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Portfolio_Writing Sample: Blogs

Blog #1: The Passion and Energy of Red

The color red grabs your attention like no other color in a deep and personal evoking way. This same color we can find that tends to be inside of something or someone and at times, in order to protect its sense of sincerity.

Sometimes the color is even used to show something is bold or of great importance. Some examples can include the color of blood (oxygenated), national flags for countries like China or Morocco, or even to creatures in nature such as a red cardinal.

Red has a crucial role in giving off a balance of being able to evoke a feel that is personal and authentic while still bold in strength.

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Imagine it is nighttime and you are looking out of your window to see the colors of the streets. Each car passing by has its usual white and yellow headlights followed by the light emitting from as such with a beige saturation contributing to the varying lights during the night.

Now think of the color of red at the back of a vehicle. Have you seen one before? How do the lights for as such cause you to feel? Doesn't the color want to make you stop at once?

Whether it be so or not, there's no denying that it does feel bold yet genuine. Take another example, a clinic traditional symbol of a white background then red cross. This helps create an instant connection with the viewer, as they defaultly attribute as such to the color of blood(oxygenated), helping in some way to visually and generally justify competent knowledge of health with that clinic.

Illustrated Example:

Another example can be getting your report marked with red for corrections, or maybe a lady painting her nails red. Take a look at even **Illustration 27** for example, the T-rex thinking and along with the title of "Artist Groupchat" as a focal point. The red all around feels overwhelming and bold yet personal, and it still gives space to the white words to convey the overall message.

Biblical Reference:
My personal favorite example of red would be from the oldest text in the world: The Bible. Generally looking at how it is used throughout the book, it varies all throughout. Whether it be referencing evil, used as symbolism for Christ, or animals sacrificed to make offerings to God, and much more.

However there's a noticeable pattern each time the color red is used. For the evil context of the color, **Revelation 12:3** reads, "And there appeared another wonder in heaven; and behold a great red dragon, having seven heads and ten horns, and seven crowns upon his heads." There is a strong sense of feeling that creates an imaginary bold feel in the visuals and symbolism while it's being used. Sure words like "great" or "seven heads" do contribute but imagine if the dragon was any other color like purple, yellow or green. Wouldn't that take away somehow the level of significance the verse wants to relay? That is a power play the color red has and it doesn't stop there.

Another example is its symbolism for Christ, and an example from **John 6:53** reads, "Then Jesus said unto them, Verily, verily, I say unto you, Except ye eat the flesh of the Son of man, and drink his blood, ye have no life in you." Already mentioning blood, the first color that comes to mind already is red. With that stated, it already establishes another level of a closer connection because when you think of blood you think of it as something inside of you; something more introverted and yet bold once it's seen, mentioned or heard.

In summation of the passion and energy of red, how does the color of red make you feel? A color that can essentially have the privilege of being an extrovert and introvert, it is no wonder that it is the very first color that comes to mind in any art scheme. Truly it is a beautiful color, its default value and meaning(s) it can evoke, the possibilities of the use of the color is endless. For me I know each time I see the color red in the biblical texts or just seeing the maroon red cover for the Bible, it gives a bold yet personal connection for my eyes to naturally remain engaged and enjoy reading more of the holy texts.

References

- Azart Designs. (n.d.). *Azart Designs – Spiritually fulfilling craftsmanship*. https://azartdesigns.com/
- Bible. (1611). King James Version. https://www.kingjamesbibleonline.org/

Illustration 27



Blog #2: Yellow's Glow of Joy & Eternity

The first strong color during sunrise and sunset regardless of the light blue skies or white clouds that may surround the glow.

There's no denying the yellow glow of a striking identity and this color not only stands out on its own in creation but also leaves a lasting, never fading effect wherever and whenever it is applied.

From restaurant logos and t-shirt designs to software branding and even laptop wallpapers, yellow pretty much becomes an eternal glowing focal point.

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Imagine the things that are not traditionally yellow such as a computer mouse or a keyboard. How would that make you feel? Wouldn't those changes make those items stand out more generally? That's the power of such a color, as though it nearly rivals the power of white as a focal point in a dark background. Some may think the default identity of yellow is too strong for it to fit well in certain scenarios. Maybe, but you can't deny that when it's introduced, it can become such a strong presence among other colors, almost unforgettable. **Take a look up at the sky, what is the very first yellow radiant thing that you see? Maybe it's not day for you but it's night and definitely no sun in sight?** Well imagine Batman's yellow and black symbol serving as a glow for that night.

Not excluding other examples, but there is such a power play when yellow is correctly used. In cases where it isn't as differentiating it can be a situation whereby you use bright pink and yellow; With as such, it isn't exactly pleasing to the eyes when two colors try to fight for the same light contrasting visual effect. Some video games do it, like the 2025 edition of Pro Evolution Soccer for example. It can also end up feeling a bit chaotic, yet still unique;one could argue its another power play with yellow. **Imagine if Microsoft was yellow, wouldn't it feel less corporate and more design-oriented, artistic, or even liberal arts-inspired?** Sure yellow doesn't go everywhere but you cannot deny it brings in a unique aura into a setting that you just cannot deny.

"Psychological effect refers to the influence that a stimulus, experience, event, or condition has on a person's mental state, emotions, thoughts, perceptions, or behaviors."[1] It can still matter if

[1] ScienceDirect. (n.d.). *Psychological effect*. In *ScienceDirect Topics: Social Sciences*. Retrieved from https://www.sciencedirect.com/topics/social-sciences/psychological-effect

the yellow is dark or just yellow as they can vary in the amount of comforting joy they both give off.

Illustrated Example:
I know for my archive state of my current website in **Illustration 7**, utilizes the natural yellow color with minor dark to lighter yellows throughout the webpage.

Biblical Reference:
My personal favorite example of yellow would be from the oldest text in the world: The Bible. The number one thing that symbolizes our creator in heaven: The Sun. Lots of joyful symbolism from the holy texts are easily attributed as such as it represents the epitome of what joy is in life. Imagine a cold blue morning gets a drastic shift or change with the instant introduction of a blazing circular object of just pure radiant energy. In the book of Malachi 4:2: says "But unto you that fear my name shall the Sun of righteousness arise with healing in his wings and ye shall go forth, and grow up as calves of the stall." [2] So much symbolism here with word choice that include: growth, moving forward, moving upward etc. I know for this month I can attribute it to its warmth to the once bitter cold of the late evening or early morning. The repetitive timing of the sun gives this sense of comfort that no matter the season, the radiant ball of energy will make known its presence to humanity. I attribute such a thing to eternity, its color of yellow that is never ending, the heat never ceasing and so much more. Like radiant streams of joy being shunned to my once cold stale feet to cool off and rejoice again for another day to be glad about.

Finalizing the points of joy and eternity, how does the color of yellow make you feel? In an atmosphere that can be colorized by bright blues and bright oranges, it is truly remarkable the ever focal point of a yellow to still stand and make its point to the universe. It does leave one to ponder how such a creation was even thought. For me it has become my personal understanding that it was created out of intelligence, and along with the other colors assigned to other creations that exist all around the focal glow of eternity.

References

- Azart Designs. (n.d.). *Azart Designs – Spiritually fulfilling craftsmanship*. https://azartdesigns.com/
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[2]Bible. (1611). *Malachi 4:2*. King James Version.
https://www.kingjamesbibleonline.org/Malachi-4-2/

Illustration 7



Blog #3: Blue's Calm or Sad Invitation to Belonging

The kind of color that is associated with wide open skies and calm seas, it is no surprise that the color blue can be attributed to as such.

To further prove my point, I will be going over its natural associations, psychological effects, and symbolic meaning behind such a color.

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The natural association of blue can be with the sky and the sea. However, it's not just limited to nature. For example, if you paint your room blue or use a blue design on your device case, it can evoke a sense of refreshment, since blue is often linked to water. Companies like SeaWorld, or even Twitter's old logo with its light blue bird use blue to represent the sky. Even brands like Oral-B toothpaste and Aquafina use blue. So the possibilities for its use are truly limitless.

"Psychological effect refers to the influence that a stimulus, experience, event, or condition has on a person's mental state, emotions, thoughts, perceptions, or behaviors."[3] So with that said, though the lighted value counterpart feels more gentle and peaceful, than its darker value counterpart being a heavy burden, it has an impact on a person's emotion whenever he or she sees blue. With that said, if I combine both attributes of its extremes: calmness and sadness, with its default attribute of refreshed, this can all summate to the final sense of familiarity or even loyalty. A sense of you know what to expect when you deal with this color in its varying values.

Biblical Reference:
My personal favorite example of blue would be from the oldest text in the world: The Bible. Numerous times all throughout the Holy texts, the color blue is closely linked to heaven being of the sky and along with terms like divinity and holiness. Numbers 15:38-39 says "Speak unto the children of Israel, and bid them that they make them fringes in the borders of their garments throughout their generations, and that they put upon the fringe of the borders a ribband of blue: And it shall be unto you for a fringe, that ye may look upon it, and remember all the commandments of the LORD, and do them; and that ye seek not after your own heart and own eyes, after which ye use to go whoring:" [4] Of all the colors God could have chosen to make a

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[3] ScienceDirect. (n.d.). *Psychological effect*. In *ScienceDirect Topics: Social Sciences*. Retrieved from https://www.sciencedirect.com/topics/social-sciences/psychological-effect
[4] Bible. (1611). *Numbers 15:38*. King James Version. https://www.kingjamesbibleonline.org/Numbers-15-38/

reminder of Him, he chose blue. Now it does make one wonder, could God's favorite color be blue? A question maybe for another blog.

Further expanding on the two elements of familiarity and loyalty, some can make the argument of getting such emotional evokings with brands that have been around for quite a while. Brands that include: Facebook, LinkedIn, Intel, American Express, BlueCross BlueShield, Samsung, PayPal, and more. If that doesn't give you a sense of either loyalty or familiarity then maybe the skies. Though they get touched with a reddish orange, yellow sun during the day or even the white or light beige moon on some nights, the skies default to its familiar light blue at the end of it all, loyal since its early days of creation.

References

- AZArtDesigns. (n.d.). *YouTube project* [Image]. In *Projects: Creative process*. Retrieved from https://azartdesigns.com/projects-creative-process
- ScienceDirect. (n.d.). *Psychological effect*. In *ScienceDirect Topics: Social Sciences*. Retrieved from https://www.sciencedirect.com/topics/social-sciences/psychological-effect
- Bible. (1611). *Numbers 15:38*. King James Version. https://www.kingjamesbibleonline.org/Numbers-15-38/

Illustration 7



Blog #4: Plastered with a Brand

From company cups, shirts, and equipment such as pens, and etc all these items, though random, all have one thing in common.

They are all stickered more times than not with the company brand. Today's goal is to talk about being plastered with a brand.

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It comes as no surprise that the importance of plastering certain things all around a company brand evokes a feeling of not only relatability, but also some form of emotion that associates that particular brand with a category of life. Examples can be a school, such as Northwest Vista College, having their logos on the pens they distribute during an Open House event; or maybe even a nonprofit organization, for example, the Lindaben Foundation creating posters, flyers, or even branding their company vehicle with such a design as well. The importance of plastering as such is that it extends the arm's reach of your brand. With a pen, it only takes one person to inquire about the design and relay back to the source being your brand or company.

With anything in life, there are always the good and bad parts. With that said, starting with the limitations: in this kind of situation, how much a design has to change in order to still retain clear visibility can become an issue. A direct example is a strategy about how much the size of the mantra, name, and visual, in the case of a company pen, changes yet still matches the original. Regardless of how much healthy change is applied, the main takeaway is an opportunity to extend the reach of a brand. People like to move around, and with those company pens being everywhere, it's bound to come up in conversations. Lastly, it doesn't always have to be a pen; it could be a coffee mug, apparel, company devices like a laptop, or any other office item that could be marked with the company logo as well.

Imagine this branding strategy as a Wi-Fi extender for your home network or, in this case, your company's base. These items, plastered with the brand, have a chance to extend news of the company's existence to potential customers, encouraging them not only to do their own research but also to get involved business-wise. Don't overlook this strategy or any of the other strategies in the older blogs, as when all are practiced or done right, you've got what it takes to elevate your company to the next level of importance, leaving room for more growth before establishing some form of a legacy in history for documentaries to cover, which is more advertisement. You get people talking, following on social media, signing up for newsletters, and more. "An

authentic and consistent brand gives your business the professional edge and builds trust among customers, meaning they will turn to you to meet their needs."[5]

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- AZArtDesigns. (n.d.). *YouTube project* [Image]. In *Projects: Creative process*. Retrieved from https://azartdesigns.com/projects-creative-process
- Signature Graphics. (n.d.). *Branding 101: The impact of branding*. Signature Graphics. https://signaturegraphicsinc.com/the-impact-of-branding/

[5]Signature Graphics. (n.d.). *Branding 101: The impact of branding*. Signature Graphics. https://signaturegraphicsinc.com/the-impact-of-branding/

Illustration 7



Illustration 17:

