

Course Experience

I enrolled in this course as an outsider of the communication design major, thus I wasn't not fully aware of what the class material and topics consisted of and what we will be doing. However because of my great interest for art and graphic design, I was very enthusiastic about taking the course and I expected to work and take part of intriguing and challenging art projects. I expected to learn about the basics of drawing and also working with software such as Photoshop and Illustrator.

After the first week of class, I was pleased about the topic that will be covered and the manner in students will be engaging in various activities. I particularly liked the course direction and found it informative. Also what I found that pleased me the most was the fact that we were not only taught the technical skills and aspect of design, but we were also mentored and given great advice about how all the individual, professional, etiquette and qualities one should have in order to succeed in the graphic design field as it is a lifestyle career. Thus for that this class is much more than learning the course curriculum and materials but also being prepared as students to be professional for success. The tools for professional success such as PR, etiquette, etc could also be applied to my specific field.

We worked on a variety of projects and each of them were a challenge on their own and technically in terms of aesthetics. We covered projects in which we had to make black on white composition of different shapes. The projects consisted of pictorial balance with focal point, perspective, line, pattern and 3-D. I tend to see that the each project was a starting point to the next one. Thus one needed to understand the technicalities such as dimensions, margins, perspective and symmetrical or asymmetrical properties of a project and master them before moving on another project. Thus each project is basically a more advanced continuity of the previous one in which you use what you learned and apply new techniques and observational direction.

The projects that were the most particularly of interest, were the ones consisting of using colors. We first started this new color chapter by doing grey tones. The idea was to work with two different shades or tones of the color grey with one side of the square being lighter, and the other being slightly darker. Thus for this to work, the grey tones had to transition well into each other. It came with a great challenge of mixing the black and white paint in order to find the right and perfect balance between the transitioning tones. From there, after a few sessions and trials of mastering the grey tones, we moved into full colors. The application of the colors was a basically the same idea as the black and white and grey tones. The purpose was also to get two different tones of the same color to transition into each other. So for example using the color blue, a lighter blue and slightly darker blue that works perfectly, would constitute a good transition. Furthermore, after working with different tones of the same color, we then took it a step further and work with different colors. However the colors were still of the same family, because by transitioning between and matching warm colors to warm colors and cool colors with cool colors.

The critique session in each class is something I always look forward to take part in. It is truly a necessary aspect of the class because it gives one the opportunity to present their work to the class. All eyes are on one work as it become the center of attention. This was the perfect time to receive feedback and constructive criticism of one's work by the professor and classmates. It really has helped to understand the technical factors of my own work and see things from a different perspective as I take in consideration of what the critics say. It worked to helped improve my work.

The viewing and discussion of ads and related topics is definitely one of the most interesting part of class. In each class a lot of time is spent on analyzing ads. It is such a good learning experience since graphic design is the essence of advertising. This is what the majority of us graphic designers will be dealing and working with on a daily in our respective projects and jobs. Thus analyzing the ads, I get to learn new ways of thinking and looking at what best works for a specific subject, brand and target market. It helps me to develop a new level of thinking by looking at the ads from different angles in order to draw different conclusions.

The course experience have been a great one so far. I have enjoyed learning a lot of the technical aspects of drawings different composition of lines, shapes and patterns. I have also found discussion very interesting and informative in which we learn to analyze ads looking at it from different angles.

