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Dziublik O. Y.

Kyiv National University of Technologies and Design
(Kyiv)

Academic adviser - Burlaka I. Y.

THE BIGGEST PROBLEMS FACED BY A GRAPHIC DESIGNER

There are, undoubtedly, advantages and disadvantages in every profession. Everybody certainly has some difficulties at work sometimes even if it is his dream job. Being a graphic designer is not an exception. Unfortunately, a lot of people do not consider being a designer/artist/illustrator a real profession. That is why it would be really helpful to me and other people including the ones not interested in this subject to listen to these real life challenges in order to understand their profession better.

Purpose and objectives: to highlight the most common problems the graphic designer faces in reality and to draw the attention to the job difficulties of the professional in the sphere of art.

A lot of young artists who dream about becoming a designer romanticize this profession a lot. Yes, there is a great deal of wonderful things and positive aspects of working as an artist. But the reality is not so enjoyable after all. There are some issues about working as a designer that only a real designer can understand.

The first problem that comes to each designer`s mind is working with clients. In general, you have to be a very patient person in order to work with people. And imagine that these people do not know what they want exactly so you have to learn their needs, take their ideas into consideration and politely explain them how graphic design actually works. They always think they know the best, even if it is not true. The client is always right, though. After communicating with client you begin the project. First of all you make a lot of sketches and several versions of it and present the project to the client. If it is excepted you continue working on it until it is fully ready. During your work you should show the project to the client so you both make sure that everything is in order. If it is, you send the project and receive the payment.

The next problem is time management. It is a quite common problem of modern people because of the fast paced life. There are people, of course, who are quite good at it. However, sometimes the problem that the designer does not have enough time to create something is not his fault. There are clients who have the emergencies and want the project to be ready right here right now. That is why you have to be always ready to work long hours day by day. As for freelance, it is especially difficult to keep up to working hours because it is harder to concentrate on your job at home.

The other huge and important problem is that people underestimate your work. This leads to working without being paid properly. A lot of people just do not consider design as a real profession and hard work. From my own experience I can say that I have been asked many times to draw a portrait for free. And when I tell them that it will cost something, they say: 'Why should I pay? You are an artist, aren't you? You like drawing, it is easy, it will take maximum 10 minutes.' Drawing a portrait or anything else takes, unfortunately, a lot more than even 2 hours. People have to understand that making art is as difficult as other job. You would not ask a doctor to do the surgery for free, would you?

A lot of young designers-beginners face a problem of how to find a job for the first time. This problem is caused by the fact, that most of the universities do not give their students enough practical skills. This problem is especially urgent in Ukraine. We receive a lot of theoretical information whiles we should develop the portfolio

and work on different projects. As our educational system in Ukraine is quite different from what it should actually be, most of the graduates end up not knowing what to do after the university and how to find the client. 'If you love graphic design and you are already employed as a designer, then you are pretty safe in your current position. If you have earned a bachelor's degree in graphic design and are looking for your first job, however, you may find it at least initially difficult to break into this industry' [excerption from the Brandon Gaille's blog '13 graphic design industry statistics and trends'], Brandon Gaille, marketing expert says.

The portfolio can also be a serious problem. Many designers wonder how they can make a professional portfolio, if they have not done any projects yet. The other question is what should this portfolio include and how should look like. The well-developed portfolio is always a key to success, though.

Being a designer means constantly trying to find an inspiration to create something new, something different from other artists` work. However, creativity is not an endless resource. The artist always has to expand his outlook, replenish the imagination. He should be well-concerned about the modern trends and stay up-to-date in order to survive in an enormous competition. Moreover, the projects can be really boring and with no space for creativity. That is why, the only satisfaction from work left is the financial reward and developing a reputation.

Last but not least major problem is that the industry is overflowing with the designers. According to the Bureau of Labor Statistics (United States Department of Labor) there are more than 210,710 graphic designers in the USA in 2016. This number is growing every year. By 2020 there will be a 13% increase in the demand for graphic designers of all kinds according to the Bureau of Labor Statistics. That is why the competition will become even more tense in the future.

There are other struggles of graphic designers that should be mentioned. They are: huge problems with health because of the inactive way of life and using computer a lot, the programs` updates that should be paid and plagiarism.

These were the biggest challenges faced by graphic designers in the 21st century. As the modern world and industry are constantly progressing and evolving,

the struggles of designers in general will never be over. That is why one should remember to stay a human and never forget why he had chosen this wonderful profession of artist. The challenges only help us to gain more experience and ready for everything. ‘What does not kill you, only makes you stronger’.

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Добродня Анастасія Олександрівна

Київський національний університет технологій і дизайну

(м. Київ)

Науковий керівник — к. культ. Чернець М. О.

BRITISH FASHION DESIGNER STELLA MCCARTNEY

Stella McCartney is a world-famous brand of British designer, named in her honor. It started in 2001. The brand is distinguished by the excellent quality of products it produces. The clothing that this brand produces corresponds to fashion, which is why it is very popular both among people from Great Britain and among the population of other countries. [1]