

ANALYSIS OF SKILLS REQUIREMENTS FOR GRAPHIC DESIGN PROFESSIONALS IN HIGHER EDUCATION STANDARDS OF UKRAINE, CHINA AND THE UK

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У статті аналізуються вимоги до навичок фахівця із графічного дизайну, визначені в державних стандартах освіти та програмних документах освітньо-професійних програм. Автор аналізує державні стандарти освіти, маніфести рад дизайнерів в Україні, КНР та Великобританії, звертаючи увагу на ключові аспекти, які становлять важливість навичок у сучасному графічному дизайні. Стаття досліджує основні аспекти вимог до навичок фахівців із графічного дизайну в різних країнах, підкреслюючи їхню впливовість на освітні програми та практику графічних дизайнерів.

Ключові слова: дизайн, навички, освіта, освітня програма, освітній стандарт

The article examines the skills requirements for graphic designers as outlined in national education standards and program documents of educational-professional programs. The author analyzes education standards, manifestos of design councils in Ukraine, China and the UK, emphasizing key aspects that underline the significance of skills in contemporary graphic design. The article explores fundamental skill requirements for graphic designers in different countries, highlighting their influence on educational programs and the practices of graphic designers.

Keywords: design, skills, education, educational program, educational standard.

Designer activity is exceptionally relevant in contemporary times due to rapid technological advancements and constant shifts in consumer tastes and demands. In a world flooded with information, it is crucial for products and services to be not only functional but visually appealing. Design plays a pivotal role in creating aesthetically pleasing interfaces and user experiences, vital in both physical and online environments. Moreover, designer activity enhances brand recognition and shapes brand images in the eyes of consumers. In today's competitive market environment, well-developed and aesthetic design can determine a company's success, providing it with a competitive edge. Additionally, considering the impact of design on our perception of environmental issues opens the door for the creation

of products that contribute to sustainable development and environmental preservation. In summary, designer activity serves as an integral part of the modern world, defining the quality of our lives and interaction with the surrounding environment.

In Design Education Manifesto, published by the International Council of Graphic Design Associations (Icograda), design is described as an activity encompassing intellectual, creative, strategic, managerial, and technical aspects [5].

Design is an activity that heavily relies on creative engagement. Since design issues are regarded as complex and unique, conventional solutions might prove insufficient in problem-solving. Designers must think creatively, altering processes to discover new methods for finding solutions.

Graphic design represents a form of creative activity focused on designing visual communications intended to convey specific messages to social groups with particular objectives. The practice of graphic design encompasses creative components, innovation, and unconventional thinking, utilizing manual or digital tools, usually combining text and graphics for visual communication.

Defining the necessary skills for a graphic designer in professional practice holds immense significance in the modern world. Graphic design finds application in nearly all aspects of life, from advertising and marketing to web design and multimedia projects. This field is exceptionally dynamic, underscoring the importance of well-prepared professionals equipped with essential skills.

The issue of defining the qualities of a designer's personality is highlighted by H. Dubberly, noting that with technological advancements, traditional design skills become insufficient, and modern designers need to be well-versed in contemporary technologies [5]. E. Bazilyuk also asserts that a designer must be proficient in fundamental design principles, knowledgeable about cutting-edge materials and technologies, while also understanding psychology and economic matters [1]. K. Kunrath, P. Cash, J. Li-Ying point out that the formation of a designer's personality involves two aspects: technical and human [6]. O. Fursa indicates that the qualities of a designer's personality are influenced by the socio-economic demands of society [3].

Thus, it can be noted that there is no unified approach in the scientific literature to determine the specific personality traits and skills that a graphic design professional should possess.

The aim of this article is to examine and analyze the skill requirements for graphic design professionals as outlined in national education standards, program documents of educational-professional programs, and manifestos of design councils in Ukraine, PRC, and the United Kingdom.

In the Higher education standard of Ukraine for the specialty 022 Design at the first bachelor's level, specific and general competencies are defined. These include the ability to search, process, and analyze information from various sources, teamwork skills, and the ability to evaluate and ensure the quality of work performed [2].

According to the national standards of professional teaching quality at the bachelor's level issued by the Ministry of Education of China for the Design specialty, it is specified that graphic design professionals should possess creative thinking, aesthetic judgments, scientific work methods, teamwork skills, have a broad international perspective and a keen sense of time. They should also have skills in self-expression, communication, collaboration, aesthetic abilities, basic innovation and entrepreneurial skills, basic skills in document search, design research, data analysis, and be competent in planning [10].

In the Subject Benchmark Statement for History of Art, Architecture and Design developed by the Quality Assurance Agency for Higher Education in the United Kingdom (QAA), the educational programs for the specialization «Graphic Design» are based on specific requirements for the qualities of graphic design professionals, which, according to this standard, are grouped into the following categories:

1) Open-mindedness — the ability to embrace new concepts and ideas, assess various perspectives, and approach challenges without prejudice. Graphic designers must exhibit a willingness to explore innovative solutions and consider diverse viewpoints, ensuring a broad and inclusive approach to design.

2) Autonomy — the capacity to develop independent and well-founded arguments, relying on authoritative sources within the subject area. Graphic design professionals should possess the analytical skills to critically assess information, formulate well-reasoned arguments, and make informed design decisions autonomously, showcasing intellectual independence and maturity.

3) Information Literacy — proficiency in utilizing a wide array of current and emerging digital technologies, demonstrating digital literacy. Graphic designers need to stay abreast of the latest digital tools, software, and platforms relevant to their field. Proficiency in these technologies is vital for effective communication, design realization, and staying competitive in the dynamic digital landscape.

4) Time Management and Personal Initiative — the ability to work in accordance with instructions and deadlines, including managing concurrent projects. Graphic designers are expected to efficiently organize their workflow, adhere to project timelines, and demonstrate exceptional time management

skills. Furthermore, they should exhibit personal initiative, proactively engaging in tasks, seeking opportunities for professional growth, and taking responsibility for their work.

These qualities are crucial for graphic design professionals to thrive in the evolving design industry and contribute meaningfully to creative endeavors [7].

In the program document of the national educational-professional program at the College of Arts and Design, Wuhan University of Technology, specializing in Visual Communication Design, it is stated that students should possess fundamental qualities in innovative design and communication. These include organization, the ability to plan design activities, problem-solving skills in design projects, specific methods of brand communication, proficiency in various means of self-expression, professional skills and methods in artistic design, aesthetic abilities, a desire and capacity for lifelong learning, adaptability to the development of design innovations, strong teamwork and collaboration skills, logical and dialectical thinking, critical awareness, practical methods of design thinking, and creative consciousness [11].

In the program document of the international educational-professional program at the University of Wales Trinity Saint David and Wuhan University of Technology, the following objectives are outlined: creativity, aesthetic sensitivity, intellectual exploration, teamwork skills, openness to diverse ideas, and the ability to work independently. Education seekers are expected to demonstrate self-development, individual approaches, personal organization, and/or management skills. They should utilize a high level of subject-specific abilities, unconventional thinking, creative talents, synthesize ideas, and apply aesthetic sensibilities to solve creative problems [9].

In the Design Education Manifesto issued by the International Council of Graphic Design Associations (Icograda), it is noted that a designer is capable of identifying and articulating problems, collaboratively resolving them by exploring possibilities through critical thinking, creativity, experimentation, and evaluation. Designers easily adapt to technological changes and embrace the challenge of studying and mastering new methods of visualization and communication concepts across various media using so-called «smart materials» [5].

In the modern world, where technological progress is exceptionally rapid, a designer must possess not only technical skills but also developed personal qualities. The importance of personal skills in design lies primarily in the development of creativity. Designers should be open to new ideas and innovations, capable of thinking unconventionally and seeing opportunities in

the most unusual solutions. This creativity allows them to create unique and impressive projects that capture the attention of viewers and clients.

Furthermore, personal skills aid in the development of empathy and collaboration. Designers often work in teams with other professionals, and the ability to collaborate effectively and consider other viewpoints becomes crucial. Empathy allows a better understanding of the needs and expectations of clients, thereby ensuring the creation of designs that satisfy their requirements.

Skills in dialogue and communication also hold significant importance in the professional world of design. Designers must be able to articulate their ideas clearly, taking into account the perspectives of other team members and the opinions of clients. Harmonious communication contributes to the successful implementation of projects and the development of trust between the designer and the client.

Therefore, the identification and development of personal skills in a designer are essential elements of a successful professional career. Creativity, empathy, and effective collaboration are key components of a successful design approach, which, combined with technical knowledge, enable the creation of unique and influential creations in the modern world.

The strategy of the UK Design Council outlines the direction of work for the next four years, identifying the key priorities in design activities. It also emphasizes the significant importance of developing design skills in our current and future workforce. According to the definition provided by the UK Design Council, design skills are the ability to take an idea and bring it to life. Design skills encompass a set of abilities and a unique way of thinking about a problem, integrating materials to achieve a function, creating meaning that leads to new ideas. Design skills are crucial as they allow understanding the complexity of tasks, applying various solutions, developing viable solutions, devising action plans, generating new ideas, collaborating, critically and creatively understanding the design process, combining diverse ideas, and demonstrating originality [4]. Among the skills utilized by designers, creativity, originality, initiative, critical thinking, attention to detail, flexibility, problem-solving abilities, and emotional intelligence are highlighted [4].

Skills have become an integral part of successful careers and personal development in the modern job market. According to the World Economic Forum's report «The Future of Jobs» (2018), skills related to technological proficiency, creativity, critical thinking, communication, and collaboration are recognized as key elements for successful professional activities in the future [8]. These skills not only enhance competitiveness in the job market but also broaden opportunities for personal growth and development. In the context of a

rapidly changing world where technologies are constantly evolving, mastering these skills becomes exceptionally important for achieving both professional and personal goals. Therefore, developing these essential skills is a necessity for successful adaptation to the demands of the contemporary job market and ensuring sustainable personal development.

The conclusion that can be done based on the analysis of national education standards, program documents of educational-professional programs, and manifestos of design councils in Ukraine, PRC, and United Kingdom is that acquiring skills is a crucial component of educational standards and expected outcomes of educational-professional programs of these countries. This underscores the importance of developing skills in graphic design professionals to make them competitive on the international stage and capable of meeting modern labor market demands. Proficiency in skills provides an advantage in the contemporary market environment and influences employment opportunities and career advancement. This holds true for the professional training of future graphic design specialists. Further research is needed to compare the skills required for graphic design professionals in their professional activities and the personality traits that serve as indicators of creative activity.

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