Graphic Designer Profile and Professional Competence Analysis

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Abstract: Individuals start their education process with great dreams and expectations when choosing their profession. Curriculum programs of educational institutions may not always meet the sectoral demands. Or the student cannot be able to complete his / her education process with the target outcomes. Graphic design field is favoured , popular and has high expectations in postgraduate life. In this study, graphic designer profile, who works in the sector, were analed according to the designers views and occupational competences were analyzed acording to the views of agency managers and owners. In this context, analysis of the data were done according to the questionnaires applied to 53 designers and 15 agency managers who provide graphic design services in Ankara province. From this point of view, the research is a descriptive study in the general survey model. A questionnaire including of 24 questions to the participatory designers and 15 questions to the managers was applied. According to findings; it has been revealed that a large majority of graphic designers working on the Ankara advertising market are postgraduate designers, their working schedules are very likely to each other, the softwares they use are similar and they don't have too much problems about payments and work disciplines. But they can't have time for social and educational activities because of the density of working hours. According to the opinions of agency owners, although the designers have a sufficient level of designing run and workflow, they are not particularly good at the process of printing and post-printing.

Keywords: Graphi designer, Advertising industry, Designer profile, Professional qualification

Introduction

Technological developments in this century, in which scientific and technological developments have affected our entire life, are closely related to the field of graphic design due to the fact that it is an area within daily life. The individuals begin their education process with big dreams and expectations while they are choosing their profession. The curriculums of educational institutions may not always meet the demands of the sector. Or the student may not be able to complete the training process with targeted gains. Graphic Design Field is a branch that most chosen, likable and always have high expectations in business life after graduation. One of the main problems, and perhaps most importantly, is how a lifelong qualification, which starts in childhood and youth, will gain and how they will use research, inquiry and learning skills. One who uses and implements this can achieve prosperity and a developing social status.

Graphic design is a product of thought, a requirement and it is born of a necessity, there is a consciousness. A new design creates its entirely own laws. It has its own unique originality. That means it is something new. Sometimes it is better, sometimes worse, than what has been created before. But it's always new (Odabaşı, 2006).

A graphic designer usually has to work against to time in his or her office, with his or her own computer, in movie or photography studios. The designers firstly start to work as a graphic designer or assistant of art director in their workplaces. They can be creative directors at the head of the creative group, which is an art director and later art directors and copywriters due to in line with their creativity. They can be a creative director

firstly, later they can be a creative head of a group, which contains art directors and art directors and copywriters due to in line with their creativity (Megep, 2007).

The National Vocational Qualifications Institution conducted professional competence studies in many areas. Although there is no direct study of the field of graphic design, there are professional competencies have been studied and published in the Official Newspaper in the fields of "Web and Multimedia Developer "and Vocational Industrial Advertiser.

According to this, industrial advertiser; occupation, industrial advertiser (sign painter) National Vocational Standart, was prepared by Outdoor Advertising Association charged by VQI and evaluated with the views of corporations in the sector and after the examination by VQI Metal Sector Committee was approved by VQI according to the law named National Vocational Standarts was made and published with the date 19/10/2015 and numbered 29507 in the Official Newspaper to the mentioned as National Vocational Standarts Vocational Qualifications Institution Law numbered 5544 and according to the Regulation About National Qualifications Preparation and the terms about the Establishment, Duty, Working Procedures and Principles of the Sectoral Committees, which were published in the Official Newpaper on the date of 27/11/2017 with the number of 26173.

Web and Multimedia Developer, was prepared by the associations YASAD and TUBDIGER with the coordination of Istanbul Chamber of Commerce (ITO) assigned VQI, according as National Vocational Standarts Vocational Qualifications Institution Law numbered 5544 and according to the Regulation About National Qualifications Preparation and the terms about the Establishment, Duty, Working Procedures and Principles of the Sectoral Committees.

In the same regulation, the working environment and conditions of the web and multimedia designer are described as follows: The Web and Multimedia Developer works in closed or closed areas, well-lit, ventilated, thermal comfort conditions and appropriate noise level, in office environments designed for office ergonomics. Working environment and conditions vary according to sub-sectors (National Vocational Standard, 2017).

Today, graphic design professionals, graphic designers, and web and multimedia designers work in the same work environment. In fact, the vast majority of designers working in this field are graphic designers who have studied graphics. The advertising agencies serving in the field of design seem to have largely adapted their working conditions to the professional standards framework. The education system, as a student-oriented system, creates a desired environment in which the student is constantly active, researched and questioned. One of the most affected branches is undoubtedly graphic design.

Graphic design is an important creative process that aims to convey a message, visualize thought, and explain it to the target audience in the best way possible. For a good design, it is especially important for this area to have a good perception and interpretation of the environment.

It is very important to observe, investigate, see, inform in short, both in the graphics area and in other areas, in a true, realistic and complete perception. For this reason, individuals who are intellectual, researching, studying, questioning and developing themselves are obliged to be educated. The general purpose of this research is to reveal the existing profile of graphic designers working in the sector and to determine what their professional qualifications are.

The following questions were searched in this research:
• What areas did the graphic designers of the sector graduate from the universities?
• What are the reasons for choosing the graphic design sector?
• How much knowledge and qualifications do they have in the field of graphic design?
• How do they renew themselves professionally?
• What are the levels of business process monitoring?
• What are the skills to communicate with the customer?

Indications and Comment

In the 21st century, which Scientific and technological developments affect our life, technological developments in the rapid progress of life and because it is an area of interest in the field of graphic design is closely related.

Graphic design is an important creative process that aims to convey a message, to visualize the idea and to tell the audience in the simplest way. For a good design, it is especially important for this area to have a good perception and interpretation of the environment. It is very important to make a good observation, to investigate, to be informed, in short, to feed from the graphics area and other areas. There must be an intellectual structure and a researcher, a designer who constantly reads, wanders and sees. It is not possible to say about the extent to which such non-educational activities can be carried out in the field of design in our country or in business life.

The sample of the study consists of 53 women working in large, medium and small scale agencies in Ankara province and 30 of them are women. Of the respondents between the ages of 20 and 46, 54.72% are university graduates and a majority of them are masters and PhD. This shows us that the importance of field education and even postgraduate education are given importance to postgraduate education. 13.21% of the respondents were high school graduates and have been working in the sector for a long time.

Of the participants who graduated from a school related to graphic design, 29.27% thought that graphic education should be taken into consideration and 26.83% of them thought that they had sufficient artistic knowledge in schools. 50.00% of the people who are not graduated from graphic design and working in the sector think that this profession will be done without graphic design education.

When we look at the working hours in the sector, 22 of the 53 people who participated in the survey, 41.51%, work in this area between 5 and 10 years. 69.23% of the employees and the respondents in the sector do regular work between 9.00-18.30. And this shows us that the working hours in the Ankara market are similar....

When we look at the degree of satisfaction of the workplace, a table appeared:

Table 1. Findings about the workplace satisfaction of the designers:

How satisfied are you with your work?	f	%
Guite satisfied	23	44.23
Partially satisfied	24	46.15
Not satisfied	5	9.62

We see that about 90% of the participants are satisfied with the question about workplace satisfaction. Of the 9.62% who are not satisfied with the workplace, 24.56% are not satisfied with the workplace due to the lack of work due to the lack of work in the work environment and the work discipline of 14.04% and 12.28% respectively. 34.62% of the participants who participated in the survey about the way in which they were making use of technology when designing, revealed that they produced jobs by fully utilizing the features of computer programs and changing and developing ready designs. Most participants do not sketch.

Considering the target audience; 71.15% of the respondents stated that the target audience analyzes were done previously and the design was done in the light of this information. If the customer does not like the design, a large majority of 92% of the participants revisits the design by taking the customer's ideas. It is understood from the point of view of the customer ideas that work as a designer operator works, can not produce original designs. Some of the participants who asked questions about the programs did not learn the programs during the school term because they did not have a computer in the university period and used the programs in the sector life. Program learners in the university period have always focused on similar programs. In general, designers working in the Ankara market have learned the programs such as Freehand, Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Corel Draw, and again using the same programs on the market and following the current versions of the Adobe series.

As a result of the survey we have conducted in order to see how the designers have renewed and nourished themselves in the professional sense (Table 2):

Table 2. Findings about how designers renew themselves

How do you renew yourself professionally?	f	%
I am participating in the vocational training of the place where I work.	7	7.61
I participate in various courses / seminars / exhibitions using my own means.	23	25.00
I take advantage of books and Internet.	42	45.65
I participate in the activities organized by the professional organizations / associations that I am a member of.	7	7.61
I am continuing my academic studies.	10	10.87
I can't renew myself.	3	3.26

With the development of technology, 45.65% of the respondents found themselves developing themselves using the internet environment due to the presence of the Internet environment and the shortage of employees. Most designers do not use books to refresh themselves, but follow some of the periodicals. Most designers are aware of and use many internet sites, including images, vectors and designs related to their field of use.

The designers working in the sector are interested in graphic design as well as other side branches related to the field. For example, 22% of the respondents are interested in photography, which is a common activity, with 16.98% typography. 12.58% of the illustrations and 10.06% of them are mainly interested in animation.

Designers know and follow some of the periodicals in terms of self-development. The most followed and purchased magazine is the up-to-date magazine, Graphic Design magazine, which is a part of 33.08%. This is followed by the following magazines in Photoshop Magazine and Media Cat. The majority of the participants do not follow foreign periodicals.

44.23% of the designers participating in the surveys in the field are informed about the activities, and they cannot participate in these activities because they have problems in terms of time. However, he also develops himself / herself by participating in these activities as he / she finds time in a similar majority group. The results of the questions regarding the general opinion and professional competence levels of the managers of the agencies operating in the Ankara market are as follows:

Table 3. The opinions of the managers of the agency about the fact that the employees can plan, implement and complete a given job in the required time

Can plan, implement and complete a given job at given time.	f	%
Strongly disagree	2	13.33
Don't disagree	0	0.00
Undecided	1	6.67
Agree	9	60.00
Strongly agree	3	20.00

When we look at the above results, approximately 80% of the participant managers stated that they can organize a work done well, plan, apply and complete them at the desired time. Again, 60% of these participants said that they can make original designs.

Table 4. The opinions of the managers of the agency about the applicability of the designs made by the designers

Makes sure that his designs are applicable.	f	%
Strongly disagree	1	6.67
Don't disagree	2	13.33
Undecided	3	20.00
Agree	7	46.67
Strongly agree	2	13.33

46.67% of the managers participating in the survey thought that the designs made by the designers were applicable, 33.33% of the designers were considering the cost of the work done by the designers. A large proportion of the opinion of the agency managers is that the designers design the target audience and the customer. Again, agency managers have a common view on the ideas that designers design to target audience and customers.

53.33% of the participants in the field of desktop publishing think that the designers have this knowledge, and they think that the present staff has sufficient knowledge and experience about web and interactive publishing.

Table 5. The opinions of the agency managers on the information competencies of employees on printing

Has the necessary information about the printery	f	%
Strongly disagree	3	20.00
Don't disagree	0	0.00
Undecided	5	33.33
Agree	7	46.67
Strongly agree	0	0.00

46.67% of the agency managers think that the designers working in their organizations have the necessary printing knowledge and experience. 33.33% of the participants think that they follow the technological developments related to their field. As an example, we can give designers the opportunity to follow the current versions of the programs they use. At the same time, the same value cuts the current versions of the programs as we mentioned.

When we look at the communication skills, the common vision of designers and agency managers is as follows: They agree that designers can establish a healthy communication with customers, employers and other staff. In addition, they are of the opinion that the designers working in their structure should use the office personnel that conform to the workplace attitudes and rules, adapt to the team work and which is definitely the common value they participate.

Method

In the study; graphic designer profile working in the sector, professional competencies are analyzed according to the opinions of the agency managers and owners. In this context, the analysis of the data obtained from the questionnaires applied to 53 designers and managers of large and small scale agencies in Ankara City. In this respect, research is a descriptive survey in the general survey model.

A questionnaire consisting of 24 questions was applied to the participant designers and 15 questions to the managers. The questionnaire was delivered to the participants via the internet, sent via e-mail using the survey system and results were obtained.

Conclusion

In Ankara advertising market, where a large number of designers work in different agency settings, a long period of time and in a highly visible fashion, women designers work at similar times. Most of them do this job because they love this profession, and they are mostly graduates. Apart from minor problems such as wage, work discipline, they are working in a satisfactory manner in the agency environment. The opinion of almost most of the graphic design requires a special talent, creativity and training, and advocates of artistic and technical knowledge in graphic education are advocated.

Nowadays, with the rapid development of the Internet environment, designers follow one or two of the periodicals and generally use the internet to improve themselves. In addition, the designers follow the websites about the area to be inspired. Besides, it is interested in subjects such as typography, illustration poster design and photography as well as a large part area. Most of the designers participating in the survey are aware of the

activities such as seminars, conferences, conferences, etc. and we can see that most of the work intensity cannot participate in these activities and some of them participate in these events as they have time.

According to the evaluation made by the agency managers in the agencies operating in the sector and the professional qualifications of the designers; In general, most of the designers think that they have a good level in terms of desktop publishing and they make original designs suitable for the customer. However, they think that designers experience minor problems in terms of cost and applicability.

They believe that designers working in their bodies have printing knowledge and they still have a lack of web and interactive publishing. In addition, the designers working in the company follow and implement the technological developments in their field. When we look at the evaluation results in terms of communication skills, it is considered that most of the working designers both have a healthy and positive communication with the employer and the client. We can offer the following suggestions in light of the findings from the results of the questions directed to the graphic designers and agency managers working in the sector:

Based on the view that not only does the book and the internet source develop much more creativity, it should also be able to arrange for the designers to spend more time on the activities, and if necessary, follow the events for the professional development of the staff of the agency owners and guide the designers as a duty. Considering the importance of being more successful and knowledgeable, it should be deduced that graphical education is important both for him / herself and for agency status. In schools, more technical information should be given and curriculum programs should be organized taking into consideration the sector adaptations of newly graduated graphic designers. Designers should develop themselves in different areas by considering the need for designers for different media. Agency owners should always support and support the staff working in their professional qualifications and, if necessary, refer their opinions.

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