

COMD 3503

Ilona Dyrda

What Kind Of Graphic Designer Am I?

I was always passionate about art and creative works, but never thought that I will have a deal with it in my specialization. When I was choosing Communication Design Major I wasn't sure exactly what I will study, it was enough for me to know that it has some design involved in it. Step by step, class by class I was involved more in visual communication aspects, new software programs, learning new skills and new knowledge, all of that brought me to the level on which I'm now. During the time spent in college, using the way of elimination I decided to be a Graphic Designer and become passionate about good graphic designers works in different design disciplines. But in what type of graphic design I'm good at? Or what kind of graphic designer am I? I wasn't sure until our last class.

I understand that being a student I might think that I already know in what specific area I will work would or at least I should know, to be a magazine designer, web designer or chose any other discipline from design group. To be honest I can't say exactly in what specific type of design I would like to work as the situations in life might be different and if there would a great opportunity to work in Book Design position with great conditions of having a stable full-time job, good paid salary, paid vacations and so on so forth, I defiantly will accept the possibility to work in such place. Or if I would have a chance to work in Advertising or Branding even just to get a real world experience. I j would be happy just to get into Communication Design Industry and become one of the successful graphic designers, not just as a specialist but as a generalist as well. I like to travel and planning to visit lots of countries and wonderful places all over the world, but the work not always might be so flexible as it would wanted to be, so for future a good solution might be a Freelance job. I realize that to have enough freelance projects, first of all I need to create contacts and get more experience, and for that I need a stable job for the beginning.

Returning to the main topic, after I revised my works I realized what I like and what I don't, what I'm good at and what need to practice more. Over all, I feel that I like doing corporate and publishing design. Mainly, because I had couple classes where I was creating branding for organizations or corporations and I felt good in doing that. Also, I like to create a new logo, or redo the old once, giving a new point of view to the product, making it more successful and recognizable. Moreover, I like to play around in illustrator and create a vector graphic pictures for posters, logos, some visual identity that represents a brand and so on. I'm interested in such big corporation or organizations as Google, Apple, or MoMA. I like those corporations not just because they are big, well known and successful but mostly because of the stable and well paid job. Even if I like to work with different logos and ideas I feel working with one logo also may be creative and interesting based on different projects.

In regards to the publication design which includes the covers and layouts of magazines, book covers and other publications. After I chose the Graphic Design major I thought I would like to work in a High Fashion Magazine Like BAZAR, VOGUE or INSTYLE, nevertheless, now I'm not so sure as don't know yet for how long I will be able to work in high speed rhythm and if I would like to live always in short time deadlines, however, as I never worked in magazine production...who knows maybe one day I'd like to work in one of the NY's magazines. As a backup, I'm more interesting in book covers and book layouts, first of all because I like to read books and often chose the books by its cover even if the cover is not always a representative of a good or bad book. When I like the book cover I ask myself what software was used to create it, what type face was used, what design elements are used and what I like the most about it? Secondly, I have some ideas for book project which I would like to implement. As we discussed already in class, some people think that publication design is dying and coming up the new digital era, but, as for me, the feeling of holding a real book or magazine gives to the reading process a specific, unique feeling which electronic devises can't give it yet.

As for now I might not know for sure what kind of designer I am, but at least, after our previous class I have an idea and vision in what direction I might what to move on. In addition, our second class helped me to clarify the different parts and areas of graphic design, as well as existing company's on the platform, the particular field and approximately what working rhythm they might have. As for me, it was very useful and important information that motivates to move on and make action to achieve the professional goals.