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TEM  
Professional Spotlight

## Branden Hall | Interactive Architect and Digital Maker



[video link](#)

This video was a short interview between a representative from Lynda.com and a man named Branden Hall, who is a programmer and artist. The interviewer asked Hall about how he had gotten interested in programming and about his current life as a programmer. This video opened my eyes to something that I haven't really given much thought to. I am a digital artist myself, but in a different sense than Hall. Whereas I physically create the lines of my art, Hall uses his coding skills to guide computers to create those lines for him. Normally, people separate the creative brain and the logical brain-- someone who was logical and based things around numbers and formulas typically didn't have the imagination of someone who was a creative mind (according to the online tests for left brains and right brains). But, here is someone who does think logically and used numbers instead of pencils, yet he was still a creative and made all these amazing works of art. He and I are two different types of artists, yet we are still artists.

Now that I am in web development instead of an artistic degree, I feel a little intimidated. I have always been unskilled with math and thinking using numbers and formulas. I tried Python coding, which is considered one of the easiest coding languages, and even that made my mind spin. I would go to the teacher after every class and spend another thirty minutes going over the same lesson that day, just because I was so confused. Of course, after studying hard and constantly asking the teacher questions, it began to make sense to me and I began to enjoy it. But, I look at Hall and see that he had been programming his entire life, and for some reason I find this both terrifying and empowering. I'm determined to learn how to code well and become an amazing web developer, but at the same time, I realize how difficult the path I have chosen is and how there will be many people like Hall as my competition. People who have grown up with code and feel much more comfortable with it. Even so, I can only do my best and strive to pull ahead of those people with hard work, like Hall had done in order to create his own programming business.

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Welcome to Hot Studio

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[video link](#)

Another video from Lynda.com focuses on a business called Hot Studio, which consists of many different web designers and developers. The tagline of the business is “making the complex beautifully clear” and I think that is a very smart tagline for web design. Designing a website is difficult-- you have to gather all of this information and present it in an appealing, unique, and user-friendly way. The people who work for Hot Studio aren’t just web designers, they are also gallery artists, graphic designers, and other categories of art, which is important. While the previous video about Branden Hall focuses more on the development and coding side of creating a functional website, Hot Studio focuses on the aesthetic side.

Creating a good website is more than just the code. The layout and functionality of the website is also very important. There are things to consider such as visual hierarchy, color theory, where the links are located on the page, what fonts to use, and where they want to draw the user’s eyes first when they load the webpage. All of these depend on who the intended audience will be and also what the purpose of the website will be. A website for a restaurant would be a lot different than a website built to cater to kid’s learning. The people at Hot Studio work together to consider all of this and create beautiful, personalized websites for their clients.

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### Creative Inspirations | Trigger - Interactive Design Studio



[video link](#)

In the introduction video for Trigger, I saw a variety of artists. The first was a graphic artist who specialized in doing graphic design, such as posters and advertisements, for superhero movies. Another person was a concept artist for a 2D roleplay game. The one that caught my attention the most was a man, a 3D animator and programmer, who had created a trading card that, when held up to a camera with a certain app, would have the characters on the card come to life and start fighting each other. I was very impressed with that. Each artist talked briefly about what they do and a common thing I heard between most of them was them acknowledging how fast technology was developing.

Technology is important in all of Full Sail's degree programs. The first 3D animated film was shown in theatres at the start of this century and, within fifteen years, there are films like Moana and Coco with lifelike CGI. Touchscreens and bluetooth only came into common use about a decade ago, there's cloud storage and computers that can beat humans at their own games. Technology has been advancing like crazy, and with technologies like VR breaking into the field, it will only keep changing and improving.

The same goes for my own degree, web development. At this point, most of the world can connect to the vast information stored within the internet with the click of a button (or rather, a tap of a touchscreen). People hold their lives on the internet-- their photos, their information, their money, and more. They spend chunks out of their day surfing the web and scrolling through countless of websites and links. So, the demand for good web developers and designers increases as more and more people find themselves connected. A good majority of marketing nowadays is done over the internet, and in order for people to be seen, they need to have an eye-catching, well-made website to compete with the millions of other websites out there. As technology continues to evolve, coding languages will evolve as well, and all aspects of the industry, and the other entertainment industries as well, will continuously grow and change.



## An Intro to Typography



[video link](#)

In this short youtube video, a woman named Karen Karet goes over some of the key terminology and dos and don'ts of typography. Although the video is a little fast paced, and Karen is uncomfortably close to the camera and never blinks, there was a lot of interesting information. I learned words I had never heard of before such as leading, tracking, kearning, rag, pica, flush left/right, and justified. I didn't realize just how much thought goes into typography and now I am looking at the various objects around my home, observing the fonts they used and the different aspects of typography displayed.

This is all good to know, as typography is important to web design. I already know how much adults seem to cringe when using fonts such as *comic sans* and *papyrus*. The fonts used on your website will be one of the first things a person subconsciously notices when they come on to it. You shouldn't make the type too small or too close together, especially if the website is a blog site with a lot of information. People will not want to read something they have to strain their eyes to see. Karen also talks about other design elements related to typography, such as contrast, hierarchy, and being mindful of where/how you place your text. Just like reading a comic book, a person's eyes will be guided by the positioning of the text as they skim through your website-- and you don't want to them to become confused about what they are looking at.