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Graphic Principles I ADV1100/Section D106

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Course AD1100 Experience: Analysis of Visual Perception

When registering for this class, I didn’t think it would be this content. This class is called Graphic Principles I and it covers design and the application of colors. Instead of being literally design and color though, this class is more about getting the point across as simply as possible; whether it be perspective, focal point, rhythm, etc. In the beginning of the class, all we dealt with was black and white medium to get a focal point, perspective, rhythm and pattern across with only one main object onto the page. Then we moved into a gouache medium with gray-tones and monochrome projects.

During and after the introduction I knew this class wasn’t going to be what I expected at all. When the first project was assigned, it became very clear the direction this class was going to take. Especially after the first critique, I had a sense this class was going to be more challenging than I thought before.

My first time I went in front of the class for my first critique, I was nervous. I’m not really one who likes to get up in front of people so it was a nerve-wracking experience, but as we did more critiques, I became more comfortable and confident. With the critiques of our own projects and through the ad critiques, my visual perception was starting to change. Now when I look at ads, I realize why objects are placed where they are and why they are placed in particular places. I notice what works and what doesn’t work, whether it is the color scheme or if there are distractions taking away from the focal point.

The "Going Green" project was not as easy as I originally thought it would be. Coming up with an idea for the project wasn't the problem, but simplifying the idea definitely was.

I appreciate this class for helping shape my visual perception and helping me form myself more as an artist.