What kind of graphic designer am I?

The kind of graphic designer I am is one who strives to be unique, creative and push many boundaries when it comes to design and communicating a message. I wouldn't be happy designing something that's been seen too many times or regurgitated many times, although I'm not trying to invent the wheel—I do strive to conjure up my own style, one that's risky and not too safe thus instilling emotion into its viewers whether it be happiness, disgust, unhappiness, or a feeling that they simply just don't like it. Even the latter feeling is important because it would mean my design made them feel. On top of that, I'm the kind of designer that designs too much and then slowly strip away at the pieces to find the final design.

During class, we explored the various branches of graphic design. I knew right away that an editorial designer is what I want to be, but at the same time I can do other branches well, such as the overall tree of graphic design itself. When it comes to freelancing or accepting a contract, I think I'd prefer to do both. Freelancing is flexible but with a contract, security is provided in that if I can't find freelance work, I have a job to commit to. I'd love to be an in-house designer for a major brand, although I'm certain it wouldn't provide as much flexibility and growth as a designer since I'd be handed a branding guide with much less freedom to explore and take risks—a huge part of my design style. Despite this, I feel that the payoff is worth it- I can still do personal projects and freelance for experience. In spite of it all, I'm good at saving money. I feel like I could live well as a freelancer after marketing myself well.

I am the type to get bored easily- I noticed this more when designing a business card for myself- it's easy but especially tedious so a Generalist Studio should be more my style. At the same time, what I took from class was that I'm not forced to stay in any one concentration forever. I can branch out as my experience and skill set improve to find what fits me and what I'm best at ultimately. Last week's class also introduced me to book design, which I feel is extremely tedious, even more so than packaging design.

While I could easily and happily create conceptualizations for packaging, the hand work is not my cup of tea despite doing it for a class during my first semester of city tech (a skill level up, I never took packaging design one and I never ever printed anything physical such as a book or a box…). The payoff is good, but packaging requires precision, acute measurements and attention to detail. A professor who instructs packaging, Professor Gina Rokose, continuously told us that package designers are "neat and clean [and organized]." She was right. Packaging combines branding, mathematical and substrate knowledge, and actual handiwork (uses age of knives and bells and whistles), marketing, pricing, and management to see how your design pans out realistically.

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      Last week's class opened my mind up to the possibilities and with a professor who's done so many jobs and has so much experience under her belt it doesn't seem so scary to jump into it. I found class most interesting when Professor Trofimova candidly said she took on jobs that she wasn't sure of how to get to the end goal—but somehow it all worked out in the end. She's extremely realistic and isn't afraid to take risks. Even in class 1, she spoke about her desire to take on a web designer job despite having no prior experience. How candidly she speaks really helps to motivate the class realistically rather than with an idealized rendition of her experience.