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Graphic Design Principles

Reflection on the Visual Perception in the Course

Within the course Graphic Design Principles I, students are expected to have developed skills in two-dimensional design, color, and content creation. Before starting this course, I was expecting to learn basic skills and concepts that are analyzed within web design, advertising, and graphic design. For the past few weeks I have learned an abundant amount of techniques and approaches, one for which would be perception past functionality. This skill has taught me not to portray objectives literally. For example, if I was creating a design to represent rhythm, it would be shown within the spaces between each shape.

A second skill learned would be design measurements. I have learned how to distinguish $\frac{1}{4}$ to $\frac{1}{32}$ of an inch from the back of the room on projects due to their high value contrast. Learning how to control negative space is another crucial skill learned. Knowing how to subtly control and change negative space has an impact on the objective which later on defines it. Lastly, learning the placement of focal point influences where the observer is drawn to.

I have learned how to use gouache. We began with no color, then monochrome, and lastly chromatic colors. We learned how to use grey tones to depict tone. We moved from one grey tone to another. The next skill we learned was how to do that exact same thing with color. Lastly, we did full color which is where we learned to pair colors that work well with each other.

For our final project we put together all of the skills we learned throughout the semester and applied it to software. The goal was to create a piece that represented the theme “saving

energy.” I used Adobe illustrator to create my piece. My piece consisted of a focal point. I applied movement as well as chromatic colors.

Being able to deliver skills learned is another important command within this course. When presenting work, it is important to wear a neutral outfit that would not distract the observers from the work. Speaking without pronouns is equally as important; keeping it neutral is key. The presenter must face the group they are presenting to in order to get their full attention and to engage with the crowd. Eye contact and loud vocal projection will help maintain involvement between the presenter and crowd. Lastly it is important to point towards the work instead of touching it. Fidgeting while speaking is also distracting and should be avoided.

Being in this course has taught me to be alert and aware of my surroundings pertaining to advertisements. The process of making sure an ad works would be to consider the target audience. For example an ad for Forever 21 would be targeted towards teens and young adults. When launching a campaign, companies have to make sure they are not hurting or offending their consumers in any way possible. Advertisers should stick to a consistent theme and make it clear as to what is being advertised. Ads can range from focusing on a specific item or focusing on the brand name itself. Lastly I have learned that ads should be catchy, to the point, and easy to understand.