

The overall expectation for this class was that it would be software based, and possibly hands on content as well. Although most of us knew what we were getting ourselves into, there was the possibility of a few students who had no prior knowledge. Most of the things we learned about were based upon perception and the lasting impact it can leave on the consumer. We worked on various projects based on the placement of the focal point, controlling negative/white spaces and adding symmetry for clarity. We also did 3-D-perspective, pattern, and rhythm, we designed our delivery of our project to the class, and had to be aware of our appearance on how to face the group, while also being aware of the projection of our voice. This class is preparing us for our future, and our career lifestyle that will impact the world, as well as finding new things that will benefit them while only reading just an ad.

While in class, we analyzed different kinds of ads shown on newspapers and magazines, such as the New York Times and MoMa magazine, among many others. The class would have to decide if the design worked or not; if it would make the consumer want to know more about the product or go out to buy it. Though we were all shown the same image we all had different perspectives of what the design meant and how it was portrayed. We would have class discussions on what we saw on the subway, among as billboards around the city. Most of these ads showed mystery and minimalism that would draw the consumer's attention just enough to make them wonder and remember the brand/company was there.

The projects we have done portrayed creativity and added perspective to our visual eye of what we saw work and didn't. We would explain on how a certain little thing we have done not work to its entirety or what we could change to make it more appealing to look at. We learned

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many things on how to focus on our eyes as well as to pay attention to detail which is an important aspect to portray. As our eyes got more developed throughout the course, we finally saw every little thing wrong with what we had done and understood why it didn't work as well. This course helped with visual perception as well as learning that everyone has creativity, not just a certain person. It just needed to get dug deeper within to take it out to let it show; which certainly is an amazing thing.

Although I expected just using the computer in this class, we learned so many new vocabulary words that actually mean something to our careers and what we would have to know for our future ahead of us. Some important words we have learned have been achromatic, chiaroscuro, crystallographic balance, Bauhaus, "less is more", along with a lot more words that made an impact on this course. Each word we learned along the way has been applicable to each project that we have done and words we had to say during the critique of each assignment.

In closing, this course has helped with developing our eyes to focus on the most important parts, as well as the little details that one cannot see. It was fun learning new things each session, as well as always getting critiqued on our assignments which would prepare us for our future careers. Always make it seem like what the person is presenting is the most important piece of information you will ever hear, as it will help you focus professionally. We have learned a lot about our industry and how to work with it, and suggest ideas, as well as do anything they give us to be open to many things; not just one. In conclusion, this course helped a lot with ideas, visual aspects, and vocabulary terms that will help in the next class. All of this will one day let us persuade a consumer to buy a product that would benefit them.

