DESIGN of a LIFETIME

This chart explores the changing mediums, needs and technologies for graphical communication over my professional lifetime and how this has necessitated the acquisition of new skills as a designer. The data reflects my work to help people communicate something about their life, work, organization or events. Each block represents a design project, which is assigned to one of three main categories of design: print, web and identity (logo).

Digital Design

In high school, my main tools for creating graphics and design projects were Adobe Photoshop and some Adobe Illustrator. Projects were a combination of drawings, photocopies and scans. With the launch of Adobe InDesign, page layout and design were able to be done completely on the computer.

Money and Mobiles

A decline in U.S. consumer wealth and the downturn of economic activity following the Recession of 2008–09, combined with the increase of cellphone technology, capabilities and users saw an increase in website design and development projects. By the same token clients were less willing to spend their (tighter) budget on printed materials and instead focused on the quickest ways to reach the largest amount of people—the internet.

Keeping Up

Technology capabilities and user preferences are changing almost faster than designers and developers can keep up with. Albeit the increase in DIY website builders does muddy the waters somewhat. The focus of design, particularly for websites, has shifted to be oriented towards user experience and user interface. The user story is king.

PROJECTS STARTED

2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017

NEW SOFTWARE
Adobe InDesign

TECHNOLOGY
Web 2.0

TECHNOLOGY
WordPress

NEW INVENTION
Touchscreen Phones

TECHNOLOGY
Mobile Web

TECHNOLOGY
HTML5

TECHNOLOGY
DIY Website Builders

TECHNOLOGY
CSS3

SOCIAL MEDIA
Facebook

SOCIAL MEDIA
Twitter

HISTORICAL EVENT
Great Recession

EDUCATION
HS Graduation

EDUCATION
BA in Art Completed

EDUCATION
MPS in Information Visualization Begun

WORK
Gordon College

WORK
Lamppost Creative

WORK
University of Maryland

279M Internet Users
2.2M Websites Online

782M Internet Users
38M Websites Online

2B Internet Users
240M Websites Online

PRINT WEB IDENTITY

SKILLS LEARNED

Photoshop
Illustrator
Black & White Photography

Dreamweaver
HTML
CSS

Digital Photography

WordPress CMS

PHP
JavaScript
HTML5

CRM Databases
(i.e. Salesforce)

Tableau