



## PERSONAL PHILOSOPHY

The fundamental characteristics of graphic design, from catchy advertising, aesthetic branding, and product appeal, to influencing emotion and life values, are not only powerful elements which define our existence, but also intricate modes of communication that bind all humans together. Our opportunities and responsibilities as designers have significantly changed in recent years due to new technological innovations and the recent onset of globalization, giving practitioners the chance to broaden horizons and interact with worldwide clientele never imagined possible. I consider this an exciting addition to our field, one that will allow us the ability to greatly expand our creative vocabulary and practices. However, to remain successful, I believe it is more important than ever that graphic designers understand all aspects of visual communication, including cultural differences and dimensions, in order to continue meeting societal needs.

My education, industry, and life experiences have all been essential in helping me develop holistically as a designer. My undergraduate studies were fine arts based, with a concentration in graphic design, and helped me formulate a strong foundations background. My graduate studies, on the other hand, have been intricately focused on honing my technical skills in areas such as typography, symbolic formation, and color theory. They have also allowed me to develop a more finite knowledge in areas such as concept development, theory, research, and human interactions. Furthermore, I believe my industry and freelancing experience has given me the skills needed to effectively meet the needs of clients.

What I have come to realize in my years of education and experience is that being a graphic designer is not just about creating an aesthetically pleasing advertisement, trademark, product, or website — it is the ability to successfully and emotionally connect with an intended audience. As designers, we are unique in our distinct training and ability to visualize various solutions to any problem. However, I believe what separates a good graphic designer from a *great* one is not only using knowledge to produce an appealing piece, but also having the ability to relay information to a specified public that powerfully attracts, emotionally connects, and immediately conveys a message. It is this belief that best defines my practice as a graphic designer.

I may be a designer by profession, but my artistic abilities also include photography and creative writing. These are personally important because they act as expressive outlets that supplement all facets of my creativity. Photography and the written word are valuable forms of communication that have the ability to carry a distinct message. Understanding these mediums and knowing how to integrate them into my work allows me to be that much more successful as a graphic designer.

I am excited to be a part of such an enriching artistic and communicative field. Graphic design not only allows me the ability to learn about and connect with such a wide array of audiences, but is an ever-changing field of practice that guarantees to provide an exciting lifetime of creative learning.