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Topics in Graphics

Reflective Essay #3

I’m so grateful for the opportunity to actually receive real advice on the design industry that lies ahead of us after college. I have taken many classes in which I felt I would learn more on how the industry really is or what should be my first step after college. Unfortunately that was never the case for me until now. Taking this class not only serves helpful in learning the lectures but also helpful in learning the field we are actually pursuing. It is encouraged to share our thoughts, opinions, and knowledge with our peers and professor. This helps me personally because I learn more knowledge but also make connections with students that may have opportunities I didn’t think about. During this class the professor informed us on qualities we should have in order to reach a successful point in our career.

One quality that she encouraged us to have in this field is credibility. It’s the ability of being trusted by clients and gaining work opportunities. Credibility is initially gained by becoming visible to viewers and possible clients through different forms of media. During this current generation there are so many platforms that are available to use to promote your work such as Instagram, Facebook, Pinterest, and Behance just to name a few. Promoting your work and becoming visible will help show your creativity, style, and creative process. This also goes hand in hand when looking for employment because you can show your work through these platforms in addition to a PDF with your portfolio on it.

She also gave us great advice on to become a successful designer. There is no such thing as a list that can tell you exactly how to reach success because everyone has a different path to it and it truly is a learning process. You have to make mistakes, learn from them and keep trying. Keeping yourself motivated is a definite key leading to success but the professor gave some other great keys to have. She mentioned professionalism, humility, work ethics, passion, and a genuine desire to succeed. Individually, these keys are very helpful but together they are the ultimate combination. Also one must be open to stepping out of the comfort zone and into different environments. Like she stated, “it is where the magic happens!”

From personal experience I come to realize that’s true, the few times I have stepped out of my comfort zone and I have made connections with people I would not think twice about even speaking too.

She also spoke to us about her experience as a freelance and what its takes to be one. You must continue to work on projects for clients and for yourself and the more you do it the more comfortable you will become. She also stated that being a freelancer is being multiple positions in one, you must know accounting, marketing, client relations, and project management all while not being intimidated. It’s being your own boss, being a creative but also making sure things runs smoothly.

There are many positives and negatives in freelancing but it’s the same as well for any creative position in the field. You have to trust your own process and follow your own path. There is no single path that leads to success but more like a maze where you will encounter obstacles that will help lead you there. In the end you will come out stronger because you know how much it took to reach your goals. Its to prepare yourself for what ever may come with open arms and know its all part of the process.