

Artemii Kobets

Kyiv National University of Technologies and Design (Kyiv)

Scientific supervisor - senior lecturer Vitalina Denisenko

**PROFESSIONAL DEVELOPMENT OF DESIGN SPECIALISTS
DURING THE TIME OF GLOBALIZATION:
EXPERIENCE, PROBLEMS, PERSPECTIVES**

The globalization gives people capability to receive a professional education in most countries around the world, and also gives an opportunity to use and improve professional skills everywhere they want to. The process of educating and development of graphic designers takes place in form of worldwide communication with other specialists in sphere of design, who are works as a designer in actual moment or have any professional working experience. Communication helps to understand the industry, dynamic of changes in it and its particular qualities, development vectors and range of tasks which can be solved by design.

There are many design definitions. According to one of them, — design is a type of artistic activity for the development of industrial products with high consumer, aesthetic, functional and technological properties, as well as an activity that organizes the subject environment of his life that is comfortable for a person. The design is based on consumer, technological and aesthetic functions. Modern design is a special area of use of art and design thought, where it is very difficult to separate colour from form, to distinguish planar graphics from volumetric, constructive construction from sculptural plastic, an object from the environment, and the like. All of the above is a variety of forms of manifestation of design, which allows design to focus on solving large-scale problems related to the creation of an artificial human environment at all its stages - from saturating the private interior with objects to projects for the

formation of a metropolis or even to working out global ethno-cultural and social political communities.

Nowadays, the preparing of professional designers going on with integration of a big number of practical trainings which included in the process of educating. It improves communication skills, analysis and comprehension of theoretic materials about programs, art techniques, etc. Experience of active professional practices during the courses of education shows the great impact to the development of specialists. The quality of each graphic designer is much higher then before, communication skills are better and the process of work monetization becomes faster and easier. Modern specialists are responds on changes in global market, trends and customers wishes much better then before. Also, they are learn and study something new about professional activity all the time.

Globalization has been driving the standardization of spaces and art. It has been transforming, shifting spatial patterns, and shaping the art forms and environment. This homogenization has been leading to similar things and has been disconnecting man from environment (Shraddha Erandole, 2022).

Huge orientation on new trends and system of self-educating is needed because of inability to predict changes on the global labor market. The success of design mostly depends on such things like trends, and it creates a necessity to adapt to all changing consumer needs. Nowadays we can observe the tendency of regionalization in the world economy, which will cause transformation of market and growing difference between markets of regions. Universities and other educational centers which prepares graphic designers are oriented on the global labor market and filling the demand of designers, a lot universities give students a entrepreneurship-oriented education, less and less number of educational centers are study design as a science.

Also we got a problem of standardization of education, decrease of an academic function in the universities.

According to an actual trend of regionalization, we can expect rising of attention to the design as the academic discipline instead of studying it as a system of patterns.

Improving the design within the regional labor market in the paradigm of specialized instrument to increase the level of effective communication and aesthetic culture in all aspects of life. It creates an opportunity to develop the national culture, science and discovering culture.

REFERENCES

1. Shraddha Erandole (2022) Globalization and architecture. Retrieved from: <https://www.re-thinkingthefuture.com/rtf-fresh-perspectives/a2228-globalization-and-architecture/> [in English]

2. Sugra Ingilab, Gasimova Elfana, Salehzadeh Gulchokra Saleh (2021) Design as a Factor in the Development of a Country's Economy. *Special Issue* Vol. 12, No. 1. Retrieved from: file:///C:/Users/User/Downloads/Design_as_a_Factor_in_the_Development_of_a_Country.pdf [in English]