

Name: Madeline Cuaresma

Media Writing: Blog Assignment

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## **Blog Name:** MCxgraphicdesigns

### **Blog topic 1: The Difference between Graphic Design and Digital Art**



Graphic design and digital art share the same concept of using visual elements in the creative field, but both subjects have different purposes, processes, and goals. Graphic design focuses on communication and problem-solving through visual elements to express a clear message to an audience. A digital artist's job is to combine their technical skills with their artistic ideas to meet project goals by

creating digital paintings, illustrations, animations, and graphics.

Graphic design is often used for clients and businesses, appearing in logos, posters, advertisements, websites, packaging, and social media content. According to Lowcostdesign, "the goal for graphic design is to make information understandable, aesthetically pleasing, and memorable while supporting the main objective of a brand, business or campaign." Digital art is often used for entertainment, advertising, education, and communication to provide self-expression, raise social awareness, and develop new immersive experiences to reach a global audience through online and social media.

Digital art is a form of art that focuses on the use of digital tools to produce both images and video. Additionally, digital artists can create any type of artwork desired as long as they are using the necessary digital tools to produce artwork that could either be chosen to sell or exhibit. Through creating artworks, digital artist can create their work that puts a spotlight on aesthetic appeal, imagination, and emotional impact, the use of illustrations, etc, rather than delivering a specific message with visual elements. Digital art is frequently seen as a reflection of the use of the artist's imagination and style.

While technical skills like drawing, painting, and using software are essential for both fields, digital arts use the ability of freedom to experiment with style, colours, and digital

techniques. The software that digital artist uses are Photoshop, Procreate or Corel Painter to create textures, lighting effects and complicated artworks. While graphic designers often on Adobe tools like Illustrator, InDesign, or Canva to create structured layouts and print-ready designs. Despite the difference between the two fields, graphic design and digital art can overlap with each other since both cover artistic elements to make work more engaging and eye-catching.

In summary, graphic design emphasizes effective communication and purpose, while digital art is centred on creativity and self-expression. Both design fields provide different ideas and let creativity play in today's visual society.

## **Blog topic 2: The Role of Graphic Design in Social Media**



Graphic design plays an important role in social media since it helps create a brand's visual identity through logos and branding, but also makes it easier to recognize, so it captures the viewers' attention across social media platforms. The use of visual elements such as logos, colour palette, etc, showcases the brand's visual language and improves credibility, allowing the

audience to gain trust. Additionally, graphic design uses the ability to design eye-catching content that will deliver a clear and understandable message across multiple online platforms. For example, social media posts provide important information for viewers to understand and quickly share with others.

According to SoulCor Creative, "Modern graphic design in digital marketing is mostly focused on balance, contrast and emphasis when designing for social media." These three ideas provide the ability to create a good visual identity that will enhance a business or brand to stand out and be associated with multiple people. Furthermore, designing is capable of shaping the overall branding and identity of a social media profile since it includes the use of templates, colour schemes and visual styles that make a profile recognizable and professional while building trust and improving brand identity.

Graphic design also plays an important role in storytelling on social media by transforming complex content into information that is easy to understand, engaging and shareable for their audience. Designers can highlight user experience by making sure that every design looks clear and readable on mobile devices, since most people access social media through their phones. As a result, strong graphic design not only helps with storytelling to be more effective but also improves visibility and audience reach.

Graphic design on social media does not involve just aesthetics — it involves communication, strategy and connection since effective design helps messages to stand out, supports brand identity and encourages meaningful interactions with viewers. In today’s generation, effective graphic design can be seen as an essential for anyone aiming to make their social media content stand out and be memorable.

### **Blog topic 3: The Importance of Fonts in Design**



Typography, known as “fonts,” plays a very important role when it comes to designing because it shapes the brand’s identity, improves readability and creates the overall tone and personality of a project. It also influences how messages are delivered and how they can be communicated effectively to the audience. Typography is known as a visual language that expresses tone, mood, and personality. For example, serif fonts such as Times New Roman are often seen as “professional” but also traditional and reliable, allowing the design to look formal and simple. However, fonts can sometimes cause misunderstanding because there are fonts that can make a design feel elegant, modern, playful or professional, while there are some that can confuse or distract viewers.

In the branding and marketing industry, typography contributes to a brand’s identity. For example, bold and geometric fonts can make a company appear as “strong and confident” to viewers, while other companies use softer, rounded fonts to appear as “friendly and approachable.” The use of fonts across logos, websites, and advertisements can benefit

recognition and trust, prompting people to immediately associate a particular font style with a specific brand.

Beyond aesthetics, the choice of typography plays a major role in readability and accessibility because designers determine the size, spacing, and contrast of the font to appear, ensuring that the text is easy to read across multiple devices and visually balanced. Additionally, the choice of font helps the audience navigate the design naturally and understand the important parts of the design.

According to Livia Albuquerque, a Humber student in media communication, says that *“I’ve learned that typography plays a major role in how design communicates a message. The font you choose can completely change both the tone and mood of a design piece. For example, a clean sans-serif font gives a modern and minimal vibe, while a serif font can make something look more elegant or professional.”*

*“During projects in Jennie’s design class, I realized that typography isn’t just about choosing a nice-looking font, but about making sure it matches the purpose of the design and stays readable. It’s also important to consider accessibility since certain fonts and spacing choices can make reading easier for people with visual impairments or learning disabilities, even small adjustments like contrast, size, or alignment can support a design more inclusive and easier for everyone to read.”* Explained by Livia.

Furthermore, typography enhances emotional impact to design because different fonts can express various feelings, allowing designers to set the right and appropriate mood that connects with the audience on a deeper level. Fonts are the voice of visual design, bringing words to life, shaping perception and emotions, and transforming simple text into a powerful and effective form of communication.

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## **About Me Page**

My name is Madeline Cuaresma, and I am a 19-year-old student from Brampton, Ontario, currently enrolled in Media Communications at Humber Polytechnic. My interest in media began during high school, where I explored various aspects of media through courses that introduced me to the creative and technical fields and enhanced my creative direction. I discovered my passion for graphic design started when I worked on multiple assignments using Canva, which motivated me to pursue further studies in media. Through my current program, I have developed both technical and creative skills that allow me to express ideas visually and effectively. Studying media communications has improved my perspective on the diverse opportunities within the industry.

### **Contact Information:**

- [n01687662@humber.ca](mailto:n01687662@humber.ca) (Humber email)
  - Madelinexmc.photos (Media Instagram)
  - Madeline Cuaresma (LinkedIn)
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### **Resources:**

#### **Blog 1: The Difference between Graphic Design and Digital Art**

- [Digital Art vs. Graphic Design: What's The Difference? - Eden Gallery](#)
- [Graphic Design VS Digital Art: Understanding the Key Differences](#)
- [What does a Digital Artist do? Career Overview, Roles, Jobs | AFTA.](#)

#### **Blog 2: The Role of Graphic Design in Social Media**

- [The Relationship Between Graphic Design and Social Media - Platt College San Diego.](#)
- [The Role of Graphic Design in Digital Marketing | SoulCor Creative Inc..](#)

#### **Blog 3: In-person or online Interview**

Livia Albuquerque – Media Communication student at Humber Polytechnic

#### Contact Information

- [n01728050@humber.ca](mailto:n01728050@humber.ca) (Humber email)
- Livia Albuquerque (LinkedIn)
- Visualbylivia (Media Instagram)