

## **THE ROLE OF GRAPHIC DESIGNER IN MODERN SOCIETY**

**Syrotiuk V.O.**, *vladasyrotiuk12@gmail.com*

**Roienko L.V.**, *Lroyenk@gmail.com*

*Kyiv National University of Technology and Design*

In modern world the profession of graphic designer is one of the most popular. This profession has always been in demand in the world, but due to the situation in the country, everything began to go online.

Graphic designer is a specialist, who designs various products, creates logos, labels, advertising. People are interested in what a graphic designer does. Some people think that this is a site developer, but it's not. Of course, graphic designers can do this job, but it's more about web design.

Part of the population begin to change their profession due to inability to work offline. Therefore, one of the work areas was the professions in graphic design. For a start, everyone thinks that it is not difficult, but the further they delve and become interested, the more they begin to understand that it is more difficult than it seems. It will not be possible to perform this job without education and knowledge of basic things.

Obviously, of course no one will come to the university again to change jobs, the designers themselves decided to make money on it and began to issue courses in graphic design. At such courses during 2-4 months people are taught the basic skills of design. Unlike higher education, training courses will provide all the basic knowledge needed to work in a short time. On the one hand, there is an advantage in this, but you will get nothing but basic knowledge.

A graphic designer is not a person who knows the program and understands all the rules in the work. You need to be able to think, see ideas for work, where it seemed they could not be. It is important to be able to find an approach to the customer, to understand that you can redo your work 30 times, if not more. Despite all the nuances, now people are trying to quickly learn the basics to start earning [1].

During a pandemic, most entrepreneurs, bloggers, and store owners need the help of designers. If earlier this profession was represented in such works as business cards, logos, websites, banners, advertisements, now the design of guides, goods on the Internet, advertising posts, videos is gaining momentum.

Now graphic design has acquired an even broader concept, which gives the designer more choice in the direction of his work.

Now every second person is a designer. On the one hand, this is great, because there is a large selection of specialists, from whom you can choose the one you will be comfortable to work with. However, if to look at it from the point of the designers themselves, there are a lot of competitors. Every graphic designer must constantly improve his knowledge, be aware of current trends in this field, follow the news in the world of design every day, visit various exhibitions, thematic events to develop their professionalism.

With the current competition of online stores and the sale of certain information, everyone wants to stand out from the competition, to show the advantages of their services

so that you remember them. Of course, again we need a graphic designer who will help to become special. It is possible to solve this problem without a graphic designer, but it will be difficult to present it in a clear, simple, and at the same time interesting and beautiful form. When working with design, the most important thing is to make the buyer interested in the product at first look at it, so that people want to know more, and then buy the product. A graphic designer also combines other areas of work, such as drawing, fine arts, design and shaping [2].

Today, preference is given to those designers who know how to draw by hand. Not everything can be shown and transmitted digitally. Sometimes the devices can fail, which will put the designer in an awkward position in front of the customer. The designer will be forced to postpone the meeting, which the client will not like, who has his own business and cannot visit him every time.

In this case, a person who can draw by hand, is able to show how it will look like, correct at once the drawbacks to be in the winning position. First of all, when the customer sees that the designer is able to do everything by hand, it adds confidence in the person and his professionalism. Now the portfolio plays an important role. Without a portfolio, the designer will have no customers and, accordingly, earnings. Specific areas of graphic design:

- typography
- design in printing
- development of corporate style or sign
- design of packages of goods
- web design
- creating an illustration.

So, if we talk in general about the role of a graphic designer today, it is the delivery of certain information in a clear and stylish way to people. If you understand the idea, then all the trends, novelties in the world, interesting color combinations, new looks, already familiar ads and things, all this people learn through designers.

People are trying to simplify life and are beginning to replace humans with robots and artificial machines in various fields. In 10 years, most professions will not need people, because everything will be automated. It is at this point that a graphic designer cannot be replaced. In this profession it will be impossible to do work without a person and his abilities to think.

## **References**

1. Sasaki S. The role of graphic design in international development. [Electronic resource] URL: <https://www.ico-d.org/connect/features/post/363.php>
2. Ramirez R. Is it hard to become a graphic designer. [Electronic resource] URL: <https://www.selfmadedesigner.com/is-it-hard-to-become-a-graphic-designer/>