

Laboratory 3 Reflection

The square post featuring a quote was the easiest design to create because the layout was simple and focused, allowing me to highlight the text clearly. I applied my personal branding elements, including my brand colors, chosen typefaces, and logo, to maintain consistency across the graphic. I ensured readability by using contrasting colors for the background and text, while applying visual hierarchy by making the quote the largest element, the author slightly smaller, and any additional text minimal. Careful spacing and alignment helped the text look organized and professional. I learned that simplicity often strengthens impact, especially when conveying a message or inspiration in a small, social media–friendly format. I also realized that consistency in branding builds recognition and makes graphics look cohesive across platforms. Overall, creating this graphic taught me how to balance creativity with clarity while designing visually appealing content for digital media.