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R5: Visual Information Design

Visual and Information design is not really a surprised for me to be tackled, specially in my course, but what surprised me is the amount of effort, knowledge and depth it goes through to come up with its premise. I knew about color theory, proper spacing, the right font to use and many more, but the scale of which the a professional in this fields needs to go through is certainly something I did not expect. Now here I am staring at the most simplest text, picture or format of project I'm working on thinking "how do I make this look good?".

Back then before my in depth encounter with visual information design. I believe in that simplicity is beauty, but who knew that a little effort here and there could bring so much life to my visual designs. In this class I have been struggling to not to learn, but to understand its relevance, as I see visual design as more of an aesthetic and less of a necessity, but as I see works without the proper visual information design, I can see the purpose of it and it really does serve a good purpose.

When we first started designing our websites, it was certainly a challenge to program let alone think of the perfect font, color scheme, spacing an overall design of the webpage, but then I think to myself with the subject user design, what is my main focus. That is when I realized that User Design focuses on the aesthetic, the wow factor, the creativeness and less on the programming side of things, which led me think the importance of how much effort UX designer need to go through to make an acceptable work. As I tackling the different visual information design with the lessons going through it the past weeks I have learned the different colors, layouts and typography needed for a visual design to be appealing, instead of just winging it before by thinking to go simple and just use the default or common design for a project. I may have an idea about visual designing from my friends and classmates, but what I learn in my class in User Design is certainly something else as it allows my creativity to flow within my mind and hands.

In this class I realized the importance of visual information design special in creating a website. The way the designer place information in regards to its viewer allowing to interact and appreciate the effort is very astonishing as the amount of time and effort for it is quite costly. With visual design in hand I realized the power of eyes to give light to what is important in a website where every color, gridlines, alignments, fonts and spacing matters. Despite all this knowledge that I began to learn and grasp, I am very confident that there is more to go through in here. I am very happy to expose myself in this kind of art and design and much happier to apply in my other works and projects.