

Visual and Information Design

Visual and Information Design is pretty important in website creation and other products to attract consumers or customers to view or use your product. To be honest, this is where I am really weak at. I guess my eyes isn't really observant with designs, so I rarely see errors with design unless it's blatantly obvious. But with the lessons given, I have at least an idea on how it works and how to improve on it. In my opinion, a simple font will help you attract people into reading what inside your website, but bad fonts will make your website boring for some visitors. Comic Sans is not a bad font, but it looks really cartoonish that it's hard to take seriously and sometimes painful to look at. Comic Sans would be good for kids so it will be a good font if your demographic are kids but if you're going for bigger demographics then it should be avoided. The spacing is also important which I'm really weak at. The proper spacing will help the visitor's eyes to view your website without straining their eyes by constant information without proper spacing. I think you can compare spacing with punctuation in essays or any writing. You use punctuation so there will be a rest or stop so the reader wouldn't read continuously until he/she get tired of reading. Proper spacing for design is the same too but with your eyes, the proper spacing will help the eyes navigate through the information without overwhelming the eyes with lots of information. Presenting the information itself must also be understandable for the visitors. Turning terms into simple information so they can understand it easily and for it to be straightforward.

With the recent lessons, I want to improve on this particular field since I know I'm weak at this and I struggle a lot. The lessons helped a lot to build an idea on how it works. Plus, visual and information design will be always relevant because it's the frontline of your products.