Tanner Fred

**Visual Design**

Exploring the topic of visual design has been interesting for me as I continue to pursue a greater knowledge in the field of media and information. Having my focus in Interactive Game Design, the idea of visual design is something that I am quite familiar with, but this new way of looking at it has been informative and intriguing.

When looking through the building blocks of visual design, there were a lot of elements that could be transferred over into the work I am doing with game design. So many of these elements preach how balance is so key to making something look good. Important things such as negative space, color and value are fundamental in having an aesthetically pleasing design for a website or other medium. These elements combined into the principles of design, offers a tested framework for how to create a clear and pleasing design. The most important of these being unity. Unity ties nicely into all the other design principles but having a unified and clear aesthetic to your website is so important for the user experience. There have been numerous times where I have clicked off pages just because it was too cluttered or seemed too jumbled. The idea of balance is so important to the principle of unity and they share many similarities. While balance does not necessarily mean symmetry, using balance and hierarchy together creates a website that allows for easy access and clear feedback for the user.

Using these principles of visual design with the knowledge of drawing is an especially important skill to have. While some people are naturally gifted at drawing, it is a skill that can be practiced and learned. You do not have to be the next Pablo Picasso to create a strong and clear design. Using these skills together are key to being a strong and creative designer.