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Art 225A

Assignment 1 Reflection

When I first started out drawing and designing the sketches for the business card assignment, I wasn’t quite sure where I wanted to go with it. I am still new with graphic design, and my skills more or less reflect that. There is also the issue I have with using inDesign (think oil and water). I don’t know what it is, but I always seem to not “get it” and as a result I take twice as long as everybody else in using that program. So, I started this project with the idea of keeping my design as simple as possible, yet at the same time being open to ideas of how to make my design visually appealing.

I first started out with figuring out the particulars on the text. Since I am an English major, this part came very naturally to me. To ensure I created a good flow on the text, I began imagining looking at a business card as a potential customer and figuring out a logical pattern to the text layout. In this assignment, I took on the assumption that I was an independent graphic designer advertising my own work. As such, I put my name with the 14-point font size and center-aligned that textbox within the center of the document and left some space between the text and the top of the document. The textbox that contained “graphic designer” was in a 12-point font and about a quarter inch below the textbox for my name. The text for both my name and “graphic designer” used a slightly different font. I choose each of them by scrolling through the font selection and picked out what I thought looked good. Thinking of the logic of keeping similar pieces of contact information together, I grouped the phone number, e mail address, and website together and aligned them to the right of the business card. The physical address was aligned to the left. Both of those sections used an 8-point font size with Helvetica as the style. I felt my contact information is supposed to be simple, and I kept it as such.

I played around with the arrangement of the text for a while, seeking a design that would look both visually appealing and read well. By page nine of the document, I came up with a text design that would for the most part remain permanent through the rest of my sketches. It has a logical flow of my name, profession and website all center aligned in the document. Each has a slightly different font and decreased in font size by two points from one to the next. I ended up putting my e mail address and phone number on the bottom left of the document and address on the right. I figured this layout for the most part would be extremely readable by anybody used to the Western style of word and text formatting.

I then began playing with colors. I went the monochromatic route at first, playing around with black and white. Doing this led me to figure that as a graphic designer, I would need to demonstrate my proficiency in color. I namely worked with two colors through the rest of my sketches: blue and red. I choose blue because it is my favorite color, and it also happens to have the association with a male identity. Red, being a color of passion, was also useful to demonstrate a love for what I do.

After playing around with colors and the different effects (most of which I discovered by accident), I started thinking of shapes to use. This was a tougher part for me, since I am not the word’s best drawer, and I am very picky about having any kind of shape or sketch be a good overall fit in the design. I ended up importing the star shape from the first class exercise. That symbol worked well because not only did it show the potential that I have, but stars have historically been symbols of direction. I did some variations of it, and I finally settled into the end result of my design in page 30.

I ended up with a good overall design, but I was disappointed that I only had the blue color in my final design. I wanted to incorporate red and maybe some other colors, but the way I did that in my previous sketches wasn’t visually appealing to me. I also wanted to convey that I can go beyond my simple design pattern. I think this was rectified when I did the analogous variation of my design. I made the color more of a violet, which serves a good purpose. Purple is not only a color that has been traditionally associated with royalty (and opulence), but it is also a very popular feminine color. That color variation could express the idea of that although my original design was associated with masculinity and simplicity, I can see outside the box and incorporate things that are more ornate and feminine into my designs. Having done my design, I feel that it is a good start, but there are always ways how I can expand myself as a graphic designer. Hopefully, my future work will reflect that.