

## Teaching to See

Teaching to See discusses various concepts that are paramount to the balance and overall composition of an artistic piece and training design thinking. The design typography task touches on differences between proper optical spacing, common structure and evenness, and distinctiveness. Proper optimal spacing is important for balance and harmony of a piece with a difference between geometric accuracy and optical accuracy. In visual design, if you wish to place an image or text in the center of the screen, ideally it should be placed slightly above the true geometric center. Placing it slightly above appears more centered than the true center, highlighting the importance and influence of human perception. Additionally, consistency between elements will improve an entire piece. On websites, proper formatting and even structure makes for a more polished look, and sets up a foundation for good organization. Lastly, proper optical spacing with rhythm and color contributes greatly to overall balance and harmony of a piece. Using colors to represent different ideas can be done without harming each other, as differences and variation in hues and saturation can be used to portray different ideas.

The greatest takeaway from this is the goal of visual design: to capture the attention of someone walking by and entice them to seek more information. In visual design, sparking that curiosity plays a large role in learning, sharing information, and spreading awareness with others in a clear, organized, and explicit manner.

