

Darwin Cruz

Communication Design Theory

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According to Bruno Munari, he likes to see design as art. He says that, “There is no such thing as art discovered from life, with beautiful things to look at, and hideous things to use” (Munari 25). Design plays a key factor in our everyday life, that some people like Bruno Munari, even call it art. It may seem “weird” to call it art, since when people say art, they may think of paintings or sculptures. But design can indeed be like art, depending on how you look at it. Both creators have a vision of what they want their work to look like. Both also follow some techniques, such as composition, color, hierarchy, etc. And both of them put a lot of work into a piece of work, that by the end it feels like you created something. And in the field of design is an interesting field, unlike no other. What distinguishes this field from other creative occupations, is that in this field, it is all about visual representation. They have to display a visual message, either with words, images, motion graphics, or other types of media, for multiple different types of people. Another thing that distinguished this field from others is that, the designers in this field, “must master an astonishing range of technologies and prepare themselves for a career whose terms and demands will constantly change. There is more for a designer to “do” now than ever before. There is also more to read, more to think about, and many more opportunities to actively engage the discourse” (Armstrong 7). Designers in this field have to put in a bit more work and effort in order to keep improving, while also learning and developing new computers and creative skills.

Technology has also played a big part of graphic design over the years. It is constantly changing and has changed in terms of workplace and produced work. Technology's role in shaping designing professions is that, as the author says, it "quietly thrust universality back into the foundation of our work" (Armstrong 11). It's role in today's world is to "mold individual creative quirks into standardized tools and palettes" (Armstrong 11). Technology also makes it easier for a designer's workflow. Technology can help communicate with their clients, so they can get a better vision of what the client is looking for. Technology can also help designers access more information and research to help them out with their work.

As an early designer, I come across several problems that I face. One main issue that I come across is time management. I face this issue time and time again. I could be doing one project and then another one can be assigned at the same time. Then there's other personal stuff, such as work or life that could get in the way. However, this is my own personal experience. More experienced designers probably face more complex issues. They work with big clients and maybe some problems could be the client, or the work produced. But part of a designer's job is being able to overcome these issues. Designers come across several challenges when doing their job. Each designer has their own way of solving their problem but But, I do try to manage my time on each individual task. I give myself deadlines and meet them before things get more complex and try to balance things on my plate. While other designers might do them all at once, to get it over with. It's important to solve the problems so we can learn from our mistakes and grow, not only as a designer but also as a person.