issue 1 The Diversity

/lAIf/



MAS SHAHIRA AMINUDDIN
1811408
SELF REFLECTION

The whole journey of being abroad to complete my bachelor is still surreal to me up until today and the fact that I am publishing my own e-magazine is just a wonderful experience that I will never trade with anything. I adapted new skills throughout the time I spent in order to complete the e-magazine. The experience and new knowledge gained since the moment I am here is the opportunity of a lifetime that can be used for my dream career.

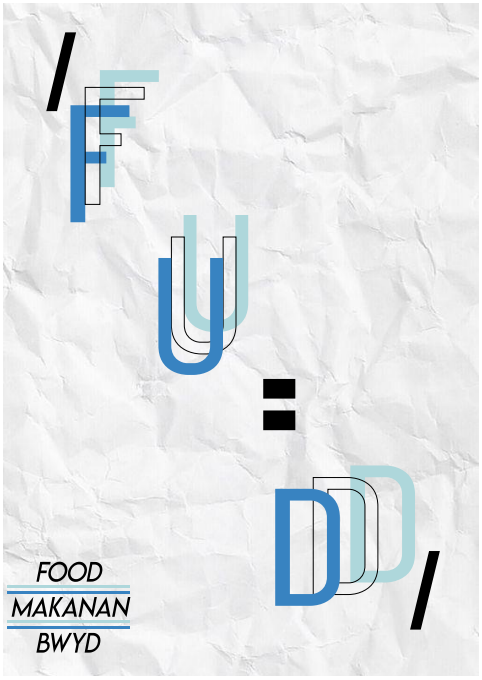
It gives an amazing feeling to have something new to discover in life and a very useful learning experience. Especially when the knowledge gained can make a good use for the future. Skills adapted during my learning experience here are more than I have expected to be learning. I am glad that I was given the opportunity to learn various type of Adobe software and learned on operating gears and cameras as well. Exploring different kind of Adobe software gave me different perspectives on figuring out layout designs and making sure the outcome of my artwork went through professional processes. Although I have experienced on learning more than four Adobe software, I would love to learn more and in depth with each one of it so that I will be able to produce different kind of creative content.

Furthermore, one of the important factors that I have learned while completing the e-magazine is the need to have a good and decent time management skill. It is very important to make sure to follow the schedule planned so that the outcome will meet the expectation or the actual plan. Managing the time to complete a page of the magazine is important because it will go through the photography, editing the photography and designing it before compiling it as a part of the magazine. I surely wish that I have more time to complete the whole project as I will be able to make it better with more content can be included and more exploration can be discovered.

Another important factor is to make sure that I am focused and have everything well planned. I realise that by following the schedule made, I am more discipline and making sure that I follow it bit by bit made my work done according to what has been planned. Sometimes, the schedule need to be adjusted according to sudden plans or obstacles but somehow having specific aim will help to make sure that I am back in track and goals can be achieved easier. Moreover, I have gained self-confidence throughout the process of publishing the e-magazine. Having the chance to voice out my ideas and creativity to my supervisors made me believe in myself that I am able to produce great creative content. I love the fact that ideas are accepted and improvements can be made with the supervisors' advices regarding to anything presented. I am able to explore and expand my own creativity instead of doing something according to one's perspective only.

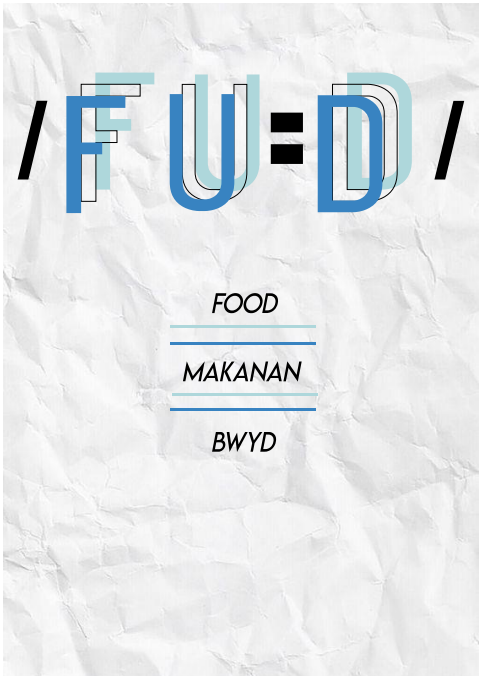
It would be unreal to not have flaws in the process of completing the assessment. There were distractions and decisions need to be made. For me, I need to explore different layout styles and designs in between editing and during the process I tend to get distracted with the choices. Therefore, I came out with few styles and designs to compare on which one to be used or to be presented in the e-magazine. Making sure which one is the best to be included in the e-magazine is hard as well. In my opinion, making few options make me more satisfied on the final outcome because it shows development between different layout designs and unleashed my creativity by letting the design expand with different ideas. It also made me able to improve myself to be more alert on what is better to be presented and focus on the little things while designing as it matters. Thus, sometimes I get distracted by new ideas and inspirations for the layouts, I took it in a positive way where I tried to incorporate newly found elements to be included in my artwork.

The layout style development



As the first layout design, I would like to just display the title and experimenting on how will it looks like. From the first layout, I knew I had to try other styles to make sure that the title will stand out and eye-catching.

1.0 First layout for section separator

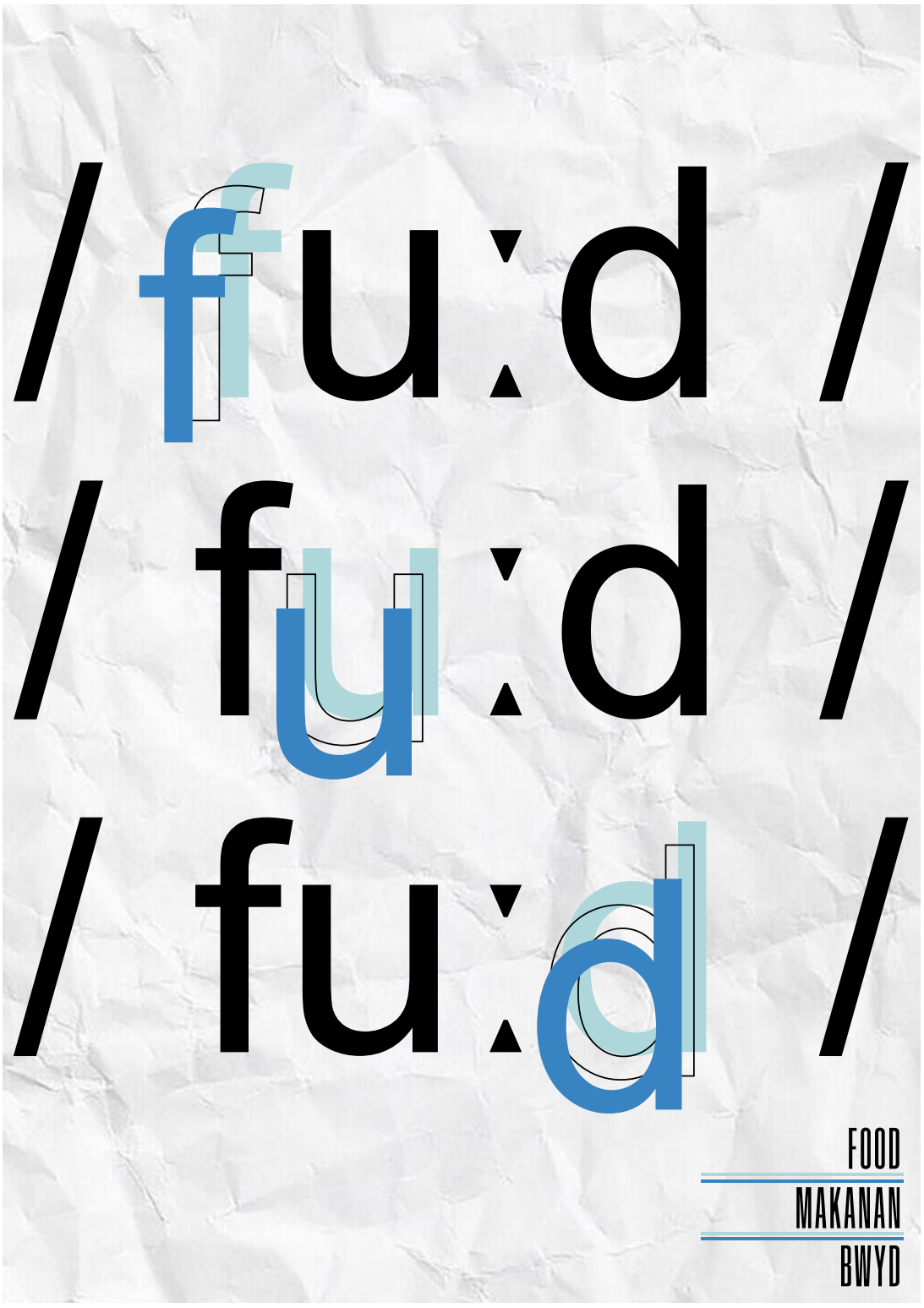


The second layout is a development from the first layout because I somehow wonder what if I keep it simple and straightforward. It somehow turned out to the layout that I dislike the most as it looks too simple.

2.0 Second layout for section separator



3.0 Third and main layout for section separator that I still think needs an improvement on the side description as I felt like it does not look like they belong on the page



4.0 After changing the description, I believe that this is the best separator for the magazine as it goes really well and fits the criteria on how I wanted it to be.

Deciding which typography to be used in the e-magazine was a challenge for me because I would like to make sure that it is suitable with the theme and goes along with the content presented. This is to make sure that my readers get the mood and feels while reading and flipping through the magazine. According to Brown (1979), by knowing the right angles, it will help to gain some understanding of some keys value in graphic design. This includes communication and demonstrates the equal level of importance to each of the artwork. Brown also mentioned that the use of logotypes and instructional diagrams might now be considered a very limited range of two-dimensional media. I chose to use typography as a big part of my magazine as it brings the idea and direct view for my readers. It is true that we will feel interested with what we will see first before getting to know it in depth.

The phrase "typography as a discourse" described in the 1980s surfaced from Cranbrook Academy of Art in Michigan is to describe a model that had been developed in education of Katherine Mccoy, it has been referred as 'expressive formalism' (Lupton, 1996). The choice of typography is really important in the magazine as it needs to look like it is belonged on the page and in the magazine as a whole. Other than that, it is also can be used as a layout style and I do believe the right typography able to stand out on its own without any photography involved. The funky and vibrant mood contained in types of typography that I have been using made me feel satisfied as it does bring interest to my readers. As being presented in my layout design, I chose for the beginning of every section to be bold and unique because for me, it is consequential to make sure that readers are aware of the new section and interested to get to know more about the content by the first impression symbolised by the typography.



5.0 Layout symbolising vibrant and containing expressionism element by the choice of colour and position on how the word being displayed gave unique character to the page.

Mccoy (2001) explained that in the early twentieth century, there were artists and designers of modern movement that use typographic layout in expressive ways to introduce a visual quality to typographic design that can be constructed with classical approaches. Those artists and designers were including cubism, futurism, De Stijl, suprematism, construction and expressionism elements in their artwork. The revolutionaries can be associated with the movement of including or using typographic shape and layout as an interpretation and adding meaning of words.

She also states that "typography finally became an expressive visual language as well as the visual one" and she mentioned that "seeing and reading are two modes through which we traditionally think receiving messages" (Mccoy, 2001). I would say that I strongly agree with her as we see the image first and it is important for it to be eye-catching so that it will attract the reader to read about it and get to know the content with interest. However, the limitation can be exposed through more expressive approaches such as text, image and the layout can enable the sender such message to reach wider readers or audiences through the combined expressions and legibility approaches to graphic design which symbolising the artistic and scientific elements.

Moreover, throughout the journey on publishing the e-magazine, I had developed few transferable skills. I have improved my social skills by gaining more confidence in directing and leading on what or how I wanted the artwork to be and not doubting myself for too long when making decisions. Having multiple consultation also made me feel motivated to make sure my work is done in the right direction and experiencing it with talents helped me to develop the skill as well. In addition, I realised that I managed to handle unpredictable circumstances calmly when the file of the second vlog that I have edited were corrupted. Instead of panicking, I tried to find solutions on getting it back and started a whole new editing process as soon as possible. I have

learned that things can be done easier when I am well planned and determine to complete it in certain amount of time that I targeted.

In order to make sure that my goals are possible to be achieved, I taught myself to be more discipline and stick to the layout designs. With the disciplinary, I managed to edit my pieces in short amount of time with satisfying result. It shows that when I am well planned, I will be able to save my time on wondering on what to be done and how to make it happen. Besides, it also taught and reminds me to always be punctual to meet the deadline that I have created in my schedule so that I will have ample amount of time to make sure other work can be done excellently. Managing my time for the e-magazine and trying to balance it with travelling or even daily routine was quite rough in the beginning. However, by making sure that I have my schedule sorted with detailed and following it with discipline made me able to complete my goals on time.

If I would do anything differently through the whole process or the final outcome, I would surely say that it would be great if I have more time. Having more time would give me the exposure to more content and may also unleash more of my creativity. Moreover, I would also say that I could make more connections since the beginning of the production as I will understand the culture in depth. I thought of the length of time would be fine at first until I looked back at the difference between my first and second vlog from the quality of the camera and what I would change them. I then realise that if I could have more time, I will surely record the first vlog which is located in Cardiff, all over again. The distance to get to there is one of the issues that it cannot be filmed back and also the amount of time left to film it. However, I managed to pull both of the vlogs to make them a part of the e-magazine. The masthead and credit section from the both vlogs help a lot to make sure that they are both relatable.



5.0 Self-improvising and creativity

Having the sunlight for outdoor photoshoot is a bliss, therefore I need to rush on getting the right light source for my photography. As in the recipe, mustard is needed and the mustard that I ordered did not arrive at the time I am going to take a picture of the ingredient. I used mayonnaise and mixed it with turmeric powder to make the colour vibrant and look like mustard. Surprisingly, it turned out really good and based on the picture, I asked my friends and everyone did not notice anything wrong with the ingredients displayed. This taught me to not be afraid on experimenting and let the imagination runs wild to achieve something needed.

I believe that it is a right choice for me to publish my very own e-magazine as I always wanted to create a content using my photography skills or to produce a printed media with more visuals. Therefore, I am glad that I have the opportunity to learn in depth regarding the publication and production of the e-magazine. Even though I have done few short films, music videos, documentary and tutorial videos before, I am happy that I am able to include my editing or filming skills in the magazine as well as making it more interactive for the readers.

In addition, excellent organisational skills of mine made it easier for me to make sure that I will get things done according to plan. Being organised and always having my to-do list with me helped me to keep up with my ongoing task to complete the e-magazine. Unconditional support from family and friends also helped me keep my determination getting the e-magazine done. I ensure that having moral support and being surrounded by positive energy will help self to flourish beautifully.

In conclusion, I appreciate all of the efforts done by everyone that has been supporting me from the beginning, my supervisors that never lack of encouragements to spread it to me and my own determination to make it happen. I am blessed to have the opportunity to experience on publishing a lifestyle e-magazine with guides from the professionals. I would not be able to make it happen without the amount of research, support and exploration of types of design discovered from the beginning of the process to publish the e-magazine. I am proud that all of the photography, layout design and artwork are all produced by me from the beginning. Last but not least, I have learned that with hard work and determination come great outcomes and I always hold on to that for my future career and even as a life lesson gained from the journey.

References

Brown, B. (1979). The graphics triangle. *Information Design Journal, 1,* 123–134

Lupton, E. (1996). *Mixing messages: Graphic Design in Contemporary Culture*. New York: Princeton Architectural Press.

Mccoy, K (2001). American Graphic Design Expression: The Evolution of American Typography. In S. Heller & G. Balance (Eds.), *Graphic Design History* (pp. 3-11). New York: Allworth Press.