

GRAPHIC DESIGNER – VALUES BEHIND PROFESSION

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Nowadays, design is a significant part of society because it is applied to almost every side of our environment. It concerns art and architecture, philosophy and ethics, literature and language, science and politics and performance. Moreover, design intersects with commerce and marketing. Under conditions of hard competition, besides practical and functional value, product has distinctive representational value. In this case, design acts as symbolic and emotional communication between producer and consumer. Additionally, design has psychological impact because it enables people to express themselves through the things they consume. Thus, design has an extraordinary merit to influence the consumer's choice.

However, graphic design is important not only for economy and business. It is a powerful 'cultural force' and instrument of social influence in non-commercial fields. For example, in politics it affects people's actions and shapes social beliefs, in signage systems it coordinates people, in education it aims to improve exploring and learning presentation [1]. Therefore, design provides visual linkage that may change social behavior of audience. Since the graphic design establishes visual linkage, designer acts as a creator of useful interaction and contributor of ideas that correspond and anticipate the requirements of society. In connection with advertising and marketing, this requires strong feeling about the customer needs and wishes to improve sales. In non-commerce, graphic design serves to convey ideas and convey message in order to make people change their opinion or behavior. This means strong feeling of present social behavior and prediction of its future changes. Thus, graphic designer is an exact person, who makes a reality of public expectations by personal creative expression. It implies a variety of specific creative and practical

considerations and adherence not to personal preferences, but rather to social demands [2].

Speaking visual language, a graphic designer sets interaction and influences individual choice and cultural experience. Through transforming and attributing present values to new subjects, designer induces new beliefs to audience [3]. A designer persuades the audience to act and sends social impulse through communication by displaying. In this context, clear and active dialogue with audience and understanding of social experience has as much significance as aesthetics. Ability to establish proper visual communication becomes essential for designer. The role of graphic designer can be defined as ‘graphic communicator’, ‘media consultant’, and ‘communications designer’. Since graphic designer communicates public values and tastes, she may seem to be put under pressure because personal artistic vision may run counter to social standards [4].

Thus this profession requires understanding exactly what people need and what is right for the moment. There will be no success if a designer is limited to simply following the commonplace model and justification of routine. The main social goal of a designer is to remain free from stereotypes. Fresh approach and open-minded vision is valuable. It concerns with staunch designer that can look beyond own borders and can take certain advantages from coming challenges. Strong professional intuition underpinned by theoretical research strengthens solutions. Guided by intuition maintained by knowledge and personal ‘ability to think out from the box’ a designer is able to influence public opinion and stimulate for changes.

The idea that a graphic designer has always been a problem solver stresses the importance of graphic designer’s social role. Using their larger understanding of behavior and motivation, designers start problem-solving process and help to navigate people necessity through visual communication. Exactly, strategic thinking distinguishes designer from decorator or publisher and defines competence in profession.

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