

Jennifer Vazquez  
COMD 1100

### Graphic Design Principles 1: Course Reflection

As a Communication Design major I have learned how to enhance my perception in my lifestyle. I came into this course expecting to use software. However, in this class projects are tactile. I have always enjoyed the arts, wanted to major in it and loved drawing. I have taken some art courses before, with this in mind I thought I was prepared. I was gladly wrong. In this class I learned to make my career a carefree lifestyle, not something that can be turned off.

Our projects have helped me understand how we can perceive focal point, symmetry, space, pattern and rhythm. In order to have symmetry, using measurements of the margin make the work stronger in perception. This is necessary for a rectangle. If the rectangle is vertical and placed on a vertical page it could create the illusion of movement toward the top. As a result, it will take an asymmetrical position even if the measurements are technically correct. To fix this problem, adjustment in the measurements are needed in order to give it the illusion of symmetry. In addition to symmetry, I have learned to control negative space by the placement of the focal point. In our project of 3D perspective, it is vital to carefully choose where to place the focal point in order to control distance.

As the semester progress, the class began to work with value, achromatic. The gray tones helped my eyes become more sensitive to value. A smooth transition must happen between the two squares. For this to happen the tones must be well balance, not too dark and not too light. We see this in achromatic advertisements. The same principles apply to the advertisements in magazines. We can see the different light and darkness of the grays. After understanding value, the class took a step forward to color. When using color, I had to make sure that the values of the

color must work well. Lighter blue must have a smooth transition toward the slightly darker blue. The transition must be precise. To achieve this our eyes must be sensitive to the color and value.

Critical thinking is very important. Analyzing the advertisements helped me understand what works and does not work. When looking at these advertisements I was able to learned how Bauhaus (less is more) is put in practiced. For example, Calvin Klein is a minimalist. His advertisements reflect that. Looking at the advertisements made me see how color, contrast, placement as well as perspective can capture the attention needed to keep the viewer lingering on a page a couple seconds longer.

On top of analyzing advertisement and I have come to understand how vital it is to be neutral when it comes to presentations and critiques. When I presented my work I spoke clearly, pronouncing all of my vowels to project my voice. I made sure to not touch the work, face the group and to not use pronouns. Being neutral in appearance and in speaking is key to maintain the attention of the audience. Another idea I have learned is to reflect and not react. It is important for me to respect my boss in a workforce. I should stay neutral. If there is a problem I will reflect because if I just reacted I would not only hurt my superiors position but I may also affect the company. The class has taught me that by reflecting I will find great success in my career.