

City Tech

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Graphic Design Principles, A.D 110

Professor: Stella Nicolaou

When I registered for AD 110 Graphic Design Principles, the word “principles” in the title made me think this class has nothing to do with actual artwork. My idea of this course was that it was the usual note-taking, essay writing, test studying class. I had a Graphic Communications class last semester and throughout this course the class took notes, watched videos, took quizzes and wrote papers. This class is another design class, which is in my major so that’s why I figured it was that type of class.

What the class was about really surprised me. The first few classes was about learning vocabulary for the course and reviewing the course materials. One of these words was “chiaroscuro” which is derived from the Italian and Latin language. “Chiaro” means clear and bright and “Oscuro” means dark and obscure. Another word is monochromatic which means different tones of a single color. A week after we got our first assignment, I was highly surprised. The project consisted of creating a focal point on a Bristol pad paper, which was a 3’ all around square. The first thought that came to my mind was “seriously... a square”. I did the project as I was told but I had no idea how complicated drawing a square perfectly can be. The square had to be absolutely perfect, without a single mistake, it’s corners had to be sharp and crisp without any streaks or marks outside of it. Basically, it had to look as if it was printed.

Another aspect of this class that surprised me was the critique. The purpose of making the square the focal point was to train our visual perception. I honestly didn’t understand how this

was going to train my vision but it did. This class is about perfection, creativity and improvement. During our ad analysis in this course, we analyzed advertisements such as magazines, newspapers, etc. We also learned about other designers work by critical and analytical thinking. We also learned what works and doesn't for ads. Another set of projects we worked on was color and monochrome projects. The purpose of the color projects was to get a feel of the colors, how they work, and the different tone of each color. The monochrome projects; on the other hand, was about putting 2 different colors together that still work perfectly together. The final project for this class is a piece about going green. The class is supposed to create a piece that emphasizes going green, improving our unnecessary resource uses or decrease global warming but keep in mind to not make it to literal.

My vision improved in ways I didn't think it possibly could. I learned about presentation of my work, what to do and what not to do. This course was surprising but it was all very beneficial in the end.