

Capstone Reflection

My capstone had a very rough start, but became an amazingly positive experience to fix and refine my pieces of my portfolio. I had a very hard struggle over the two years of my program to brand myself. This course allowed me to find and solidify the branding I wanted for myself all along. I have been asked lately “when are you going to start applying for jobs?” My immediate answer was always “when I get my portfolio put together”. I am very grateful for this class allowing me the opportunity to put together this portfolio. I enjoyed the experience of allowing my peers to review and give feedback on pieces, I found it to be very useful. I also enjoyed seeing what others prepared for their portfolio as it helped guide me in things to choose for mine. Without this class I would not have known how to prepare a portfolio and how to present my items in paper form, but still in a professional and polished format.

Reflecting back on the significance of this capstone in relation to my own experience at SNHU is that it was a fantastic way to pull together all of the work I had done during my classes over the last two years. It also allowed me to use the skills and knowledge I had gained about the vast range of programs I learned in the various classes over the years. I felt I was able to use them in a more professional manner, with less direction and limitations than in classwork. I was also able to incorporate all of the feedback I had received over the program. It gave me the opportunity to put those corrections into action and actually see the improvements that listening to advice and critique can make to the quality of my pieces.

The feedback I chose to incorporate was as much of it as I could. I had someone point out that my Town menu was branded Chinese and I had the menu set for Japanese food. That is a very confusing piece and could be offensive to those of both ethnicities which is a very important thing I want to avoid when presenting my work to future employers. It could cause me to come off as insensitive or uneducated. Other feedback I used was font changes or color changes as well as prominently displaying my full logo. The initial feedback for my logo was the biggest piece I had to refine to create a completed product. I included the critique to create something that looked more hand drawn so that it truly reflected my work which is very important when presenting yourself for jobs.

I will be taking a lot of the skills I have learned over the years with me. I have a fantastic understanding of Adobe Illustrator, InDesign, Photoshop, Animate and Microsoft Visual Studio Code. All of these tools are essential in creating complete pieces in the graphic design world. I am receiving a concentration in web design which also gave me knowledge in Adobe Animate and a more extensive knowledge of InDesign that I would have not received without the concentration. I also feel the practice in critiquing others and receiving critique gracefully is knowledge that I will also take with me going forward in the design world. It's very important to be able to give and receive criticism when creating products. Design is a back-and-forth process of tweaking things until the client is satisfied. Learning to not take criticism personally or on a slight to your own design or process is the most important aspect I am taking away from this program. I believe collaboration is extremely important because to have more than view or

perspective on something can create a more widely diverse product. Finding a diverse group of people to work with can create even more perspective on a project. Your product will be better well received and more polished as you are more likely to go through more tweaks and iterations of the projects.

Maintaining ethical principles and incorporating social responsibility are important in advancing in the graphic design industry because they keep your skills up to date and make sure you receive the latest social information about the world and how consumers perceive societal ideas. For example, in an article titled "What Are Design Ethics? (And Why Are They Important)" it states "Design ethics help raise the standard for visual work by establishing behaviors and actions that are acceptable in the professional community and for clients." Some examples of maintaining ethical principles are continuing education in the world of design, continually seeking out aesthetic standards and functional excellence as well as continually contributing knowledge back into the world of design. I believe this is how you leave a positive impact on design and can create a lasting effect on people due to the involvement and the importance of upholding human rights through professional endeavors. Human rights include decentralized, private, open, interoperable, accessible, secure and sustainable. It is also important to create products are are safe and intuitive to use.

After I graduate, I plan to pursue a career in web design, animation or another type of electronic design. I would like to learn more about textile designs or more about after effects animation. I would like to look for a career creating advertisements for social media or something

else in the animation industry. I live in an area that is a bit limited on those jobs. We do have a Sony PlayStation design office here that would be amazing to work for. I will be watching for entry level openings with them. I am also interested in working on designing and maintaining a website for a company that I enjoy like Lego or another fun company. There are also some opportunities to apply for e-mail design jobs for a hospitality company here in town. The one thing I would like in a career is to be able to work from home so afford me the freedom to raise my kids and be less tied down. I would also enjoy a freelance career as well, but I feel working for some kind of design company in the beginning would give me a great feel for the expectations of the work place and process, as well as additional instruction on programs so that I can master them. The main goals for my professional life are to, enjoy my job, create designs or animations that others enjoy and bring joy to their lives as well as to make a comfortable living.

In reflecting back professionally I feel I have gained significant knowledge in technical programs as well as the ability to better take and receive critique on design work. The ability to give and received criticism properly is a dispositional requirement of the design world. Not taking design changes personally will save your feelings and what could become hardships in careers with coworkers or clients. When working with peers, clients and others it is important to remain professional with clothing and hygiene as well as demeanor. I will apply these skills moving forward by presenting myself professionally to future employers as well and continuing practice hours on programs by not turning down opportunities to do work, even if it not my style, anything helps build a portfolio. I will also keep myself updated on societal expectations and ethical standards by subscribing to a blog or magazine.

Citations:

The principles of ethical design (and how to use them) - 99designs. (n.d.). Retrieved February 27, 2023, from <https://99designs.com/blog/tips/ethical-design/>

Cousins, C. (2017, January 30). *What are design ethics? (and why are they important?)*. Design Shack. Retrieved February 26, 2023, from <https://designshack.net/articles/business-articles/what-are-design-ethics-and-why-are-they-important/>