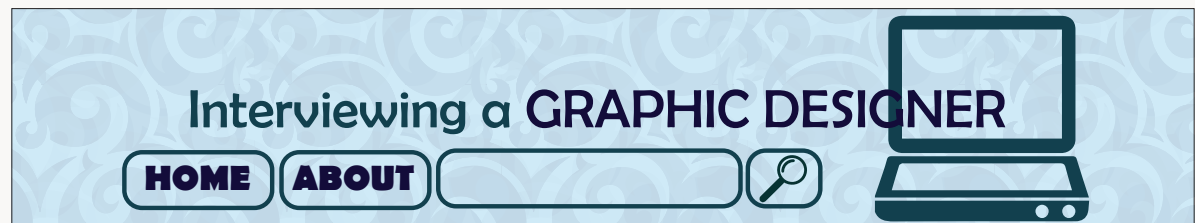
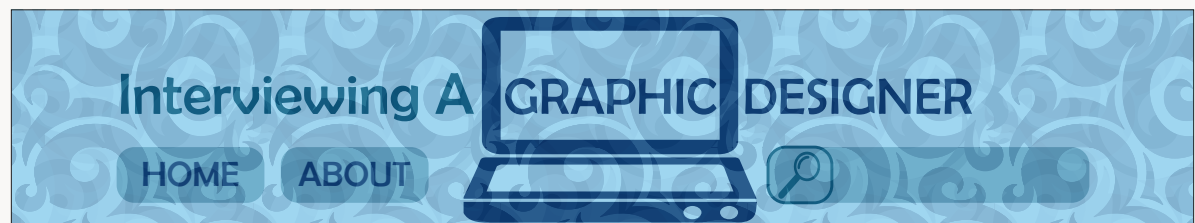


Module 10

“Read for knowledge and write with the goal of exploring ideas. If students developed a genuine interest in their field, grades would take a back seat, and holistic and intrinsically motivated learning could take place.”

– Aaron M. Brower | www.nytimes.com/2009/02/18/education/18college.html

SCREEN TYPOGRAPHY | BRANDING IDEATION



SCREEN TYPOGRAPHY | SECOND DRAFT



INTRODUCTION

My research composition is the interview I have with a former acquaintance who is a graphic designer on February 24, 2016. I focus within and shifted through the questions-answers and received what I feel like is the need of where the conversation is taking into. By doing so, I gathered enough information about the general topic of being a graphic designer.

PHIRUN ROEUN



LIST

- Background Information: an LDS Christian (a member of the Church of Jesus Christ of Latter-Day Saints)
- Occupation: Graphic Designer
- Current Location: Cheltenham, Pennsylvania
- Age: 34 years old (2016)

INTERVIEWING

How I know of Phirun Roeun: I have met him in person from couple of years ago. As LDS, we met at our home ward Church gathering at Valley Forge Pennsylvania Stake YSA Philadelphia 3rd Ward located within the University City of Philadelphia. He's pretty awesome, I did and would asked him questions about how it is being a graphic designer back when I did not know what major I'll declare out here at BYU-L, and I have to say, I still would ask him similar questions, for example, for this assignment in particular; It's not a bad idea at all to have a list of mentors, matter of fact and in my best opinion, having mentors is as important as having a degree.

QUESTION & ANSWER

BEGINNER GRAPHIC DESIGNER EXPERIENCE

Q: Phirun, why did you pick graphic designer as your major?

A: "As a regular artist in fine arts, I do not think I will and/or can make much income later in life, so I decided to go for a major in graphic design. I want to have passion for new medium, which are any form of art, it does not have to be within fine arts."

Q: Continuing with the answer you gave me, specifically, why becoming a Graphic Designer seems more benefiting?

A: "Graphic Design is more commercial; I get to work with clients and get to do something such as to advertise products. On the other hand, fine arts is more for oneself; the money doesn't please the need, it is more for a hobby, at least that's what I think. As a graphic designer, it is more of a job, I get to feel the work environment."

Q: I hope you do not mind me asking you this one question, what do you have to do to stick with Graphic Design?

A: "It is a tough talent, it was a hard transition, actually, from being a fine artist to graphic designer. Fine arts do not have rules, per say; anything you do is basically art, as clique as it sounds. Whereas, in order to be a better graphic designer, I need to follow the Principles of Design. In doing so, I avoid lawsuit and/or being careful with what I design so I do not damage a brand and so forth. Designing comes with its risks when we are not aware of it. When I say about careful designing for example, letters spacing: remember that letters are more than just letters; picking the right type faces for commercial products: note this, if you are searching for any type faces for websites, keep in mind that you won't have access for certain typefaces, it might come with price, it is best to Google the fonts for the free ones for that better access. One more thing, you might want to just stick with white background for websites and use black type."

THROUGHOUT GRAPHIC DESIGNER EXPERIENCE

Q: Thank you. Now, let's move on. Throughout being a graphic designer and taking it as a major, what was the experiences like for you?

A: "I'm glad you asked. To be honest, and I think I somewhat have mentioned so, it was hard getting use to the idea that digital art is considered as art. The whole idea of being a master manipulator to sell to the consumers with what you can do. It was hard breaking out of the fine arts mind, I could not grasp the concept of digital art as fast. That's why I needed to understand that to be better at graphic design and part of it is by understanding the Principles of Design. That is not the only way, no. I need to put forth efforts and have the dedication of work. And most importantly as well, is to take criticism well, because that is part of learning in general and in improving is through those experiences."

CURRENT GRAPHIC DESIGNER EXPERIENCE

Q: I feel the need to hear about that honest concept of being a graphic designer, thank you for sharing. Let's discuss about your current position as a graphic designer overall.

A: "I am guessing you are asking me, with my honest opinions yet again, of what I feel right now to have decided being a graphic designer. I have to say that the negative part is the problem of paying off my student loan. I owe about \$160,000. Graphic designer salary for starter is around \$30,000 a year. My plan, and it's just a plan right now, for me to pay off the loan, with no help from family (parents), is to try to join the military or to try to be a sheriff, because I heard they get paid a pretty good amount and to be in the military, basically what I will do is service to the country. Anyway, I want you to keep in mind that to be a successful graphic designer, it really doesn't matter the

at least 2 pieces of your own websites, as in you design the websites for portfolio showcase while you are still in school. I do not mean you have to master the coding, that most times as a graphic designer, we would leave that up for the developers or coding professionals, so don't be discourage."

Q: Thank you for that note. For a moment there about what you quoted me, I was reminded about and similar to what my high school senior teacher once advised the students, including me, and it sticks with me ever since, it was: in life, most of the times, "it is not about the tangible, it's about the intangible." I have to say again, thank you for having this interview meeting over the phone with me and to have taken out of your time to do so with the addition of the 2 hours difference between the east coast and here, the Midwest area.

A: "Your welcome, I am glad I can help in any way and get to share the good stuff."

BLOCK QUOTE

"...to be a successful graphic designer, it really doesn't matter the school that you go for the major, what matters are the efforts and the work you put into and/or dedicating yourself of being a good or even better graphic designer."

SKILLS | GRID BASICS

Common Typographic Diseases			
Various forms of dysfunction appear among populations exposed to typography for long periods of time. Listed here are a number of frequently observed afflictions.			
Typophilia			
An excessive attachment to and fascination with the shape of letters, often to the exclusion of other interests and object choices. Typophiliacs usually die penniless and alone.			
Typophobia			
The irrational dislike of letterforms, often marked by a preference for icons, dingbats, and—in fatal cases—bullets and daggers.			
The fears of the typophobe can often be quieted (but not cured) by steady doses of Helvetica and Times Roman.			
Typochondria			
A persistent anxiety that one has selected the wrong typeface.			
This condition is often paired with okd (optical kerning disorder), the need to constantly adjust and readjust the spaces between letters.			
Typothermia			
The promiscuous refusal to make a lifelong commitment to a single typeface—or even to five or six, as some doctors recommend.			
The typothermiac is constantly tempted to test drive “hot” new fonts, often without a proper license.			

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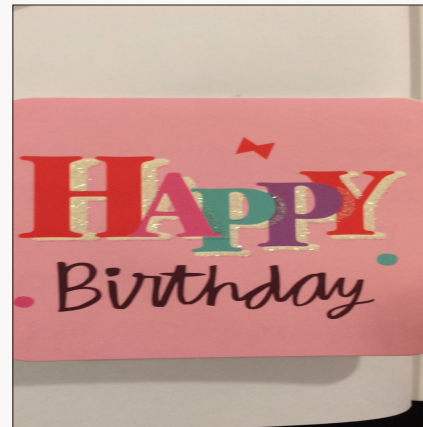
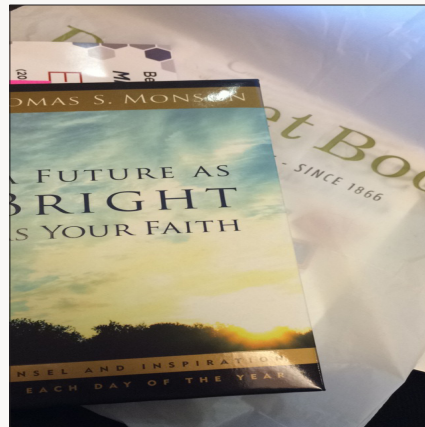
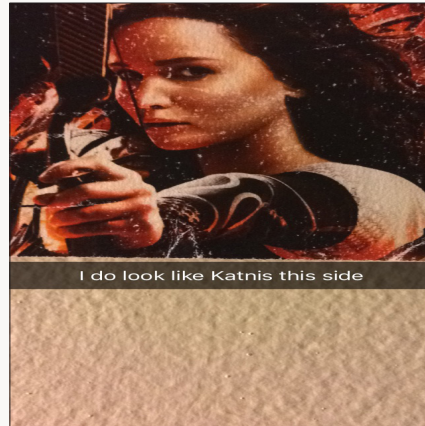
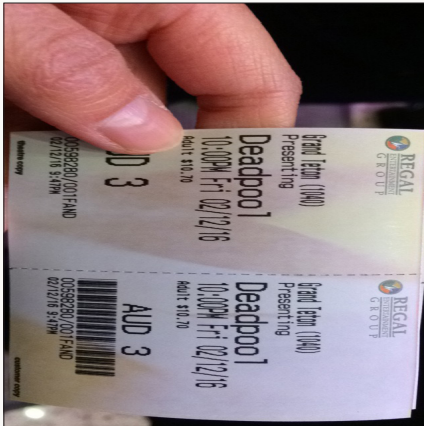
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VISUAL AUDIT | TYPE JOURNAL 08



PONDER | MODULE 10

The line that I most often quote from a movie is: “You’re weird, but I like you.” It is from the movie *A Bug’s Life*.

WEB HEADERS

What did you notice about web branding and navigation collecting the header examples?

Web branding delivers feel of the design for the website. Navigation provides the simplicity of control for directions.

WEB PAGE SECOND DRAFT

Do you think that your page is inviting to a reader? Why?

Yes, I picked legible fonts for the title, subtitles, captions, body copies, quotes, etc. I delivered paragraphs by using the hierarchy within the content. I chose colors that are applicable for the texts and the graphics for easy read and easy on the eyes.

SKILLS | GRID

Describe in your own words what the purpose of a grid.

The purpose of a grid is for framework. It’s the general structure for the content. It is one of the essential principles to display the overall idea.

TYPE JOURNAL: TYPE ON ART MATERIALS

What art materials have the best typography?

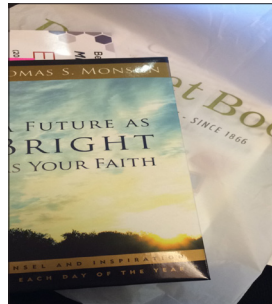
I did not take pictures of art materials but items in general. I like the little book I was given for my birthday on the beginning of this month. The title is elegant and readable.

“Typography is the craft of endowing human language with a durable visual form.” -Robert Bringhurst, The Elements of Typographic Style

CONCLUSION

What is the biggest challenge you are facing in this class right now?

The biggest challenge I am facing for this class and most of my other core classes is the fact that I do not have time for a lot of my assignments that I was given.



A Future As Bright As Your Faith daily quotes and scriptures verses book by Thomas S. Monson (President of the Church of Jesus Christ of Latter-Day Saints).