

GRAPHIC DESIGN

KAMAL YUSUF

2108257

BMSW4001

GROUP 1

Academic and Employability skills



GRAPHIC DESIGN

- Graphic 'Visual'
- Art, imagination, expression
- Involving drawings paintings engraving
- Visual elements include colour, shape, texture, form space and typography
- The ability place these visual elements on a surface to convey an idea



- Design 'To decide upon the look of something before its made'
- Thinking problem solving practicality
- Creative tools such as Adobe Photoshop to express ideas
- Key principles of design include:

Contrast, Hierarchy, alignment, repetition simplicity and balance

Once we combine the visual elements and the design principles we have *Graphic design*

Graphic Design

These are the skills I have gained through my young years from a combination of school and work



- Verbal communication

- Software skills

- Problem solving

- Communication

- Teamwork

- Studying business in college has enabled me to understand the science behind peoples behaviour and what triggers it in order to understand the most effective way to appeal to the consumer which is very beneficial in this field.
- Being a young guy raised in multi cultural area, this has given me the advantage to communicate with all types of people regardless of age, gender or ethnicity.
- Taking GCSE Computer science has given me the benefit of running computers smoothly and using creative tools such as adobe Photoshop to my advantage.
- Having worked at previous vacancies I firmly understood the craft in problem solving. Problem solving is another key aspect needed in this field as you would need to identify, analyse and select the perfect solution to every problem.
- Communication is another skill I have perfected. I believe a lack of communication is detrimental to this field as I would consistently need to be able to socialise with my peers and work together in pursing our end goal to attract the consumer.

What qualifies me to say I possess these skills?

- Being born and bred in the UK, growing up in a urban community, having immigrant parents I believe all these roles in my life has shaped me to become a hard worker and excel in any field I work in.
- In terms of how I communicate the way I express my work all comes from my background and can easily be shown in my work.
- My academic achievements so far can also defend the skills I have gained in relation to my software skills.
- When it comes to teamwork I'm known for that, in my early years attending team sport competitions such as football and basketball have given me the teamwork mind-set from a kid.

GRAPHIC DESIGN

These are the skills I need to improve on

- Drawing and sketching
- Ability to express
- Simplicity
- Time management



- Most graphic designers pre sketch to get an idea on the art they are going to create. Although I'm not the worst that's still not an excuse and I need to work on my hand sketching as its not the best
- Sometimes my ability to express my work can go sideways as I'm a huge over thinker. This plays a negative part as I need to be able to express what I'm trying to portray positively
- Simplicity is another trait of mine which sometimes takes a negative impact on my thought process. A graphic designer should be able to simplify his creation and have the ability to adjust it whereas I tend to overthink which ultimate plays a negative role in my work process.
- Another flaw of mine is time management. Even though I have relatively improved this is still not an excuse. Being a graphic designer I should be able to multi task and work on multiple projects without any set backs. This is a flaw I will continue to work on regularly to enhance my skills.

How can I improve on my weaknesses?

- My lack of expression can easily be mended through socialising with my peers in my work environment, which would easily lead to me being more comfortable with my expression.
- My struggle with free hand sketching could also be fixed with the practise of pencil sketching daily. This could would slowly resolve my problem with sketching.
- My time management has already improved as of recently but to give it that boost I would recommend myself to pre-plan everything ahead of time and have it written down in advance this would give me the reassurance and ultimately benefit me.

Reflection/conclusion

- In conclusion my skills go hand in hand in this field which I believe will give me a significant advantage, My skills can easily be interpreted into this workplace.
- However I am still lacking certain abilities which could ultimately benefit my craft. Having listed my pros and cons in terms of my skills and the solution to my cons, I believe this is still a field I could excel in and hopefully have a successful career in the future





References

- Gareth David Studio

<https://www.youtube.com/channel/UC64eec0UYHxflyEWgyZOvLA>

- GCFLEARNFREE.ORG

<https://www.youtube.com/user/gcflearnfree>