Dior Williams

The Analysis of Visual Perception in Graphic Design Principles 1

Before starting Graphic Design Principals I, I didn't have any expectations as to what I was going to learn. I actually didn't really know what I was getting myself into with any of my classes prior the first day. I just knew what my overall end goal was; creating graphics, stationary, websites and promotional tools for my business. Our introduction to design was a question, " What do you expect to learn in Graphic Design Principles I?" We were going to learn about shapes, lines and how to use them to create graphics on paper. It was going to be about and exactly what was expected of us. We also received tips on presentation.

Our first assignment was to draw a square on a white background and fill it in with a black marker. I was instantly confused and frustrated because I didn't understand the purpose of the assignment but I did it. We started looking at advertisements in the T Magazine and analyzing the different parts of all kinds of ads including figuring out what we would do to make the ad better or memorable. We had our first critique.

The final segment of Graphic Design Principals I moved into monochrome and full color. I found color to actually be fun and a bit challenging. You really had to feel the slight difference in tone using one to three variations of colors. With the monochrome, it was all about precision and measurements of hue. The slightest mistake could completely throw off the tone; making the colors not work. With full color, It was about creating colors difference of higher value contrast as they blended together without one overpowering the other.

It was emphasized how important it is to have ethics in the business of design. As professionals, we are to be focused, direct and neutral in all aspects of the industry It was stressed how important it is to visit museums so that we could grow our minds and creativity and continually view ads from a analytical perspective.

I've actually learned to appreciate the things that I'm learning in Graphic Design Principles I and I see that what I'm being taught has been shaping my life professionally, as well as personally. I'm reserved and quiet but I realize the importance of projection; to be confident, command respect and attention.