

Module 11

“The grid system is an aid, not a guarantee. It permits a number of possible uses and each designer can look for a solution appropriate to his personal style. But one must learn how to use the grid ; it is an art that requires practice.”

– Josef Müller-Brockmann

http://en.wikipedia.org/wiki/Josef_Müller-Brockmann

SCREEN TYPOGRAPHY | FINAL



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 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 work; and, as for the school, 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."

SCREEN TYPOGRAPHY | DIGITAL COMP

Interviewing a GRAPHIC DESIGNER

[Home](#)[About](#)

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This is a styleguide for a web page. The content of this web page in particular is the interview session I did with a friend of mine from my former YSA Stake back from where I am from. He is a graphic designer, so he was perfect as an interviewee.

PRINT TYPOGRAPHY | CONTENT

What Lack I Yet?

By Elder Larry R. Lawrence

Of the Seventy

If we are humble and teachable, the Holy Ghost will prompt us to improve and lead us home, but we need to ask the Lord for directions along the way.

When I was a young adult, I began investigating the Church. At first I was drawn to the gospel by the examples of my Latter-day Saint friends, but eventually I was attracted to the unique doctrine. When I learned that faithful men and women could keep progressing and ultimately become like our heavenly parents, I was frankly amazed. I loved the concept; it rang true to me.

Soon after my baptism, I was studying the Sermon on the Mount, and I recognized that Jesus taught this same truth about eternal progression in the Bible. He said, “Be ye therefore perfect, even as your Father which is in heaven is perfect.”¹

I have been a member of the Church now for over 40 years, and whenever I read this verse of scripture, I am reminded of our purpose here on earth. We came to learn and improve until we gradually become sanctified or perfected in Christ.

The journey of discipleship is not an easy one. It has been called a “course of steady improvement.”² As we travel along that strait and narrow path, the Spirit continually challenges us to be better and to climb higher. The Holy Ghost makes an ideal traveling companion. If we are humble and teachable, He will take us by the hand and lead us home.

However, we need to ask the Lord for directions along the way. We have to ask some difficult questions, like “What do I need to change?” “How can I improve?” “What weakness needs strengthening?”

Let’s consider the New Testament account of the rich young ruler. He was a righteous young man who was already keeping the Ten Commandments, but he wanted to become better. His goal was eternal life.

When he met the Savior, he asked, “What lack I yet?”³

Jesus answered immediately, giving counsel that was intended specifically for the rich young man. “Jesus said unto him, If thou wilt be per-

fect, go and sell that thou hast, and give to the poor, and ... come and follow me.”⁴

The young man was stunned; he had never considered such a sacrifice. He was humble enough to ask the Lord but not faithful enough to follow the divine counsel he was given. We must be willing to act when we receive an answer.

President Harold B. Lee taught, “Every one of us, if we would reach perfection, must [at] one time ask ourselves this question, ‘What lack I yet?’”⁵

I knew a faithful mother who humbled herself and asked, “What is keeping me from progressing?” In her case, the response from the Spirit came immediately: “Stop complaining.” This answer surprised her; she had never thought of herself as a complainer. However, the message from the Holy Ghost was very clear. In the days that followed, she became conscious of her habit of complaining. Grateful for the prompting to improve, she determined to count her blessings instead of her challenges. Within days, she felt the warm approval of the Spirit.

A humble young man who couldn’t seem to find the right young woman went to the Lord for help: “What is keeping me from being the right man?” he asked. This answer

came into his mind and heart: “Clean up your language.” At that moment, he realized that several crude expressions had become part of his vocabulary, and he committed to change.

A single sister bravely asked the question: “What do I need to change?” and the Spirit whispered to her, “Don’t interrupt people when they are talking.” The Holy Ghost really does give customized counsel. He is a completely honest companion and will tell us things that no one else knows or has the courage to say.

One returned missionary found himself stressed with a very heavy schedule. He was trying to find time for work, studies, family, and a Church calling. He asked the Lord for counsel: “How can I feel at peace with all that I need to do?” The answer was not what he expected; he received the impression that he should more carefully observe the Sabbath day and keep it holy. He decided to dedicate Sunday to God’s service—to lay aside his school courses on that day and study the gospel instead. This small adjustment brought the peace and balance that he was seeking.

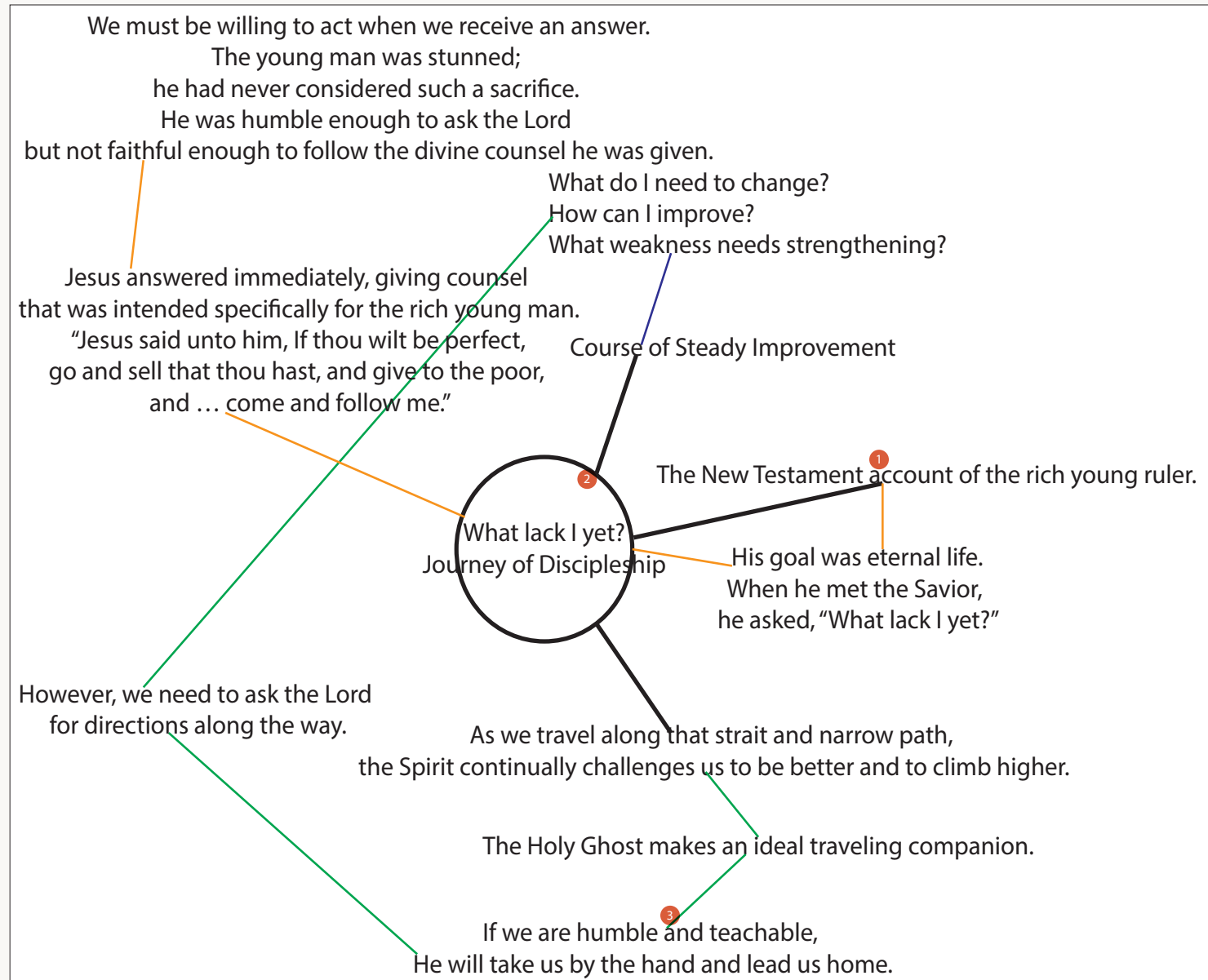
Years ago I read in a Church magazine the story of a girl who was living away from home and going to college. She was behind

in her classes, her social life was not what she had hoped for, and she was generally unhappy. Finally one day she fell to her knees and cried out, “What can I do to improve my life?” The Holy Ghost whispered, “Get up and clean your room.” This prompting came as a complete surprise, but it was just the start she needed. After taking time to organize and put things in order, she felt the Spirit fill her room and lift her heart.

The Holy Ghost doesn’t tell us to improve everything at once. If He did, we would become discouraged and give up. The Spirit works with us at our own speed, one step at a time, or as the Lord has taught, “line upon line, precept upon precept, ... and blessed are those who hearken unto my precepts, ... for unto him that receiveth I will give more.”⁶ For example, if the Holy Ghost has been prompting you to say “thank you” more often, and you respond to that prompting, then He may feel it’s time for you to move on to something more challenging—like learning to say, “I’m sorry; that was my fault.”

Family partaking of the sacrament
A perfect time to ask, “What lack I yet?” is when we take the sacrament. The Apostle Paul taught that this is a time for each of us to examine ourselves.⁷ In this reverent atmosphere, as our thoughts are turned heavenward, the Lord can gently tell us what we

PRINT TYPOGRAPHY | IDEATION: MIND MAP



1. Rich Young Ruler | The book should have the New Testament account of the rich young ruler; with the addition of graphics theme to this 2015 Oct Semi General Conference talk.
2. Journey of Discipleship | In addition to "What Lack I Yet?" The idea given off from the title itself shows that journey of being a discipleship is a course of steady improvement.
3. Be Humble and Teachable | Ways to set into action. This project book, which the content is from a General Conference article, can be a Guide/Steps Book.

4

5

PRINT TYPOGRAPHY | CONCEPT THUMBNAILS

<div>1</div> <h2>WHAT LACK I YET?</h2> <div>"If we are humble and teachable, the Holy Ghost will prompt us to improve and lead us home, but we need to ask the Lord for directions along the way."</div>	<div>2</div> <p>When I was a young adult, I began investigating the Church. At first I was drawn to the gospel by the examples of my Latter-day Saint friends, but eventually I was attracted to the unique doctrine. When I learned that faithful men and women could keep progressing and ultimately become like our heavenly parents, I was frankly amazed. I loved the concept; it rang true to me.</p> <p>Soon after my baptism, I was studying the Sermon on the Mount, and I recognized that Jesus taught this same truth about eternal progression in the Bible. He said, "Be ye therefore perfect, even as your Father which is in heaven is perfect." (Matthew 5:48).</p> <p>I have been a member of the Church now for over 40 years, and whenever I read this verse of scripture, I am reminded of our purpose here on earth. We came to learn and improve until we gradually become sanctified or perfected in Christ.</p>	<div>3</div> <p>What Lack I Yet?</p> <p>The journey of discipleship is not an easy one. It has been called a "course of steady improvement." (Neal A. Maxwell, "Testifying of the Great and Glorious Atonement," <i>Ensign</i>, Oct. 2001, 12; <i>Liabona</i>, Apr. 2002, 9). As we travel along that strait and narrow path, the Spirit continually challenges us to be better and to climb higher. The Holy Ghost makes an ideal traveling companion. If we are humble and teachable, He will take us by the hand and lead us home.</p> <p>However, we need to ask the Lord for directions along the way. We have to ask some difficult questions, like "What do I need to change?" "How can I improve?" "What weakness needs strengthening?"</p>	<p>What Lack I Yet?</p> <p>Let's consider the New Testament account of the rich young ruler. He was a righteous young man who was already keeping the Ten Commandments, but he wanted to become better. His goal was eternal life.</p> <p>When he met the Savior, he asked, "What lack I yet?" (Matthew 19:20).</p> <p>Jesus answered immediately, giving counsel that was intended specifically for the rich young man. "Jesus said unto him, If thou wilt be perfect, go and sell that thou hast, and give to the poor, and ... come and follow me." (Matthew 19:21).</p> <p>The young man was stunned; he had never considered such a sacrifice. He was humble enough to ask the Lord but not faithful enough to follow the divine counsel he was given. We must be willing to act when we receive an answer.</p> <p>President Harold B. Lee taught, "Every one of us, if we would reach perfection, must [at] one time ask ourselves this question, 'What lack I yet?'" (<i>Teachings of Presidents of the Church: Harold B. Lee (2000)</i>, 197).</p>
<div>Elder Larry R. Lawrence of The Seventy</div> <p>What Lack I Yet?</p> <p>I knew a faithful mother who humbled herself and asked, "What is keeping me from progressing?" In her case, the response from the Spirit came immediately: "Stop complaining." This answer surprised her; she had never thought of herself as a complainer. However, the message from the Holy Ghost was very clear. In the days that followed, she became conscious of her habit of complaining. Grateful for the prompting to improve, she determined to count her blessings instead of her challenges. Within days, she felt the warm approval of the Spirit.</p> <p>A humble young man who couldn't seem to find the right young woman went to the Lord for help: "What is keeping me from being the right man?" he asked. This answer came into his mind and heart: "Clean up your language." At that moment, he realized that several crude expressions had become part of his vocabulary, and he committed to change.</p> <p>A single sister bravely asked the question: "What do I need to change?" and the Spirit whispered to her, "Don't interrupt people when they are talking." The Holy Ghost really does give customized counsel. He is a completely honest companion and will tell us things that no one else knows or has the courage to say.</p>	<div>Elder Lawrence</div> <p>What Lack I Yet?</p> <p>One returned missionary found himself stressed with a very heavy schedule. He was trying to find time for work, studies, family, and a Church calling. He asked the Lord for counsel: "How can I feel at peace with all that I need to do?" The answer was not what he expected; he received the impression that he should more carefully observe the Sabbath day and keep it holy. He decided to dedicate Sunday to God's service—to lay aside his school courses on that day and study the gospel instead. This small adjustment brought the peace and balance that he was seeking.</p> <p>Years ago I read in a Church magazine the story of a girl who was living away from home and going to college. She was behind in her classes, her social life was not what she had hoped for, and she was generally unhappy. Finally one day she fell to her knees and cried out, "What can I do to improve my life?" The Holy Ghost whispered, "Get up and clean your room." This prompting came as a complete surprise, but it was just the start she needed. After taking time to organize and put things in order, she felt the Spirit fill her room and lift her heart.</p>	<div>Elder Lawrence</div> <p>What Lack I Yet?</p> <p>The Holy Ghost doesn't tell us to improve everything at once. If He did, we would become discouraged and give up. The Spirit works with us at our own speed, one step at a time, or as the Lord has taught, "line upon line, precept upon precept, ... and blessed are those who hearken unto my precepts, ... for unto him that receiveth I will give more." (2 Nephi 28:30). For example, if the Holy Ghost has been prompting you to say "thank you" more often, and you respond to that prompting, then He may feel it's time for you to move on to something more challenging—like learning to say, "I'm sorry; that was my fault."</p> <p>A perfect time to ask, "What lack I yet?" is when we take the sacrament. The Apostle Paul taught that this is a time for each of us to examine ourselves. (See 1 Corinthians 11:28). In this reverent atmosphere, as our thoughts are turned heavenward, the Lord can gently tell us what we need to work on next.</p>	<div>Elder Lawrence</div> <p>What Lack I Yet?</p> <p>Like you, I have received many messages from the Spirit over the years showing me how I could improve. Let me share a few personal examples of messages that I took to heart. These promptings have included:</p> <ul style="list-style-type: none">- Don't raise your voice.- Organize yourself; create a daily list of things to do.- Take better care of your body by eating more fruits and vegetables.- Increase your temple attendance.- Take time to ponder before you pray.- Ask your wife for her counsel.- And be patient when driving; don't exceed the speed limit. (I'm still working on that last one.)
<div>Elder Lawrence</div> <p>What Lack I Yet?</p> <p>The atoning sacrifice of the Savior is what makes perfection or sanctification possible. We could never do it on our own, but God's grace is sufficient to help us. As Elder David A. Bednar once observed: "Most of us clearly understand that the Atonement is for sinners. I am not so sure, however, that we know and understand that the Atonement is also for saints—for good men and women who are obedient, worthy, and conscientious and who are striving to become better." (David A. Bednar, "The Atonement and the Journey of Mortality," <i>Ensign</i>, Apr. 2012, 42; <i>Liabona</i>, Apr. 2012, 14).</p> <p>I would like to suggest that each of you participate in a spiritual exercise sometime soon, perhaps even tonight while saying your prayers. Humbly ask the Lord the following question: "What is keeping me from progressing?" In other words: "What lack I yet?" Then wait quietly for a response. If you are sincere, the answer will soon become clear. It will be revelation intended just for you.</p>	<div>Elder Lawrence</div> <p>What Lack I Yet?</p> <p>Perhaps the Spirit will tell you that you need to forgive someone. Or you may receive a message to be more selective about the movies you watch or the music you listen to. You may feel impressed to be more honest in your business dealings or more generous in your fast offerings. The possibilities are endless.</p> <p>The Spirit can show us our weaknesses, but He is also able to show us our strengths. Sometimes we need to ask what we are doing right so that the Lord can lift and encourage us. When we read our patriarchal blessings, we are reminded that our Heavenly Father knows our divine potential. He rejoices every time we take a step forward. To Him, our direction is ever more important than our speed.</p>	<div>Elder Lawrence</div> <p>What Lack I Yet?</p> <p>Be persistent, brothers and sisters, but never be discouraged. We will have to go beyond the grave before we actually reach perfection, but here in mortality we can lay the foundation. "It is our duty to be better today than we were yesterday, and better tomorrow than we are today." (Joseph Fielding Smith, <i>Doctrines of Salvation</i>, comp. Bruce R. McConkie, 3 vols. (1954–56), 2:18).</p> <p>If spiritual growth is not a priority in our lives, if we are not on a course of steady improvement, we will miss out on the important experiences that God wants to give us.</p>	<div>Elder Lawrence</div> <p>What Lack I Yet?</p> <p>Years ago I read these words of President Spencer W. Kimball, which had a lasting impact on me. He said: "I have learned that where there is a prayerful heart, a hungering after righteousness, a forsaking of sins, and obedience to the commandments of God, the Lord pours out more and more light until there is finally power to pierce the heavenly veil ... A person of such righteousness has the priceless promise that one day he shall see the Lord's face and know that he is." (Spencer W. Kimball, "Give the Lord Your Loyalty," <i>Ensign</i>, Mar. 1980, 4; <i>Tambuli</i>, Feb. 1981, 47).</p> <p>It is my prayer that this ultimate experience can be ours someday as we allow the Holy Ghost to lead us home. In the name of Jesus Christ, amen.</p>
<div>Elder Lawrence</div>	<div>Elder Lawrence</div>	<div>Elder Lawrence</div>	<div>Elder Lawrence</div>

1. Book Cover | The ideal book cover. Consist of the article's Title, the Author, and a Block Quote.
2. Content | The ideal content of the article.
3. Running Header | The ideal of the content's running header (the article's title).
4. Footer | The ideal of the content's footer (the author's name and his pronoun).
5. Page-Numbers | The ideal of the content's page numbers.

PONDER | MODULE 11

As a child my favorite toy were all the toy-items that I can use in role plays.

FINAL WEB PAGE

How has this assignment influenced the way you think about designing web content?

There's still structures to follow through. Though, because the development part of the design (website programming) is not as easy as to design graphically, I tend to design (graphically) as simple as I can make it to be so, since I am not an expert in the CSS (Cascading Style Sheet), one of the steps of the website development design.

CONTENT | GIFT BOOKLET

What Lack I Yet?

By Elder Larry R. Lawrence

RESEARCH | MIND MAP

How are mind maps useful to you?

I can start to visualize in how I can arrange the article within sections/pages. It also helps in arranging the colors theme for the article's content. I was able to decide what are the outlooks of the typography/font-styles.

CONCEPT SKETCHES

What are the main ideas within your talk?

Journey of Discipleship, Course of Steady Improvement, an example of the Rich Young Ruler, the main quote which says, "If we are humble and teachable, the Holy Ghost will prompt us to improve and lead us home, but we need to ask the Lord for directions along the way."

"If we are humble and teachable, the Holy Ghost will prompt us to improve and lead us home, but we need to ask the Lord for directions along the way." - Elder Lawrence of the Seventy

CONCLUSION



The Church of Jesus Christ of Latter-Day Saints, Elder Larry R. Lawrence of The Seventy.

What is the most important concept that you learned this week and why?

The modular grid. "Modular grids are created by positioning horizontal guidelines in relation to a baseline grid that governs the whole document. Baseline grids serve to anchor all (or nearly all) layout elements to a

common rhythm." (page 198 of *Thinking with Type* by Ellen Lupton).