

**Name:** Marc Vincent Jacob

Laboratory 3 Reflection

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The design that I found the easiest to make was the square social media post due to its limited content and design needed. In all the different designs I was making, I needed to ensure that my branding was consistent. In doing so, I applied the same branding elements where I used the same fonts, color palette and even the same visual style where I keep a minimalistic, clean and modern design. Here, for my designs to stay readable, I made sure to keep the font sizes of my texts at an appropriate size wherein it's big enough to read, but not too big that it becomes distracting. Additionally, I made sure to make more important info and texts larger than less important info to apply a hierarchy so that the viewers of my design will be able to know where to focus first and navigate information more efficiently. With this laboratory, I learned that in creating social media graphics, it truly takes a lot of time and thinking to ensure the design is clear, visually appealing and effective in communicating its message.