

Delaina Olson

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My Design and Photography Story

I am Delaina Olson, a junior studying agricultural communications here at Iowa State University. When it comes to design and photography my knowledge is limited in some aspects. I enjoy design a lot more than photography. I am currently working on opening a social media marketing business back home. I am excited to take this class to learn more about the little details and how our minds look at specific advertisements as well as learn about Adobe Creative Cloud. As well as learn all about photography in general, having little knowledge about it, it is something I am eager to learn about.

First off, I want to explain my design knowledge. I use Canva about every day. I love Canva and have been a Canva Pro member since freshman year of high school. My designing started through my local FFA chapter, just doing simple social media posts, then I started making flyers, and the list goes on. I then got a job at a local seed dealer in my hometown, Joe Lydon. Now Joe is great at what he does, but when it came to social media, he had nothing. I took this as an opportunity to expand on my design skills and began advertising and creating social media posts for his business. I have been working with Joe off and on for about 4 years now working on making connections with new customers and gaining more interactions on social media platforms.

This turned into my passion, I decided to change my major after my freshman year here at Iowa State from agriculture education to the agricultural communications option. I then started

taking all the communications, marketing, and advertising classes I could. Which lead me to wanting to start my own business to do other people's marketing and design. With me going into this line of work I know I need to expand on my design skills. Including getting started in Adobe software. This brought me to this class. I am truly excited to learn about Adobe and all it has to offer.

Now on the photography side of things, I know how to work my phone camera and that is about it today. Photography is something I have never been able to get into, I took photographs to county fair through 4-H but never really knew what they judged on, I was young enough I took photos I thought were pretty or I liked the most. Those photos were also taken on a phone camera. But I know I need to learn the simple basics of running a digital camera to get better quality photos to be able to offer simple photo services with my marketing business. Simple photos of products, working, etc. are ones I am wanting to learn the most about, but am ready to get a general idea of photography as a whole. I believe that photography is an important skill to learn and have a consensus of in general for life.

Throughout my life I have always been eager about learning about things I am passionate about or catch my interest. I feel that this class will be one that will stay with me forever. I am already learning things in this class that I did not know before or reassured me I knew what I was doing. Comparing my work to the work we have seen in class I have felt more confident with my work. I look forward to submitting work for the Critique and Contest this spring. I believe this is a chance to get my work out there and learn and grow from it. Learning from mistakes and getting other people's opinions on my work is a great way for me to grow as a person and to help my business get better. This is already my favorite class this semester and cannot wait for what is ahead of us.