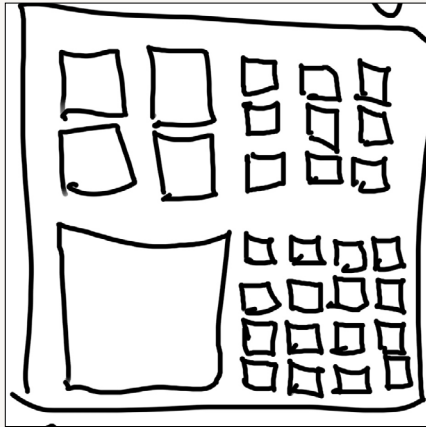# Module 01

"Design is not just what it looks like
and feels like. Design is how it works."

– Steve Jobs

# **ACTIVITY** | CATEGORY: UNITY & VARIETY



I honestly really like this design as a representation of both unity and variety. I think the only thing that I would really like to improve is the fact that it looks so messy, but that is the nature of sketching. I will defintely be able to improve it in illustrator.
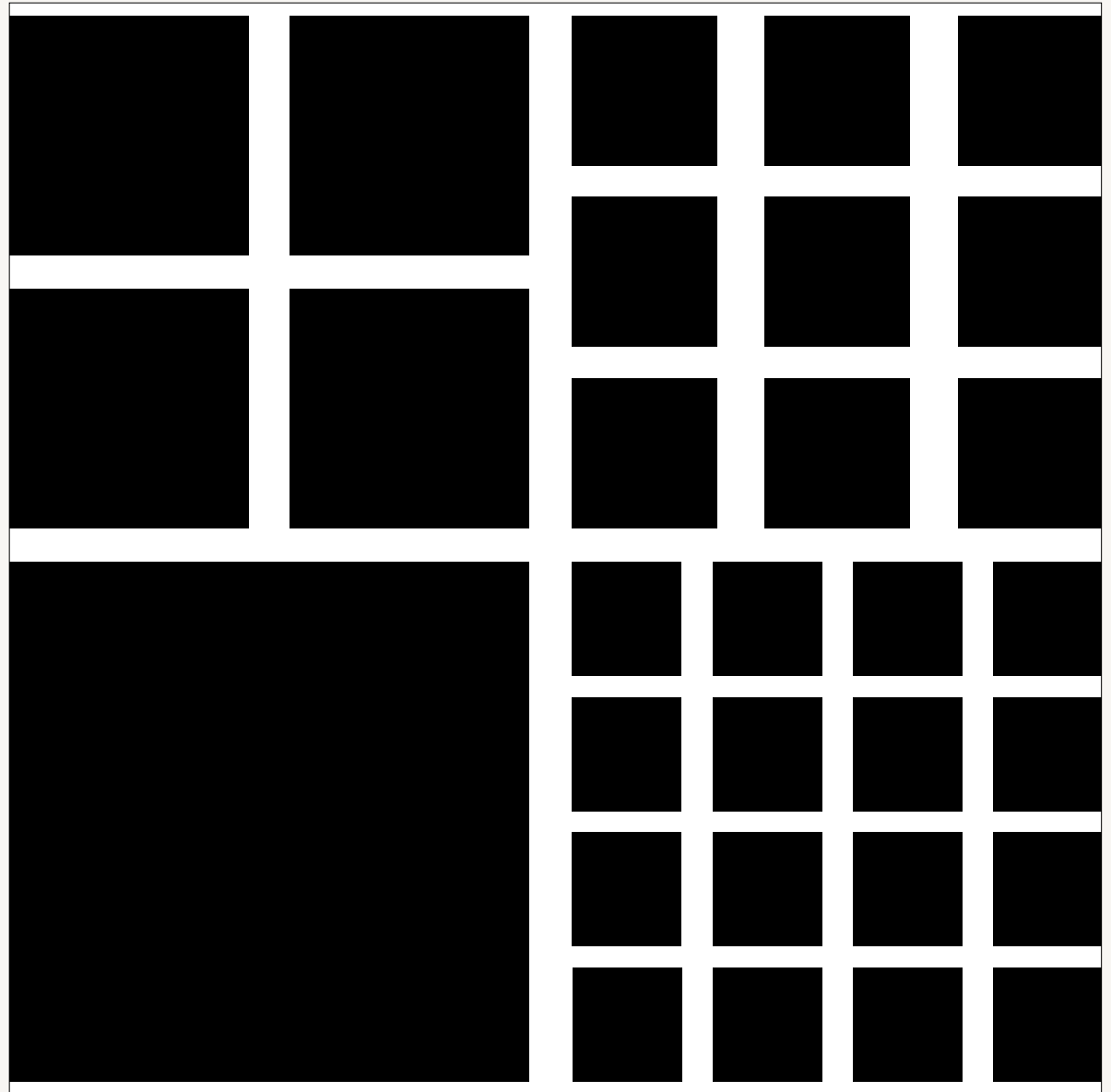
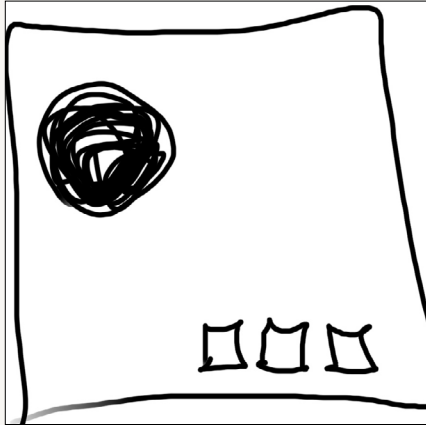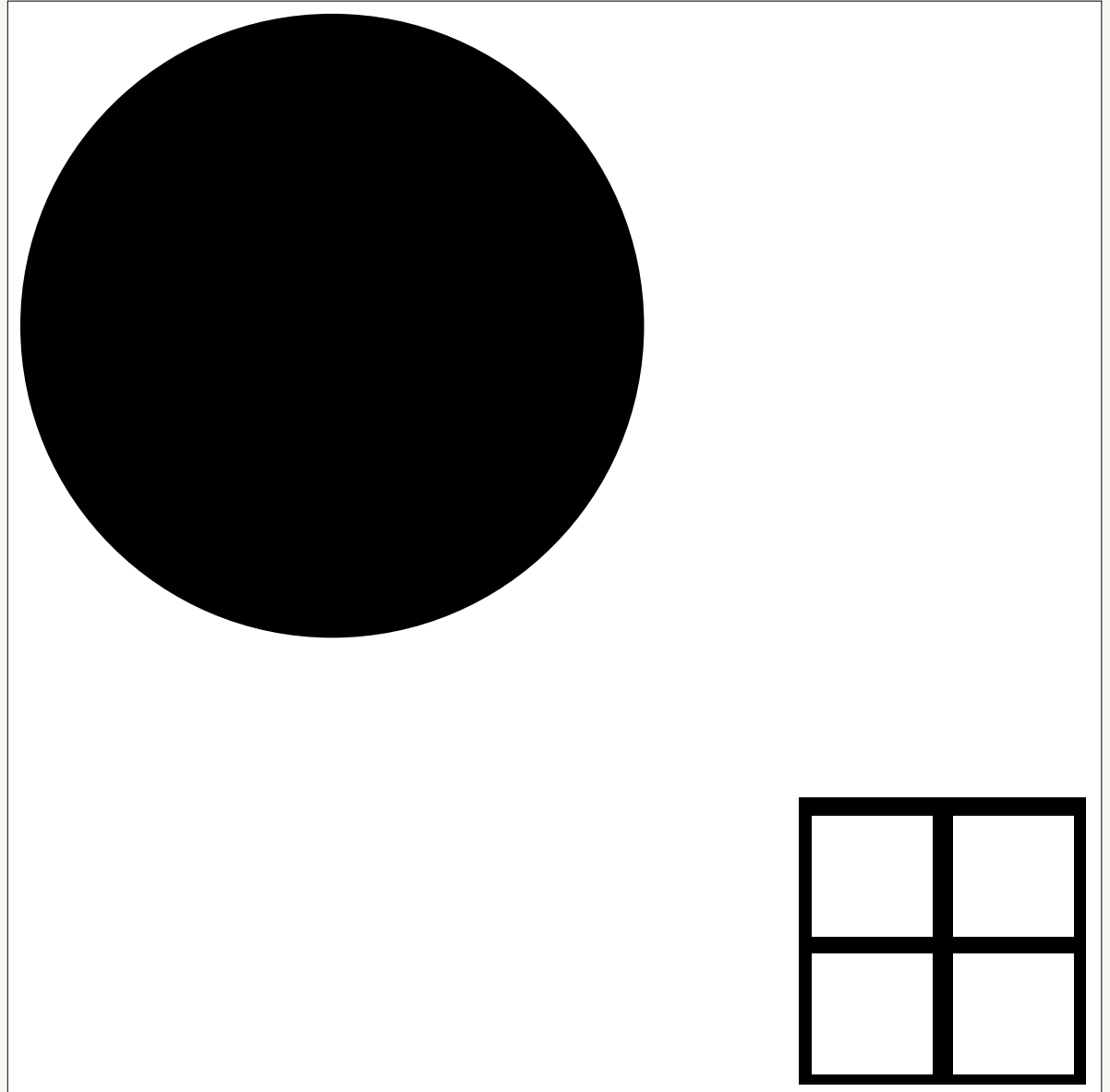# ACTIVITY | CATEGORY: BALANCE
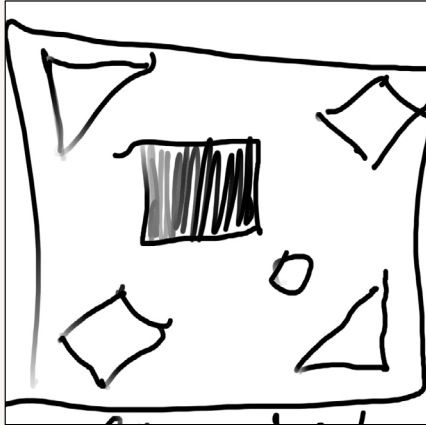


I think that overall this sketch works pretty well, but I think the spacing and lack of touching makes it look a little boring. I will probably make some shapes larger and maybe add overlap to make it more dynamic.
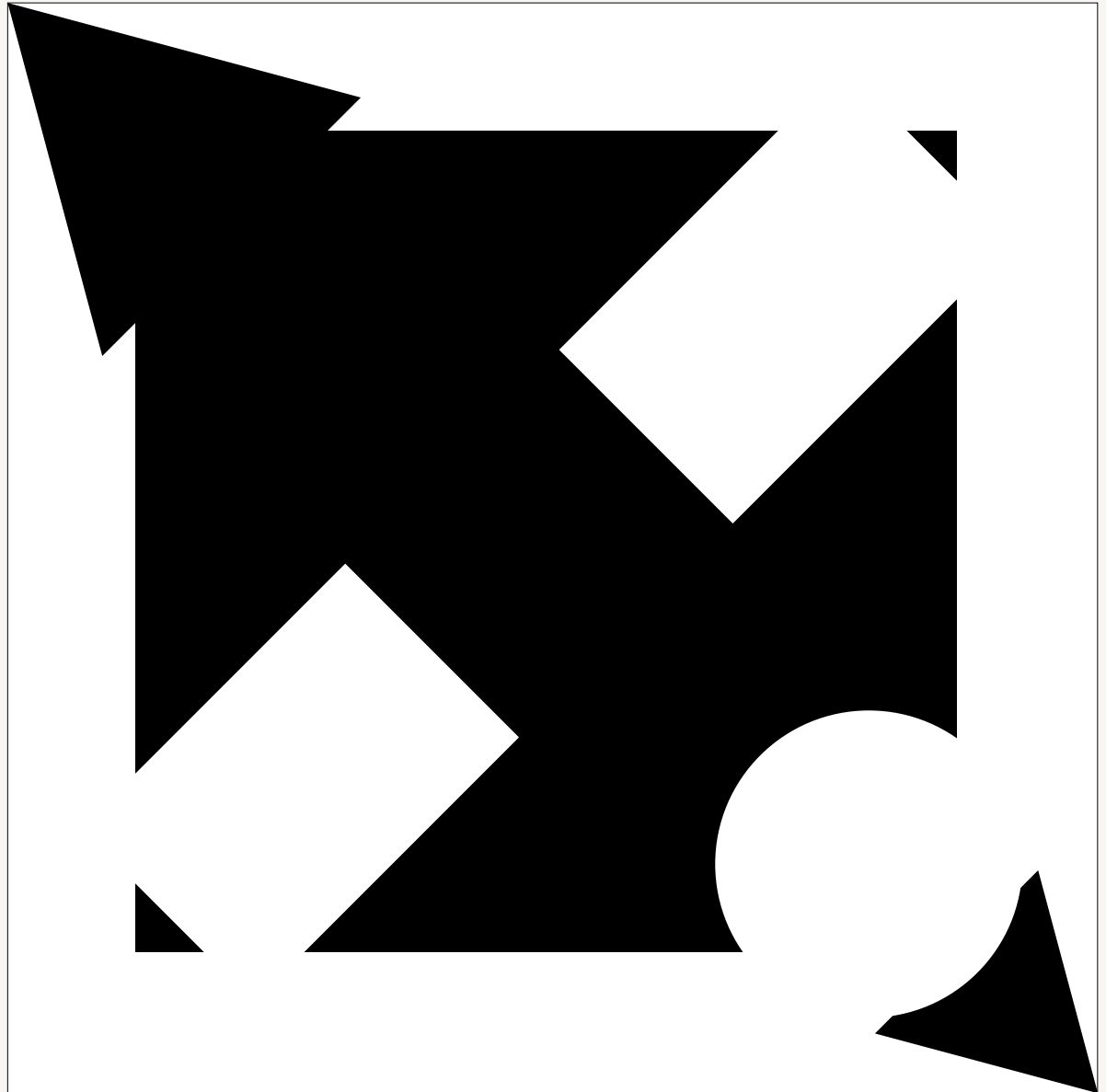
# ACTIVITY | CATEGORY: EMPHASIS



This is another sketch that I really liked. I think that it does look a little plain, and the spacing is a little weird, but it is a simple way to show clear emphasis. I could probably change the positioning a little bit to make it look nicer.

## ACTIVITY | CATEGORY: VISUAL PACE
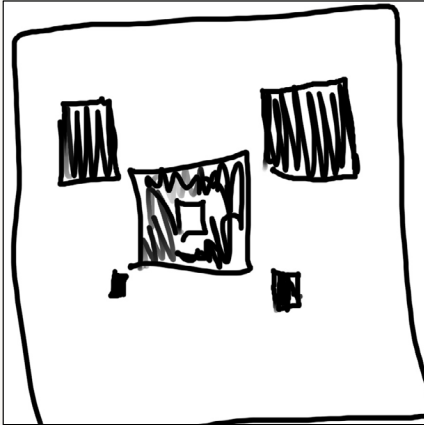


I think this one does pretty good at displaying visual pace, but I would change the sizes and placement of the shapes to make it look a bit neater.
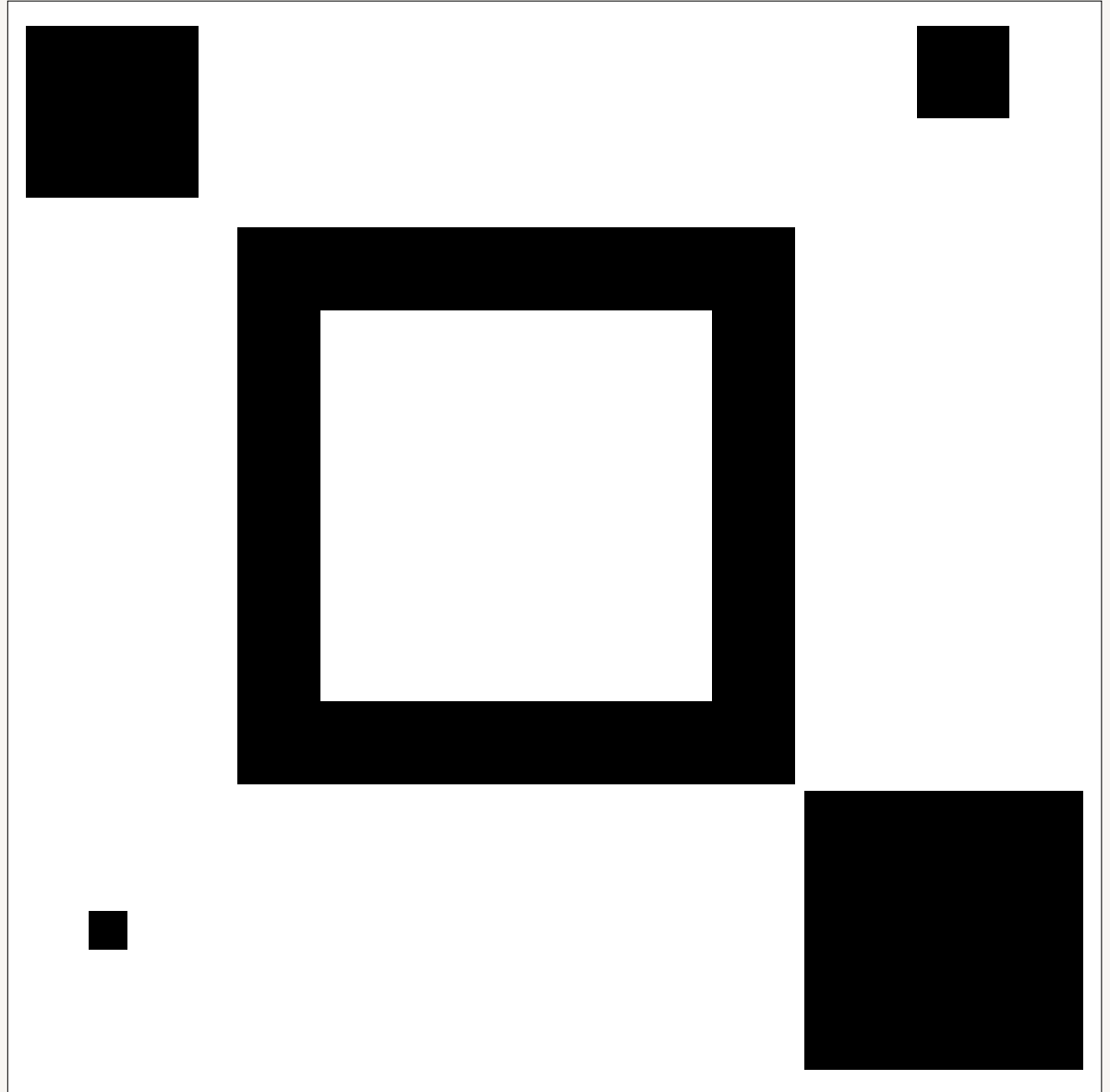
# ACTIVITY | CATEGORY: SCALE
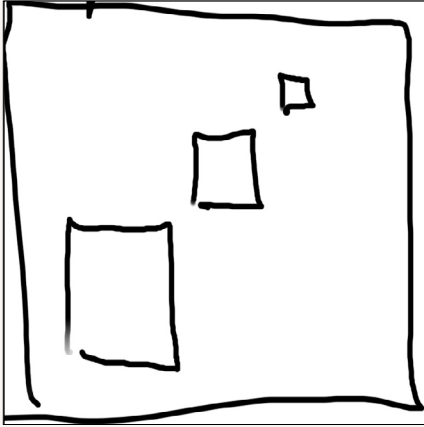


I think that this sketch is pretty good for showing scale, but the shapes need to be cleaned up to show that scale is the only difference between them.
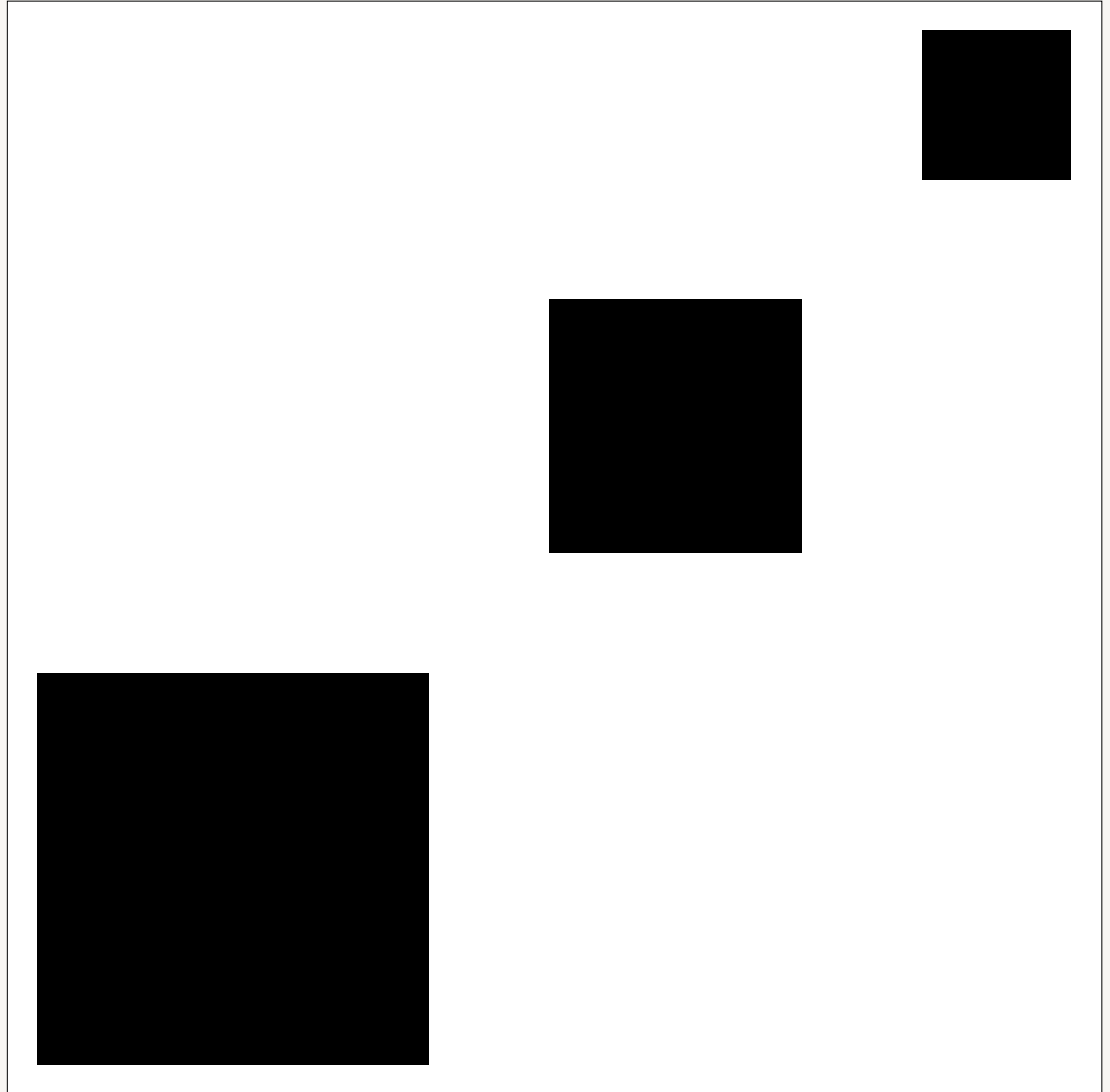
## ACTIVITY | CATEGORY: DEPTH



I think this one is really good, but I need to center the shapes and clean them up. I really liked this one though.

**Category: Balance** | This image shows symmetrical balance by having the trees which are mostly symmetrical be the focus of the picture



**Category: Emphasis** | This image uses emphasis because even though the planet is the largest part of the image as well as the center, the contrast of the girl makes it more emphasized
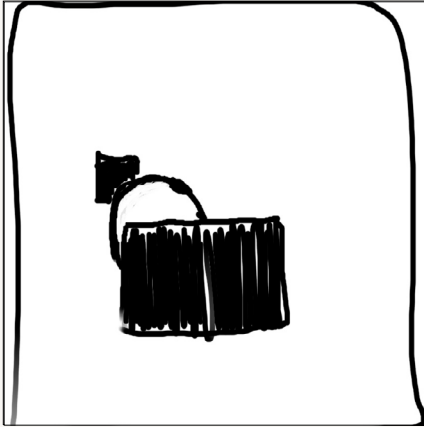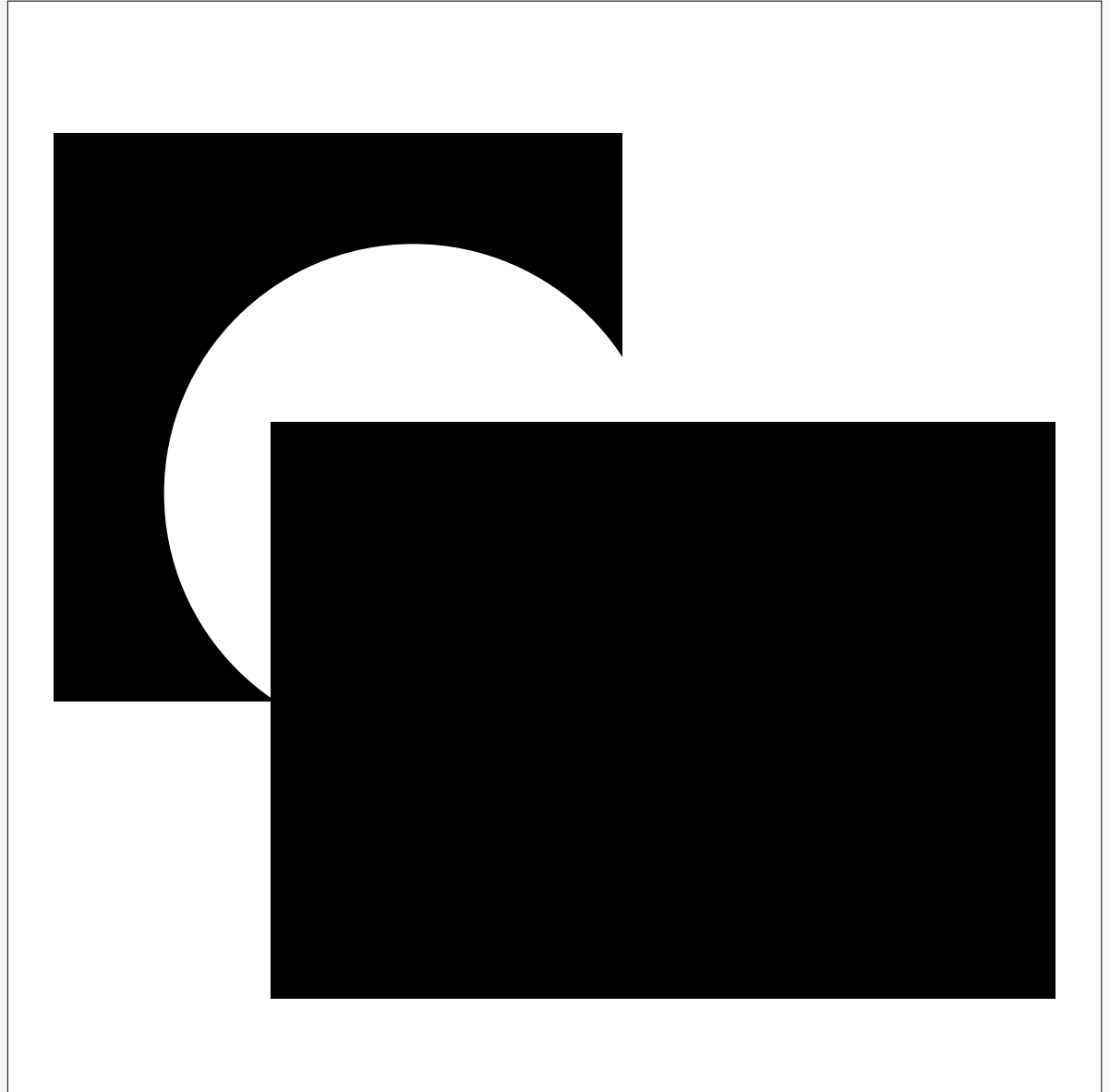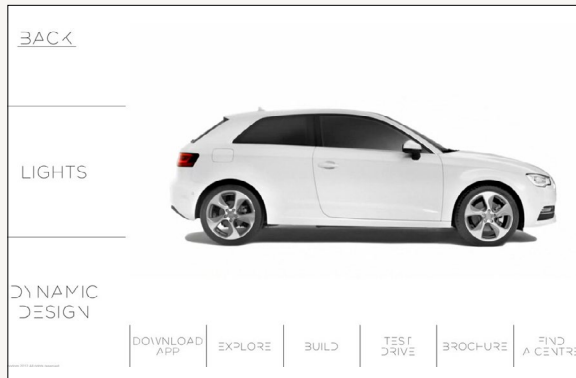


**Category: Unity (& Variety)** | This image shows both unity and variety because the letters of the same color show unity, and contrasting colors show variety



**Category: Scale (& Proportion)** | This image shows scale and proportion because we know how large cars are and it them scales the text to show how important the different parts of the page are
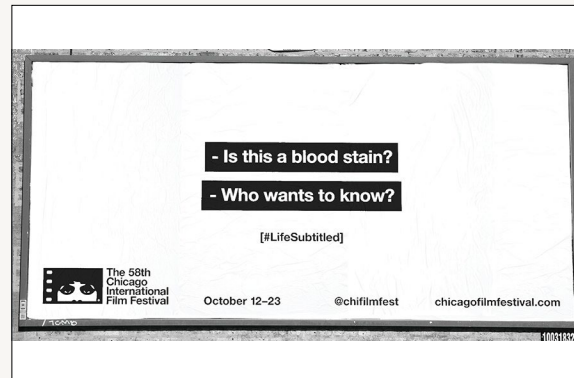


**Category: Visual Pace** | I think this is a good example of visual pace because your eyes naturally follow from the center then from left to right on the bottom



**Category: Depth** | Even though this is a picture of nature and is caused by how light words, it shows depth with the gradient of the background as well as the sharpness

Hi my name is Gage and my most distinguishing feature is my smile.

**Where did you come from, before BYU-Idaho?**

Before BYUI, I lived in Richmond, Virginia with my mom.

**Why are you here, at BYU-Idaho?**

I am here because I was working full time and decided I didn't want to work there forever, and I wanted a place where I could meet people who were similar to myself with similar values and beliefs.

**An interest face about me is that I am obsessed with rock climbing, and I try to take as many people who haven't been with me.**



**Gage D'Orlando**

**Where are you going, after BYU-Idaho**

I want to go somewhere with good climbing and views. I don't know where yet.

**What do you hope this class will help you to do?**

To become a web designer and developer and have a better sense of design in general.

**PRINCIPLES OF DESIGN: SHAPES**

**What was your experience like sketching? What did you like or dislike about the process?**

I like just getting stuff out, but I don't like how my mind feels such a creative block.

**Which principle of design do you like or understand best?**

I really like either emphasis or visual pace. I think it's cool that you can design something in a way that you know where someone will end up looking.

**Which principle of design do you dislike or wish you understood better?**

I think I need to better understand scale as a seperate piece of design because I really just see it as a method to add visual pace.

**PRINCIPLES OF DESIGN: PROFESSIONAL EXAMPLES**

**What was your experience completing the activity searching for design principles in professional design examples?**

It was cool to see examples of design principles when you actually look for them. I think some are obvious once you know what you're looking for.

**Was it difficult to find some of the principles? Why or why not?**

It was difficult to find scale because like I said before I don't really understand scale as it's own seperate principle.

**Did your understanding of the principles of design change while looking at professional work? Why or why not?**

Maybe a little, but I think it was just giving some more context to what I had already learned more than it felt like a new understanding.

**Is there a particular style of design that you liked best? How would you describe the work you gravitated to most? What work did you dislike?**

I really like nature photography for design, I rock climb a lot and whenever I see people use nature in a cool way when making an ad I really enjoy it.

**CONCLUSION**

I think that the design principles are a cool stepping stone for learning about graphic design entirely. I feel like they are building blocks in the same way that all machines can be traced back to simple machines. I think that no matter what you do in design you will find yourself using some of the basic principles the most.