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Design for Journalists
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Assignment #1

<u>Design Process for "What Is" Questions</u>

1. I first had to think about how I was defining each term. I had to think about what they meant to me and to others.
2. I then used that definition as inspiration to think about the type of visual context I wanted to put the definition in. I wanted the visuals to reflect the definition
3. I played around with the liberties of Microsoft Word and took note of what "materials" I would have to find somewhere else and what I would have to create on the page
   a. For the "What is Design" image, I wanted the font of the word "design" to be fun, full of color, and clean cut. However, I couldn't find the right font within Microsoft Word so I searched for an image on the internet
   b. I also wanted to be able to do certain things with the font, like alter the transparency level, tone, sizing, etc. but couldn't do that through a textbox
4. Once I collected the images I wanted, I then began to toy with the placement of those images, and their proximity and relationship with the "definition" text

Ultimately, I chose three separate designs so that each could act as its own experience—so that each visual could soley reflect what is being described. I wanted the "design" and "journalism" images to be intentionally separate because, for awhile, they have been two different fields that rarely intersected. The "design for journalists" image is simple and clean with less imagery because, that is how I feel design for journalists is: it is an area that is continuously developing and being explored. More importantly, it is one that is not entirely understood yet, which is why I wanted to keep it as underdeveloped as possible—filled with promise and potential to be more than what is "just there."