

# Module 09

“It is true that we were born with our eyes,  
but they will only open slowly to beauty,  
much more slowly than one thinks.”

– Linotype Specimen of Sabon Next (2003) Part II, p. 6.  
*<http://keithtam.net/writings/rome/sabon.gif>*

# SCREEN TYPOGRAPHY | FIRST 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 Roeeun**

## 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 Roeeun: 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 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."

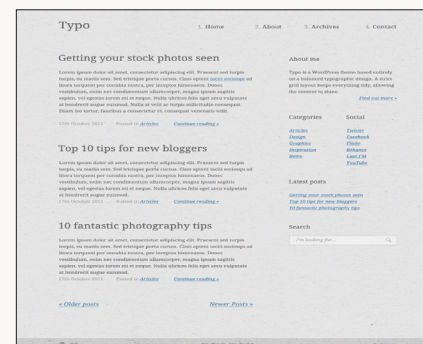
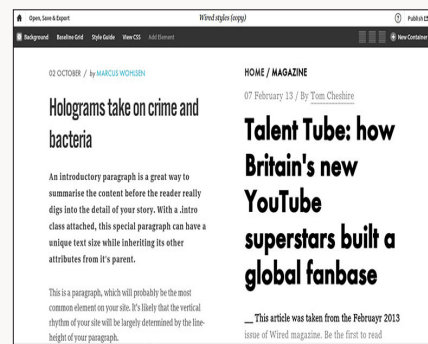
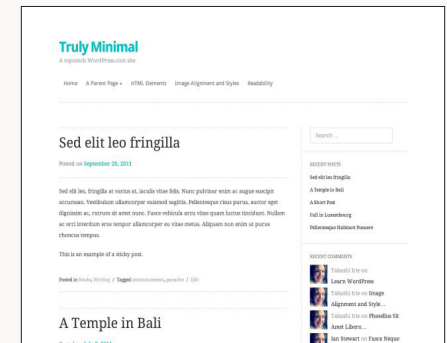
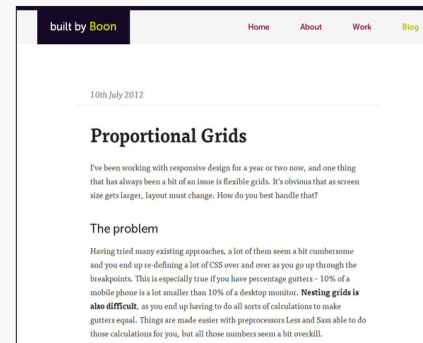
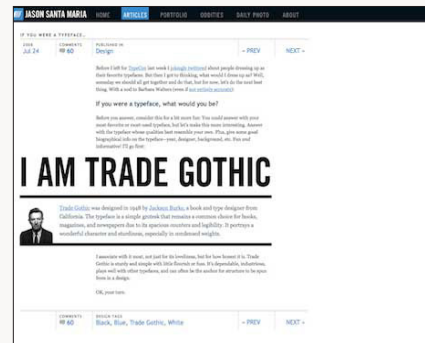
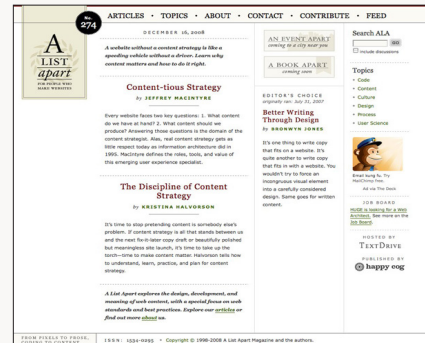
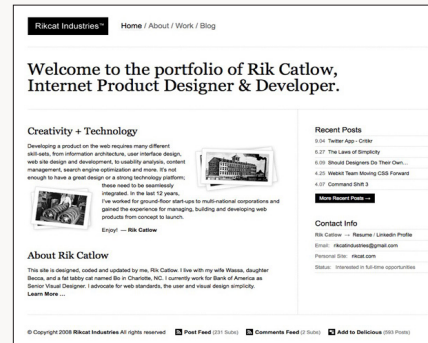
Q: Thank you for that note. For a moment there about what you quoted me, I was reminded about and similar to what my high school senior teacher once advised the students, including me, and it sticks with me ever since, it was: in life, most of the times, "it is not about the tangible, it's about the 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.

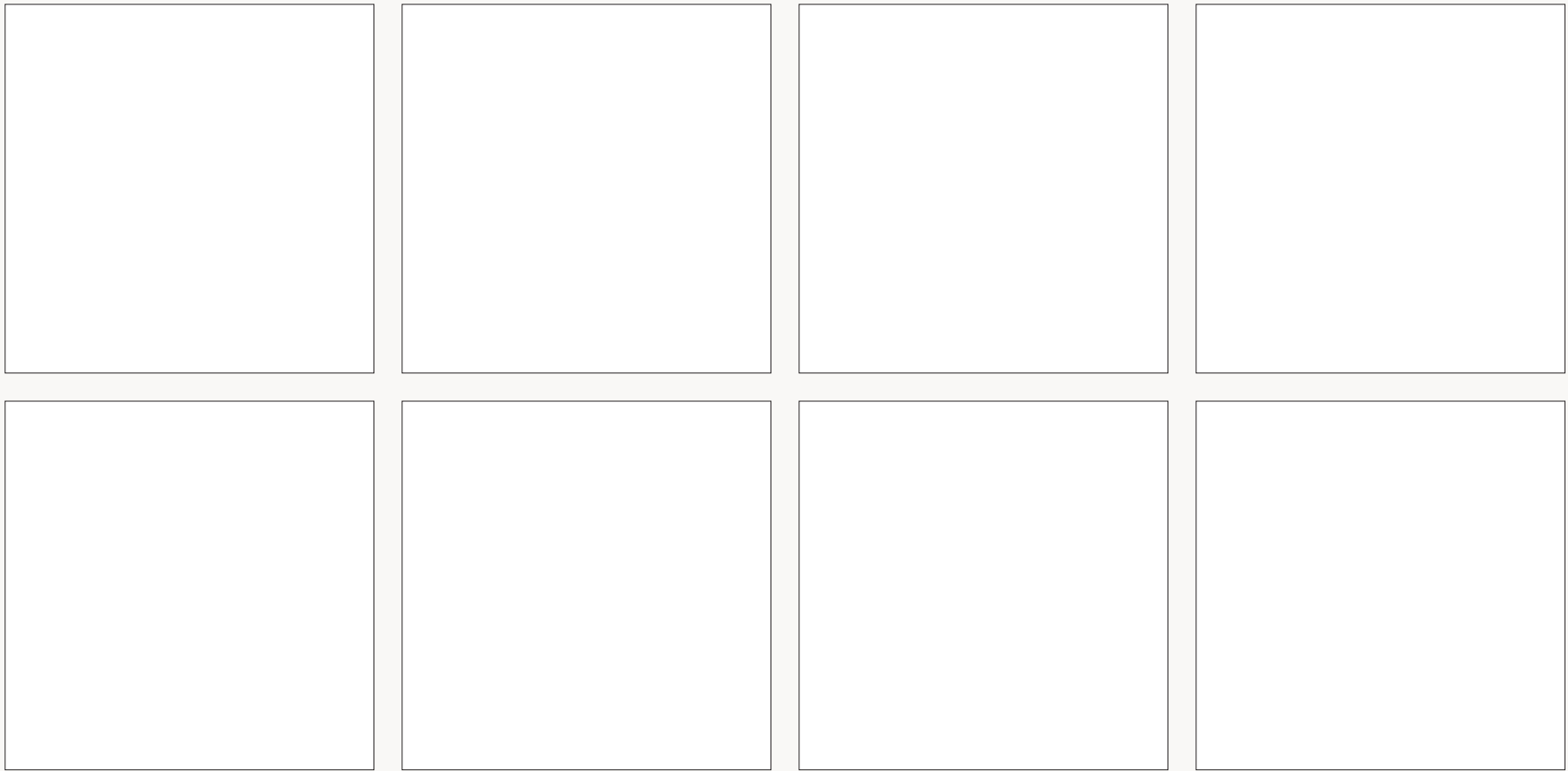
A: "Your welcome, I am glad I can help in any way and get to share the good stuff."

## Blockquote

"...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 | TYPOGRAPHIC HIERARCHY ON THE WEB





## PONDER | MODULE 09

My favorite elementary school teacher is Teacher Erica because she taught me of the knowledge I needed to learn then and she taught me with kindness as well

### TYPE JOURNAL: TYPE ON STREET SIGNS

#### What did you discover about typography on street signs?

Hierarchy is the rule; large and readable types and font-sizes. Focal point is also shown by using the Centered Alignment.

### RESEARCH | VISUAL AUDIT

#### What did you discover about typographic hierarchy while completing the visual survey?

I noticed that structure comes within the different font-sizes emphasizing the different purpose each has such as: title, subtitle, body paragraph, quotes, etc. Rule of alignment also took place, it isn't just the order of where words should be placed, but it is too bring about the emphasis and visual focus.

### DESIGN | FIRST DRAFT

#### Describe what you are trying to accomplish while designing this web page?

I wanted what most other authors want out of their piece of online writing and/or posts: clarity and/or readability (legibility), structural and/or having the organization, and in general, should include some of the Principles of Design in order to communicate better with the audience. I have to say for this assignment project, I mostly chose the simple alignment and the centered-alignment for the emphasis. Although so, of course I pay

attention to the typographic typefaces for the legibility and the font-sizes and font-colors for the emphasis as well. I want the interview piece itself to be the vocal point of this website.

#### What questions are you asking yourself?

Since I want this online composition to be a simple one, I put myself as an audience to get to the other side of the perspective, in which in the case of when I look through other websites out there, I am indeed an audience. I would ask myself so: what would I like to see out of this website?

### CONCLUSION

#### What have you learned about web pages this week?

Web pages are not just virtual contents, they hold exactly the same Principles of Design for the graphic, typography, and the process development. As a student majoring in Web Graphic Design and Development, I know that even within the coding processes, such as and especially the wireframe, it maintains the Principles of Design in order to function as well.



"I'm very font of you because you're just my type." showcased by the digitalsynopsis.com

**"Typography is two-dimensional architecture, based on experience and**

**imagination, and guided by rules and readability." -Hermann Zapf**