

Personal Statement

Design is a word that has always been appealing to me. When I was two years old, I liked drawing on the walls. Even though then my paintings were just some color lines and random patterns, now I perceive them as some indications for learning design. Starting from middle school, I was largely interested in reading different magazines. The thing I paid most attention to was not the content in these magazines but the layout styles, the arrangement of pictures and their types, colors the designers picked for the subjects, and many other similar aspects. I think that these professionals do not simply create things but improve the existence of everything – depict it in a more appealing and vivid way. For most people, creativity is an essential feature that every designer should possess. I tend to support this idea, but creativity is not all that one can say about the designer. Being skillful is an extremely important aspect that one should take into account in order to become a good designer. Whatever idea a designer develops is, he or she is always able to exquisitely deliver them to the audience through his/her work. Expertise and skills assist one in doing it.

I took classes on Photoshop, Illustration, Typography, and video editing at school and I learned a lot from my professors. However, I think that I still need to explore much more than I have already done in software. Therefore, my spare time I devote to watching tutorials on Photoshop, video editing, and photography. Sometimes, I try to reedit the works I prepared for school and, as it seems, I manage to improve them. The outcome should be perfect for me. I want my work to meet all teachers' requirements and my personal expectations. However, every time I understand that there is always room for improvement and I need to at least a little bit approach the perfection. One day, in my color class, I was supposed to design a composition using hues and chromatic colors interaction. I spent so much time on this assignment, but the work turned

out to be anything but interaction. I sent it to the professor, and he told me that he would still accept the idea that I used in my work. Nevertheless, I was not satisfied with what I got in the result and decided to redo the whole project the night before the due date. It turned out to be a good decision because I got an A plus for that project. I got the highest grade for the professor's task, but it can be also considered as an assessment for following the requirements I have set for myself.

In addition to fulfilling class assignments, I had also done many works for other purposes. From primary to high school, I designed and made all activity posters and wall printings for my classes. Some of my works had gone to contests, and they were not left without attention. I treat all these activities as excellent experience on design because my clients were the public, which meant I needed to come out with something unique, but appropriate for people's tastes at the same time. In order to create one of the posters that I designed for our school ceremony, I took photos of 45 corners in school, which stood for the 45 years of its history. I glued them all together onto a huge poster paper. In addition, I interviewed many schoolmates about the moments they associate with these corners because I believed that the most unforgettable memories during people's school years are the things they that they had done together. After that, I recorded all words in interviews and put everything down next to the picture related to each expression on the poster using different handwriting typefaces. The poster turned out great I think because many students stopped, looked at it and discussed it. The moment of that admiration and appreciation, the importance of my work made me feel passionate and inspired.

In addition to that, I designed a business card for my friend, who owns a traditional handmade candy store in San Francisco Chinatown. The type of sweets that my friend produces

is called Dragon candy. It is a very old Chinese sweetmeat. In order to come up with a brilliant idea for the card, I did some research and talked to my friend about his demands. I thought that designing the card with a traditional Chinese dragon on a watermark background would be the most appropriate. Moreover, I used a picture of an old man making the candy as the logo since my friend's father, who is a seventy years old man, makes candies too. The store name, Dragon Papa, had a display type in order to match the old grandfather logo. The main color I applied for the card name was red, which is often used for traditional Chinese elements.

I strongly believe that delivering the message from the designer to the audience is the most essential in designer's work. Therefore, before brainstorming any ideas, I try to think of what my final work will say to me and other people.

Designing is something I will never stop doing in my life because it is the passion that gives me strength and endows me with new impressions. I am looking forward to improving my skills and finding out more about design.