Professor Nicolaou Amber Lopez

ADV 1100 D106, Graphic Principles 1 4-7/14

**Course Experience**

This course is about design and color. Before I had attended my Graphic Principles One class, I was under the impression that this class was about using computers to create designs and experimenting with colors. When I did attend this class, I realized that I was only partially correct. My Design and Color class dealt more with advertisement analysis, critique, and projects hand-made than any computer engineered assignments. Also, we indeed had to experiment with colors and how they worked together as we studied in monochrome.

At first, we had to create black squares within a white background, and adjust this shape in such a way that the square would look flat on the page and would be the focal point. As we presented our work in class, we would each have a chance to critique our work, along with our professor and the other students. Although I was a bit nervous at first to be the focal point of my class, gradually it became much easier over time. Also, we were taught to respect each other’s work, and to train our eyes to spot any imperfections in our work so that we could improve and enhance our abilities.

As we moved on to study 3-D, Perspective, and Rhythm, I realized that my eyes were becoming more sensitive to even the slightest of imperfection in my work and the other students’ works as well. I was amazed at how such a little miscalculation in measurement could make a great difference in the picture as a whole. I also noticed outside the classroom, that little details such as a slanted picture frame, would easily catch my attention much more than it did before.

As we studied the advertisements presented in class, I learned how every color, every placement of people and objects, and every word used in an advertisement has to be carefully placed and organized in the work in such a way that it will grab the reader’s attention and easily interpret the message trying to be displayed. As I began to look at advertisements outside of the classroom, I noticed profoundly, how ads would try to appeal to their audience, and how some ads would perfectly portray their topic while others needed improvement.

When we moved on to use Designer’s gouache for monochrome, I realized how difficult it was to apply the gouache upon the paper which lead to frustration and over joy when I finally completed a decent piece. Yet with much diligence and concentration, I was able to complete my pieces, and I was able to learn more about color sensitivity and how it can make a much better impact when certain colors are arranged together than others.

Although it took time to grasp the materials and master using each technique and painting skills, I realized that I have improved a considerable amount in my abilities in visual perception, since when I first entered the classroom. Also, with the encouragement and lessons given to me by my professor, I know that when I continue on in my studies that I will always have a basis for future works I need to complete, and that my creative spirit will be ignited every time I put my eyes to use.

The final project encourages to Go Green and I used a wind turbine to do so.