, industry-only events, this festival is primarily aimed at the general public and young audiences. It offers very affordable pricing, with tickets ranging from €4 to €8.



Culture Européenne

Fonctionnel : Architectural, paysage, historique, patrimonial, diversifié

Emotionnel : fière, riche, engagée, solidaire, humaniste

Sensoriel : Odeur du pain chaud dans une boulangerie française, Vitraux colorés d'une cathédrale gothique, Musique classique jouée dans un opéra de Vienne, Saveur d'un fromage affiné français, gout de la Bière artisanale, froid de la pierre.

Couleurs :



Convivial

Fonctionnel : partage, rassemblement, cocooning, celebration

Emotionnel : amitié, joie

Sensoriel : rires, lumières douces, odeur & bruit de cheminée, câlins

Couleurs :



Arras

Couleurs :



Valeurs :

- Fraternité & solidarité
- Liberté & tolérance
- Convivialité & bien-vivre ensemble
- Dialogue & respect mutuel
- Patrimoine & mémoire
- Accessibilité



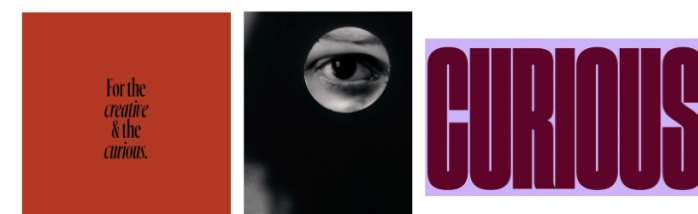
Curieux

Fonctionnel : Explorer, découvrir, apprendre

Emotionnel : Surprise, émerveillement, plaisir

Sensoriel : Yeux écarquillés, bruit du parquet qui craque

Couleurs :



MOODBOARD & INSPIRATION

To shape our visual identity, we wanted to find the perfect balance between the festival's historical credibility and a modernized, dynamic aesthetic that speaks to younger audiences.

The 3-Word Foundation & FES Method: We started by asking the festival's communication manager for three words that best define the event: Curiosity, Conviviality, and European Culture. We then applied the FES method (Functional, Emotional, Sensory) to deeply analyze each word and translate them into concrete visual elements.

Inspiration Boards: We created personal moodboards blending our own cultural influences (gaming, modern brands, pop culture) with the festival's base identity.

Shaping the Design: From these explorations, we defined our graphic guidelines:

- **Colors:** We developed a desaturated, pastel palette directly derived from our three keywords, which we also harmonized with the official colors of the city of Arras.
- **Typography:** We selected a bold, «Horror/Thriller» movie-style typography to create an impactful and intriguing visual hook.
- **Concept & Layout:** We aimed for a «tradition meets modernity» vibe. By using unconventional shapes, we were able to integrate traditional, vintage imagery (notably those linked to the Austro-Hungarian Empire retrospective) into a fresh, contemporary graphic universe.

The ultimate goal was to ensure that when a student sees a poster or a social media post, they immediately think: **«Ok, that looks cool... and most importantly, it's made for me.»**

INITIAL SKETCHES/CONCEPTS

We started by structuring our overall communication, creating a visual layout for the Instagram grid. This helped us see how our pastel color palette would balance out across the feed (alternating dominant colors, and deciding where to place key posts like guest announcements or the festival village). At the same time, we sketched out simple backgrounds using abstract curves.



TOOLS

Collaboration & Manage: Miro (brainstorming), Trello (task tracking), Google Drive (asset sharing), and Figma (prototyping and collaborative Instagram grid design).

Visual Production: Illustrator (vector graphics and logos), Photoshop & Lightroom (photo editing and color correction), and Premiere Pro & After Effects (video and animation).

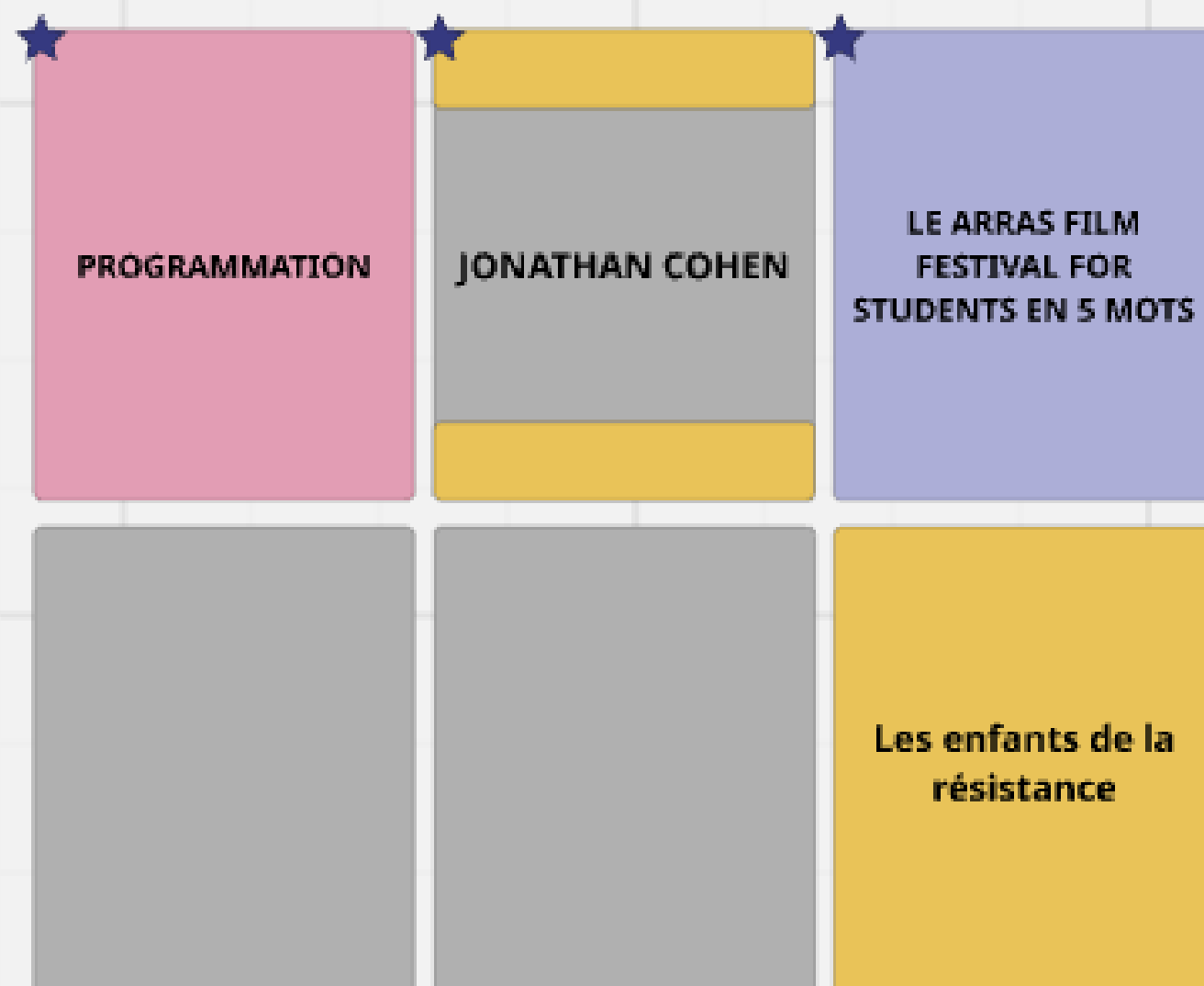
REFINEMENT PROCESS

We ran a lot of tests to find the right visual balance, specifically keeping the mobile-first Gen Z audience in mind:

Logo variations: We tested several versions of the «Arras Film 4 Students» logo (transparent background, thick outline, starburst badge, and round sticker). The goal was to see which one popped the most and stayed readable when placed over our colored backgrounds.

Instagram layouts: For the «Festival in 5 words» carousel, we experimented with the layouts. We tried placing keywords inside colored banners (like a highlighter effect) to make the text more dynamic to read. We also adjusted the thickness and placement of the background waves to naturally guide the user's eye (for example, pointing toward the «Swipe» button).

Programmation posts



ARRAS FILM FESTIVAL - FINAL DESIGN

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4STUDENTS

TT Trailers

COLUNA ROUNDED

economica

TYPOGRAPHIES

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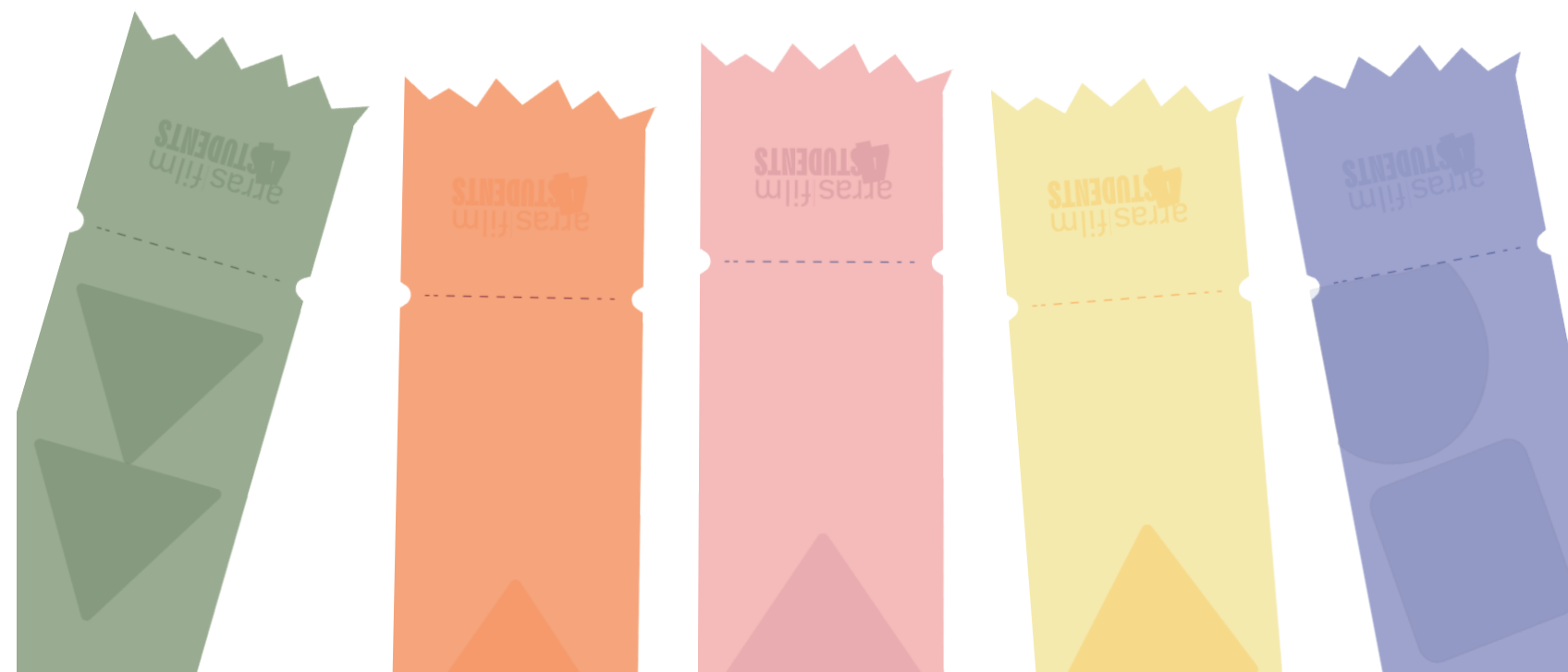
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Déclinaisons de couleurs

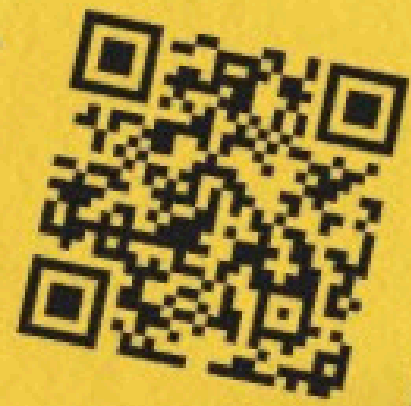


@AFF4STUDENTS



Jonathan Cohen

Et c'est pas du mytho !



Le 07/11/25
à la Cérémonie
D'ouverture du
Arras Film Festival

arras film
FESTIVAL

arras film
4 STUDENTS

PLAN
SÉQUENCE



Print

arras film
4 STUDENTS
FESTIVAL...
GRATOS ?!
RÉCUPÈRE
TES PLACES !

Jeudi 23 octobre à 12h

Dans le Hall X à l'IUT de
Dès la rentrée (03/11) récupère-la directement
bureau de la cheffe de département

@ArrasFilm4Students

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4 STUDENTS
FESTIVAL...
GRATOS ?!
RÉCUPÈRE
TES PLACES !

Jeudi 23 octobre de 12h à 14h

Dans le Hall de l'amphi "Adam la halle"
Après cette date, récupère-la au Service Culturel !

@ArrasFilm4Students

AFTERMOVIE
AFF4STUDENTS



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Bonjour à toutes et à tous,

Pour faciliter votre immersion dans notre projet et vous permettre de naviguer à travers nos contenus, nous avons centralisé l'intégralité de nos productions sur une plateforme unique.



NOTRE PLATEFORME D'ARCHIVAGE

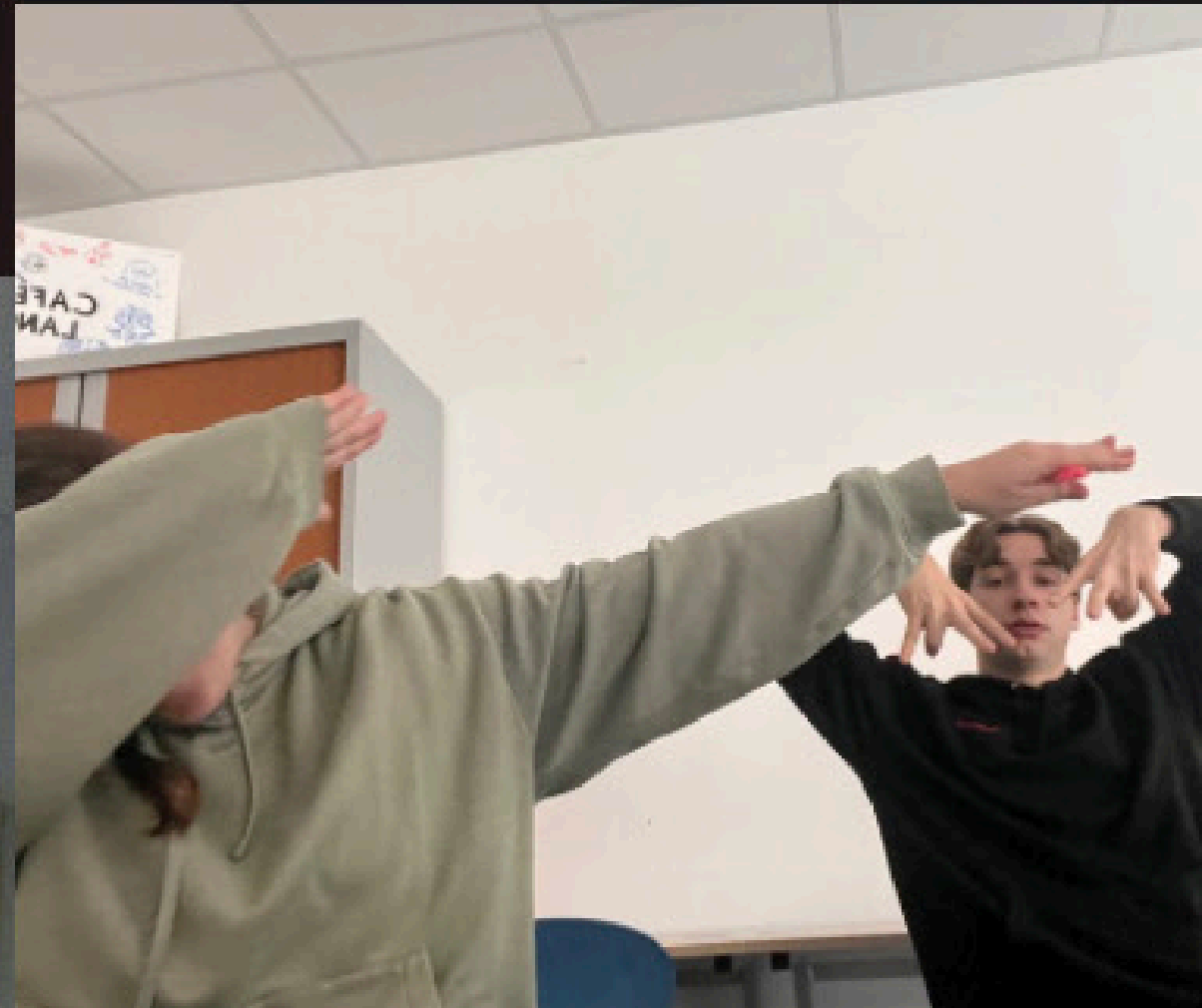
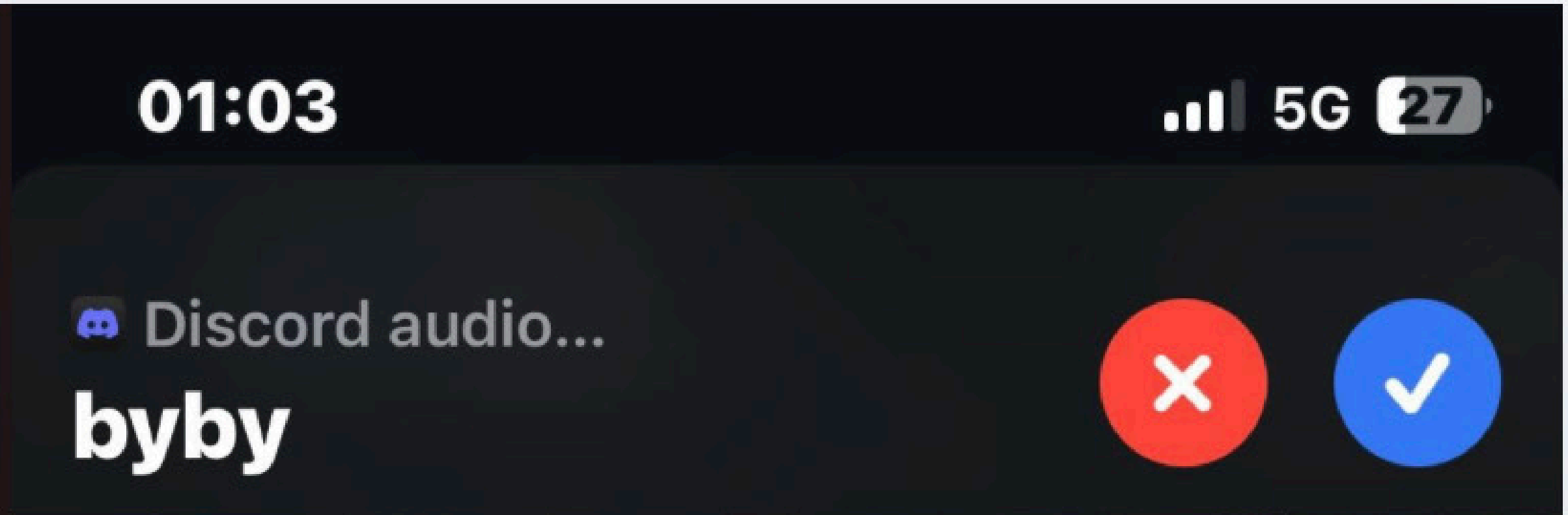
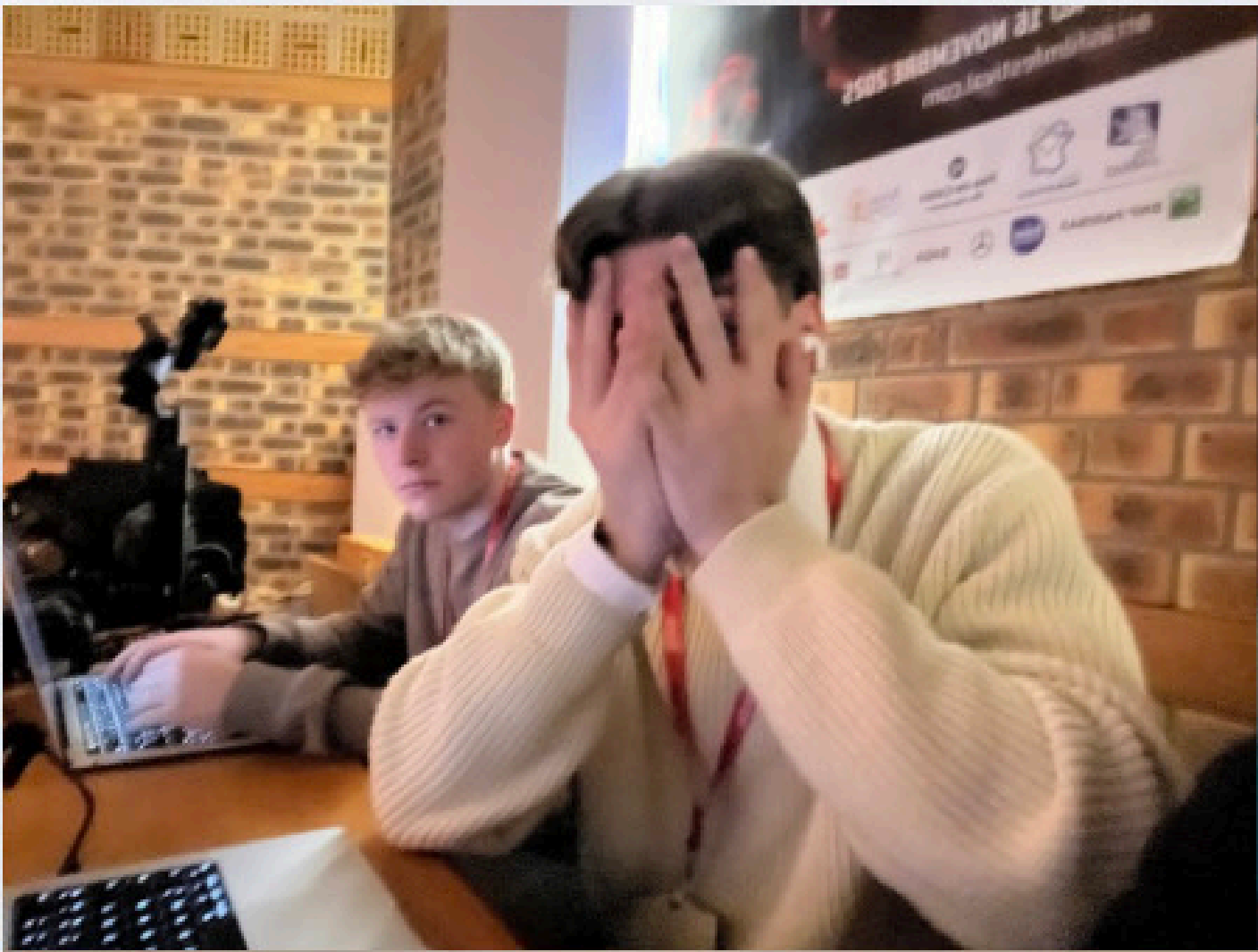
Plutôt que de parcourir des dossiers Drive parfois denses, nous vous invitons à consulter notre site dédié qui regroupe, classe et présente chaque réalisation dans son contexte :

CLIQUEZ ICI



[HTTPS://AFF4STUDENTS.FR/](https://aff4students.fr/)





METRICS & SUCCESS INDICATORS

Our strategy generated real, measurable engagement. We published over 200 pieces of content on the AFF4Students Instagram account, which quickly gained 266 followers and accumulated over 200,000 views. These numbers confirm that our visual direction and content strategy perfectly resonated with our student target audience.

+ 200
CONTENUS
PUBLIÉS

+ 330
ABONNÉS

+ 220K
VUES
CUMULÉS

PERSONAL REFLECTION

This project taught me how to collaborate effectively within a team and work directly «in the field.» It allowed me to apply my skills in a real-world setting, handle concrete client constraints, and truly see what I am capable of achieving as a designer outside the classroom.

TAKEAWAYS

This project is a great representation of my design abilities because it covers a complete creative process. It shows I can take a historic brand, analyze a new target audience, and build a cohesive, modern visual identity and social media strategy from scratch to bridge the gap between tradition and youth.

NEXT STEPS/ OPPORTUNITIES

The success of this case study directly led to a massive opportunity: our team was selected to participate in an Erasmus+ Blended Intensive Programme (BIP) in Portugal, opening doors to new international collaborations.