

**Kovalenko Katerina**

Kyiv National University of Technologies and Design (Kyiv)

**Supervisor - PhD I. O. Korneeva**

## **DESIGN FEATURES AND THINGS. WHICH ARE THE MOST IMPORTANT AND INFLUENTIAL IN GRAPHIC DESIGN**

Nowadays, design has become a global phenomenon and plays an important role in modern competitive environment. The graphic designing has become an integral part of any business and occasion. Whether we're aware of it or not, design surrounds us, and can be found in the tiniest of places and items. Take a look at the book sitting beside you, the phone in your hand, the sign outside your window, the website you are browsing. All of these items have been (carefully and thoughtfully) executed by designers. Design helps us engage, it keeps us connected to the world, it helps us navigate our way through physical and digital spaces.

The graphic designing almost is important in every (sphere) field. A true graphic designer can communicate (send) the message effectively to the target audience using tools of visual communication.

**The purpose** of my work is deciding which things are the most important in graphic design to create something new, which thing has the most influence.

### **Objectives of the study:**

- to decide how special tools have an impact on performance;
- to evaluate the importance of internal state and attitude to this work;
- to analyze the importance of creation for this job;
- to consider the impact of new ideas and kinds of thinking to solve problems.

Everyone has their own opinion what makes a designer a true specialist in his work. Someone thinks: "The design tool is the most important thing we have as designers" [2]. But someone denies it. For example, Tom Kenny completely disagrees with it and has own point of view. He speaks out that **knowledge** is the

most important thing. “No amount of features in a design tool will make your design work more effective. You may become more efficient but the actual quality of design work won’t change, unless you improve your design knowledge” [3]. People like to think tools are the answer to becoming a better designer because it’s much easier to start using a new tool than to learn what makes great design truly great. I share opinion that their knowledge and experience gives them their expert status, not the tools they use. Tom Kenny is convinced that: “The less time and effort people spend worrying about their tools the more time and effort they can spend creating great design” [3]. The right tools just make it easier, faster or more convenient for you to get the results you need. Knowledge is the real power to great design.

In social service QUORA was made a survey, where people expressed their opinions on the matter.

For some people internal state influences designer work. Vandita Jain, Graphic Designer at CloudoTech, expressed that Patience, respect and creativity are the keys to success in this sphere. She said:”Patience is very important in graphic designing because for a first shot you will never get a perfect design. Respect your design. Everyone out here might reject your design but you should always be proud of it and respect it. Creativity- graphic designing is the very creative field, you are the only master how can think beyond anything” [1].

I agree that there will always be mistakes which will take a lot of time to resolve. Also not everyone can understand and approve your design, but you should appreciate the meaning and the time you have invested in it. So patience and respect are essential features for this kind of work. And creativity is no less important feature of a true specialist. These days many graphic designers are using copying/pasting method. So, in my opinion, creativity is most valuable thing in this (sphere) field. Commanding over the tools are not enough, thinking outside the box is the most important part (and is the sum-up of this world of designing).

Another answer was:” The most important thing is communication”[1]. Gem Teang, Art and Sports Expert, is convinced that designer does not need to know everything in order to create a great graphic design. But he must observe and find the best way to communicate with his audience. Communication helps to understand client needs and work with team members.

For designers it is always important to develop a new kind of thinking to solve the new wave of problems we face today and in the future. “We need it in order to design better solution, services and experience that can solve our current problems in design sphere” [2].

Albert Einstein said and was certainly right — “we can’t solve problems by using the same kind of thinking we used when we created them. In addition, with the rapid changes in society, the methods we have previously used to solve many of the problems we face are no longer effective” [2].

In conclusion, I would like to say what I think about this. Emate Richard, Lead Designer said:”In graphic design everything is important, even if they play a little role in making the design piece a great design” [1]. I completely agree with this opinion. There is no single thing that can be most valuable. Everything has an influence. Of course there are some very important things that are critical in the design process, but each feature is valuable for creating an image of a true and successful designer.

## REFERENCES

1. Forge of Empires. What is the most important thing in graphic design? [Electronic resource]. – Access mode: <https://www.quora.com/What-is-the-most-important-thing-in-graphic-design>
2. Rikke Dam and Teo Siang. Design Thinking: New Innovative Thinking for New Problems. [Electronic resource]. – Access mode: <https://www.interaction->

design.org/literature/article/design-thinking-new-innovative-thinking-for-new-problems

3. Tom Kenny. The Most Important Thing Designers Have. [Electronic resource]. – Access mode: <https://tomkenny.design/articles/the-most-important-thing-designers-have/http://medicine-man.net/2017/11/07/how-does-design-effect-our-lives/>