

# Module 08

“Typography is what language looks like.”

– Ellen Lupton | [www.elupton.com](http://www.elupton.com)

# TYPE BASICS | LONG LIST COMPS



## Top 40 Vacation Destination

- Cartagena, Colombia** | A colorful mix of Caribbean and Spanish influences
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- Mantua, Italy** | European Capital of Culture
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- Margaret River, Australia** | Food and wine region about three hours south of Perth
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1. Before I started to design this piece and the other versions, I begin with 16X20 inches art boards.
2. Adjusting the list with its fonts isn't as easy when I have to keep on changing sizes, so I have to think ahead; there's is also no shortcut in the repetition, I have to make sure I cover it all.


# WEB STYLE GUIDE | CONTENT

## INTRODUCTION

My research is interviewing a former acquaintance who is a graphic designer. I focus within and shift through the questions-answers and get what I feel the conversation is taking into, and in doing so, I gather enough information about the general of graphic design.

## PHIRUN ROEUN



Graphic Designer: Phirun Roeun in Philadelphia, Pennsylvania

## 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)

## BEGINNING, THROUGHOUT, CURRENT

I know Phirun Roeun in person from couple years ago. As LDS that we are, 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 awesome, I would ask him questions about how it is being a graphic designer back then, and I have to say, I still would ask him similar questions; it's not a bad idea at all to have idea list of mentors.

## QUESTION & ANSWER

### Beginner Graphic Designer Experience

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

"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."

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

"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."

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

"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 cliché 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

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?

"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

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.

"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 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. Also, before I forget, it is important that you have a portfolio of 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."

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.

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

## BLOCKQUOTE



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# PONDER | MODULE 08

If I could work for any company, I would work for Disney, Dreamworks, and Pixar as an animator, voice caster, artist, and/or actress . My job responsibilities would be creativity and character .

## LONG LIST PROJECT

**What are three things that you learned from the long list project?**

Readability is as important as creativity, typography is therefore essential in delivering the content and creativity.

## TYPE JOURNAL: TYPE IN A STORE

**What did you discover about typography photographing in a store?**

There are many typefaces, font sizes, colors, versions, and styles.

## PAGE ELEMENTS

**What is the purpose of a style guide?**

There are so many things to go about style. Style guide is similar to steps, directions, advises, and instructions, sometimes I can even say the skeleton or blue print to see the overall in the later procedures.

## DESIGN | PARAGRAPH STYLES & TAGGING

**Describe what it means to 'tag' content using your own words.**

To tag means to add. To "tag" content processed as to build, join, fix, and etc.

## CONCLUSION

**What concept are you most interested in from the module experiences this week?**

I like the idea of setting our own websites content pages, though Adobe InDesign, in my opinion, doesn't have the same blue print or so called wireframe within web pages. At least, this version of website content is for the graphic designers to display their ideas for the developer to replicate their best; and if the case of the developers being the graphic designers themselves, they get to do it steps by steps, over looking the general ideas from both points or masterminds.

**"When typography is on point, words become images."**

**- Shawn Lukas**



Finished Long List poster

