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PROFESSIONAL FORMATION OF SPECIALISTS IN THE ERA OF GLOBALIZATION: EXPERIENCE, PROBLEMS, PROSPECTS

The advent of a globalized economy has transformed the role of designers. Beyond crafting functional and aesthetically pleasing designs, they now shoulder the responsibility of serving as ambassadors of culture, uniting consumers across borders and boundaries. Designers accomplish this by conceiving products that transcend geographical and socioeconomic divides, evoking universal desirability and resonance - creations that people around the world inherently covet to purchase, possess, and utilize.

Designers who work across borders, research international markets to understand consumer needs, unique market characteristics, and competitor landscapes. Their goal is to identify commonalities in functionality, aesthetics, and emotional resonance that can unite consumers globally.

Technological tools for communication have greatly streamlined design collaboration across international borders. Digital methods like the internet, email, online file transfers, and video conferencing have supplanted more traditional approaches such as physical mail and fax machines. These modern resources enable the effortless sharing of extensive files as well as instantaneous audiovisual interactions with colleagues situated globally. The rise of these technological innovations has immensely enhanced the ability to coordinate design efforts among teams dispersed across diverse geographic locations worldwide.

Globalization has expanded access to international markets and clientele. Freelance designers work in various industries with brands and businesses of all sizes, from solopreneurs and small businesses to creative agencies and large

corporations. Freelancing virtually has transformed where designers choose to work and live. In fact, 43% of freelance designers have lived and worked abroad. The phrase 'digital nomad' is popular for a reason. People from various fields are rapidly adopting this lifestyle, particularly freelance designers.

Communication technology has made global design projects easier. However, design specialists still face challenges when working with international markets and collaborations. One major challenge is the variety of cultural norms and preferences across different regions, which can affect consumer desires and perceptions of design. Design specialists must navigate cultural nuances carefully to ensure their solutions resonate with target audiences worldwide.

They also need to be adaptable and flexible in accommodating varying regulatory frameworks and legal requirements across different countries. Intellectual property laws can differ significantly, posing risks to the protection of original designs and ideas. Design specialists should stay up-to-date with these regulations and create plans to protect their intellectual property rights in international settings.

Technological advancements have transformed work practices, creating a globally connected creative workforce that is highly adaptable and skilled across multiple disciplines. This talent pool is committed to continuous learning and ready to tackle any obstacle that may arise. Designers, with their digital proficiency and cross-cultural perspectives, are uniquely positioned to lead the future of freelance work.

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