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Graphic Design Portfolio Professional Reflection

GRA 491

10/16/2023

The designing of my professional capstone project has given me an educational experience about myself. I feel as if I was able to truly use my own designing style and express my own sense of professional creativity. When it came to designing the portfolio website, I already knew what kind of layout and palette I was going to use. Designing the site was simple once I gathered all the information, data and graphics examples for the site. The hardest part was deciding which pieces I wanted to include when it came to presenting my works. I wanted to incorporate solid logo choice examples to be able to represent my artistic style, and I feel I did that effectively. While in the designing process of the print-portfolio, I knew I wanted to match the color palette already chosen to remain "on brand", I also wanted to curate the same type of viewing flow and structural organization to be able to make it stand out and look professional. I feel as if I was able to successfully do this with the help of resources and examples given through the instructor. Overall, the whole capstone project was a very important learning experience. I was able to organize graphics to represent my artist image successfully, I was also able to get the projects done by the specific deadlines and finally I was able to put together this whole capstone project successfully.

The capstone project is very significant when it's related to my own experience at SNHU. This project has helped me to present professional graphic design works with my own unique style in a timely and effective manner. The completion of this project has solidified my knowledge of graphic design by being able to follow all directions and requirements and presenting a final, polished portfolio for both web and print optimization. The main major connection between the capstone and the academic program, is that without the academic program I would not have been able to produce the graphics/content for the portfolio or have the skill sets for graphic design.

When relating to feedback, I was able to incorporate changes to my work based on critiques by the professor as well as from my classmates. The most important change I made was to make sure all of my content had no relation to my personal business. This helped me identify myself as a graphic designer rather than identifying my business. There were also some smaller scale changes that were incorporated to enhance the readability and viewability for both the website and print portfolios. It is very important to be able to receive feedback and incorporate it into the works, this will always help to give another perspective as well as potentially make the initial design better. When relating this statement to my current capstone, I was able to improve and make my capstone look and feel professional with the help of collaboration and critique.

After everything I learned from this course, I will use all the knowledge in my professional career. I am striving to be a professional graphic designer for a major company, if I potentially secure this career I will be able to apply everything I learned into it. For instance, I learned how to make a professional print and web layout portfolio. Now I can use this as a portfolio to help me secure the job, as well as I could use the skills to make the portfolios for potential clients or jobs in the future. I will also be able to apply my improved skills of typography use and visual hierarchy to any design project that may come before me in the future.

To maintain ethical principles and integrate social responsibility in advancing the graphic design industry and creating impactful artifacts, I'll prioritize inclusive design practices, ensuring accessibility for all users. This involves considering diverse perspectives, advocating for representation, and avoiding reinforcing harmful stereotypes. Additionally, I'll promote sustainability by using eco-friendly materials and minimizing environmental impact throughout

the design process. Collaborating with communities and stakeholders will be essential to understand their needs, fostering designs that positively impact society while upholding ethical standards, fostering a culture of empathy, equity, and positive change within the industry.

I have many goals when it comes to my professional life. I have tiers of goals, both short term and long term. To start, I have a short term goal of graduating from SNHU and attaining my Graphic Design and Media Arts degree. In order to achieve this goal, I must achieve the smaller scale goals of getting my homework done on time every single week. One long term goal I have is to become a graphic designer for the luxury company Chanel. In order to achieve this goal I must achieve other long term goals i have set, like to attain a graphic design job in a corporate scale company in order to get more corporate experience in the graphic design field and this will hopefully help to attain the long term goal of a Chanel graphic designer. My overall goal is to spread positivity through my art, this will always be my goal no matter the project. I will always strive to bring positivity with my art.

When reflecting on the skills, abilities, knowledge, and dispositional requirements you have displayed and will need to display when working with peers, clients, and so on. I plan to be able to build and apply these skills by now getting experience in a professional graphic design field. I also am thinking about figuring out how to start obtaining my masters degree after obtaining my bachelor's degree. This experience will help me to learn more and always be able to adapt to new tools and adapt to clients specific wants and needs.

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