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Reading Response

The selected readings of “A Primer of a Visual Literacy” by Donis A. Dondis gave me a good introduction to the visual literacy. There are some certain perceptions in the design fields that I do not know before reading this selection. For example, the leveling and sharpening are totally new concepts to me. When I see a dot in a rectangle, I will think whether it is in the center or not. I can tell where there is a balance through my mind, but I will not think about other perspectives. Also, I am astonished to see that “with great sensitivity and delicacy, they can be pushed to 30+ tones of grey.” (pg. 48) I know color matters a lot in design, but I cannot tell so many differences in grey, and I would like to practice this kind of skill from now on to improve my designs in the future.

I always have some thoughts about how do people evaluate art or designs. Though there are some guidelines and rules in this field, people still have their own and personal aesthetics. Not everyone has the same taste on the same artwork or designs, but how can there be some renowned artists, and some are never known. Some artists or designers can say their works are very great from their perspectives. If you do not get the point and think they are not good work, maybe it is your problems. Some works are favored by most of the audience, but what if the audience are misguided in some ways? Different people always get different ideas and information even from the same thing. How do we evaluate those works if there are no certain rules? It is not like a mathematical calculation question with only one and definite correct answer. Those basic elements of visual elements speak for their creators in the works. This question has always been on my mind.

Some parts of the readings remind me of many things I perceive in my life. I grow up in China, so I see the symbol of yin-yang a lot. I always think there is a harmony in it. The color and the shape inside the circle create a feeling that yin and yang can be mixed together, yet both independently. It makes me feel that yin and yang exist in this world with certain balance as the ancients wrote in the books. Also, when the author talks about grouping, he writes that we will automatically link the dots. I think I always do that because random dots are only dots and there could be some connections. Like the ancients created the theory of star signs, connecting dots depends on our imagination and creativity.

In conclusion, I think this reading introduces me some basic concepts of visual literacy very well and makes me think more when I will have my own designs. I can totally use my visual literacy to communicate with other people without further explanation.