IST 263 Project Milestone 2 – Copy Document

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Description (From Milestone 1):
For my website, I want to create a hub of inspiration for graphic designers. Topics discussed will include design inspiration, popular trends, suggested colorways, video tutorials, and pieces of my own, as an example. As for each page, they will tackle one or more of these concepts. Additionally, I would like to include a contact page or conversation page to promote collaboration in this artist field.

Home Page

Short Description

This page will be the introduction to my website. Therefore, this will include updated weekly design trends and styles on the week. It will also have links with explanations to all the other pages.

Actual Page Text

Sketch: A Toolbox for Designers.

"Design is intelligence made visible."

Check out the latest graphic design industry news, along with boundary-pushing work and new campaigns. This includes tips and tricks regarding typography, color, and branding.

I am proud to call myself a designer. As a child I was always fascinated by art. By age three, I could hold a paint brush. As many kids played with blocks or dolls, I was doodling, drawing, or sketching. As I grew my passion for art transformed into something more meaningful. I managed to take on any creative project thrown my way. I was determined to learn as many skills and techniques in the art realm as I could. One thing introduced was digital design. Seeing where the world was heading into complete digitalization, I knew this would be the right path for me to follow as college was approaching. Design allows me to express myself in ways other than words. It is a form of communication, a language, meant to communicate expressions through visuals. With design comes no rules or limits. It's about innovating, thinking outside of the box, and being your own unique self.

(This page will mostly be visuals with captions therefore I need to picture out my content first to write out these captions)

Page 2: Typography

Title: Replace this text with the title of this page

Short Description

The page will focus on typography, what it is, how to use it and how to create your own.

Actual Page Text

Typography: the art of arranging letters and text in a way that makes the copy legible, clear, and visually appealing to the reader.

Typography affects all of us. Viewers are constantly digesting these glyphs and turning them into phrases, sentences, and paragraphs. When used accurately, typography gives a final product true character and identity. An ordinary viewer might not realize the amount of time and effort put into design decision regarding type. However, ultimately the way type is expressed can illustrate differences in moods and trends. This is why typography is so crucial.

History

Typography dates to the 11th century. Even prior to digitalization typography was a craft associated with books and pamphlets. Modern day, typography can be found practically anywhere. From billboards to electronics. It is associated with both digital and print. The internet has only allowed typography to grow more as web designers have billions of typography decisions at their fingertips. This has allowed type to be more diverse than ever.

Typeface vs. Font

A typeface is often mistaken for a font; however, these terms are not meant to be used interchangeably. This difference can be found confusing to those, not in the design world. A typeface is a set of design features for glyphs (which is a character). Meanwhile, a font is a variation in the weight and size of a typeface.

Serif typefaces: typefaces that include serifs (a slight projection finishing off a stroke of a letter). Serif typefaces and fonts tend to have a sophisticated feel.

San serif typefaces: In comparison to san serifs typefaces, serif typefaces do not have these serifs. This allows them a more relaxed, clean, and informal presentations.

Understanding how to pick and use font families

The most important part when using type is to strategically choose treatments in design. This includes that less is more. Strong visual type uses a limited number of fonts. Most designers chose three max. *In design, less is more.*

Additionally, it is important not to disrespect the integrity of a font distorting these are against the rules. This is because each font is specifically designed for usage and distortion destroys the harmony.

Building a font

Although millions of fonts are offered through Google Fonts, Typekit, and Adobe, many designers have taken creativity into their own hands by building their types. Type creation can become very technical and time-consuming. Consistency is more important to prioritize.

Professional-type design takes time to master. Once you understand the steps needed to create a new font, you may be surprised by how easily they can be constructed, replicated, and manipulated.

My take on typography

I recently downloaded Glyphs Mini Pro. Overwhelmed by the thought of learning a new application, I decided to test it out. My goal was to create a san serif typeface inspired the type found on money, a more fiscal take on type. It would have thick stems, narrow apertures, consistent strokes, tall x-heights, and triangular terminals. Learning this program was extremely time consuming, frustrating, and irritated. For nights, I saw in front of my computer attempting to just create an arch, as curves were difficult to keep consistent. Ultimately my typeface, Budget Pro, was born. With this project I concluded it brought out the absolute perfectionist in me. After completing over 75 glyphs, I noticed that consistency is what turns a few similar glyphs into cohesive words or united sentences. Successful execution of this project could only be achieved by rigorous scrutiny -- intense review that each glyph was cohesive with the last. Through endless refinements, I was able to pin and modify specific obtrude details and create a harmonious typeface.

Page 3: Color

Title: Color Trends and Decisions

Short Description

The page will have information on color usages and techniques/tips for color usage in graphic design work

Actual Page Text

Color Theory

The biggest power behind color is their ability to evoke emotions and make people feel things, but the color meaning in graphic design can seem confusing at first as colors often have different interpretations. Designers to not chose design aspects such as color by what simply looks "pretty." Much thought goes into each decision as they as themselves a few questions. What will evoke these emotions? How can I get the viewer to see the bigger picture? Which shades will result in the greatest contrast?

Red (warm)

Yellow (energizing)

Orange (a lower form of energizing often associated with fall)

Green (earthy, renewal, and abundance)

Purple (wealthy, luxury, spring)

Pantone is a color authority known to set standards in many industries worldwide.

Each year, designers are eager to find out which color will be crowned the color of the year by Pantone. Experts take this decision extremely seriously, considering several factors. These include upcoming events, innovations, and socio-economic factors. This year PANTONE 17-3938 'Very Peri' has been titled the 2022 color of the year.

Very Peri is a member of the blue family containing a violet, red undertone. The color is meant to enhance creativity and show off a lively attitude. It reflects the global transformation that has taken place. This year's selection process differed from others as for 2022 it was decided to create a new shade rather than pick from an old one. Pre-existing colors struggled to reflect the dynamic world changes, meanwhile, Very Peri is a fresh and updated tone.

As many industries have undertaken many changes through the covid era, the design industry follows these changes and incorporates them into their own products to stay current. Very Peri is reminiscent of the transition going on worldwide while showing off possibilities of technology. As many industries have undertaken many changes through the covid era, the design industry follows these changes and incorporates them into their own products to stay current. Very Peri is reminiscent of the transition going on worldwide while showing off possibilities of technology.

CMYK vs. RGB

Color choices are so crucial within a design. Think about it you just picked out your branding colors for your new logo and website and now you are ready to present it to the world. Suddenly you attempt to upload this to your website and realize each color is off, your branding is weak, and you're not sure where you went wrong.

When dealing with this you need to understand the difference between RGB vs CMYK.

CMYK: is best for printed work

RGB: is best for digital work.