Reflection 4: **The Process**

Unfortunately I was absent today and had to go the extra mile to get the proper material for this assignment and luckily, I did. The first video shown was "Happiness By Design" by Stefan Sagmeister. It was informative of his process as a consumer of visual language rather than a designer. He spoke about multiple projects in New York city which seemed more like vandalism such as the subway signs which were inauthentic. It played on the mind of how commuters go day to day without really noticing their surroundings.

By targeting a commuter who's bored and whose eyes wander until they realized the sign that blended in before was a totally new sight. It's witty and clever and rooted in psychology. Stefan Sagmeister speaks a lot about happiness and always tries to infuse happiness with his passion to design. Sagmeister is a positive man with a lot of experience which led me to look at his other Ted talks, all of which preach happiness and it's use in design and working with clients.

The other video was by Elizabeth Gilbert. Opposite of Sagmeister she spoke about the struggles she conquers while writing books. Many artist and creative professionals struggling when producing things so the fact she gave insight on her process. It reminded me of how everyone's process is different and that's okay. Some of us struggle and others such as Stephan King can create his written art verbatim. It doesn't make either process better or worse. What I got from Elizabeth Gilbert other than struggling is fine is that distancing yourself from your work is a good idea. It reminds me of when a professor told me that I get too close to my work- too personal with it. What she meant by that was because I spent so much time working on it without break, so the errors and flaws that would other wise be easy for me to see was hindered by being too close.

These days when doing work, I try to take a break, come back to it and began editing things again. I've always worried at the start about how my projects would turn out- I use to panick thinking "There's no way I can do this" but when I began working my mind starts working and slowly this feeling goes away as the canvas gets more and more detailed and thus my creativity comes out. Worrying to the point of not wanting to start could be seen as a big issue because how can you judge yourself before you even managed to fill up the canvas?

Last week's class seemed to be extremely informative and I regret the emergency I had to attend instead. The Ted talks were rather duller than previous weeks but ever so relevant to the process of design and the running theme of not being afraid to start or do when it comes to design and career goals. I came out of these talks a little more sure of myself before so I am grateful.