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Graphic Design Principles I
Course Experience

Before entering this course, I expected to learn design concepts on the computer. How to use adobe applications properly, mainly how to use Adobe Illustrator, throughout the first few weeks. I expected to be able to expand increase my knowledge in graphic design. In how to create an ad, and make it more appealing to the viewers' eye. I did not expect to start from the very beginning, the basics of art itself, drawing by hand.

My reaction to the first-class session was that I was surprised. I was surprised that we would be designing art projects by hand, with the exception the last project, would we be using the computers. Being given a list of art supplies to buy, I was honestly overwhelmed at first. It's been awhile since I had to draw and paint in class. I was excited about it. For the next few weeks, we were focused on creating a pictorial balance with a high value contrast I thought it would be easy at first, since it's just drawing a square, but this was not the case.

The square was the main focus on that big piece of paper, it had to be perfectly proportioned and the edges had to be clean. There needed to be an illusion of the focal point controlling the negative space. After many trials and error, I was able to improve my draftsmanship and create an illusion. This project has honestly helped me train my eyes on how to view illusions. I am now able to tell myself while creating a project, if the proportions do not look even and if it works or not.

After we completed our projects, we bring them to class for our classmates to critique. We learned how to present our work; we did not use "I think" or "maybe" when describing

our work. We were to present in a confident manner. Critiquing one another's work helped to improve our own. We learned what worked, not work for another. They might spot an error you were not able to see.

For our final project, the class needed to create a poster for going green. The colors needed to work together and there must be smooth curves. The process proved to be a challenge when creating the image for our posters. Each student needed to think of an idea that represents what going green is about, and design it using illustrator. Before finalizing my project, I had trouble coming up with an idea at first. I started off with one idea, but it changed in the process, when transferring your idea to a computer screen, it allows you to see what it would look like. I learned that your first idea isn't always going to be your final idea. Using what I learned from our previous projects, I learned how to put shapes together, how to make the colors work and I learned that less is more.

Right before critique time, we viewed ads in class together and discussed what stood out to us. If the ad itself worked, and what could be improved on it. I learned how other designers could create an ad that can attract a consumer's attention; what makes the image pop, and what could be added or taken away. This helped me learn what I could use for the future for when creating ads. In this course, I have learned how to make the focal point stand out, what would work in an image and what wouldn't and how to present my work in a confident manner.