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COMD 1100 - Graphic Design Principles I Course

The industry that graphic designers get themselves involved in is a non-ending competition. One's work could stand out more than the other by using different colors or line forms, these details help viewers perceive artwork. The common human eye examines one detail at a time and continues as if it were a pattern. Memory also has a role in visual perception, and it's releasing information that it holds that could help analyze artwork. It helps when we look at something familiar and then lock our eyes at the closest detail to what we have displaying in our minds. Shapes are good examples to look at when practicing this sort of visual perception because we see more of what we want to see and less of what we don't want to see. The expectation here is to summarize what is shown and why it's shown in such way.

This course is very eye-opening, allowing students to start visualizing what they wouldn't have seen before registering for it. Past projects prove this point by restructuring our way of analyzing and presenting. It really puts out this sort of work as what someone would not do in a matter of hours but instead, throughout a career. In other words, this is a career lifestyle.

Throughout the first half of this course, multiples mistakes were made but much was learned from them. Perfecting one's draughtsmanship was part of the main dexterity obtained from the practice. It was a rivalry against oneself every week to get the Sharpie-drawn shapes displayed in the best way possible while meeting the prior requirements. The shapes had to introduce positive evolvement of the eyes with its symmetrical balance and scale constantly observed in a formal perspective. The practice continued until the beauty of rhythm was shown, after that, it was onto the art of gouache.

The word color has infinite definitions. Those who appointed one for it and chose to include it in a dictionary, news article, or in a advertising presentation all captured what the general public would agree with, but it means much more. Its proper definition could only be

demonstrated, and what better way to do so with the proper paint that is gouache. The work that was done with gouache had to define what makes a color monochromatic and achromatic. The value contrast was one grand factor to concentrate on because if no relationship between the dark and light areas was shown then the assignment was incomplete. Consistency was the key to great work and it proved to be true when working on the final project.

Adobe Illustrator is a great extended program that has the capability of creating profound work. The final project had to be done in such software using all the knowledge newly earned and the outcome was more than just a great experience.