THE ROLE OF GRAPHIC DESIGNERS TODAY

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Annotation: Graphic designer decorates the environment with graphic tools. This profession is suitable for those who are interested in drawing, painting and computer science. Graphic designers are certainly involved in design, but neither textile design nor architectural design is part of their duties.

Keywords**:** Activity, graphic, freelance, project, field, designer, painting, informatics, advertising.

Recently, the majority of people have started to have the desire to work freely, not to be permanently tied to the workplace, and to earn additional income. Free operation means that he can make his own schedule as much as possible and work in the conditions he likes. As a result, freelancing is becoming more popular in developed countries today.

Freelancing is one of the best ways to monetize a talent or hobby. Everyone can work on projects that they like and feel comfortable with. The field of freelancing is so vast that anyone can make money online using their skills.

Graphic designer decorates the environment with graphic tools. This profession is suitable for those who are interested in drawing, painting and computer science. Graphic designers are certainly involved in design, but neither textile design nor architectural design is part of their duties. Their field of activity is books, newspaper and magazine pages, websites and advertising, interactive computer programs. Owners of this profession develop fonts, layout of magazine pages, advertising modules, make pictures, collages, create showcases. Naturally, the level of computer literacy of the designer should be much higher than the level of the average user. Designer-artist. However, there are significant connections between the artist and the "computer": printed materials,

Duties of graphic designers:

✓ Works on layouts of books, magazines, newspapers, booklets and other printed products.

✓ Produces souvenir products.

✓ Designs packaging materials.

✓ Creates various products: fonts, logos, symbols, trademarks, etc.

A graphics editor is a special program designed to view and work with images on a computer. In addition, this program allows you to create your own drawings. Presentation of data in graphic form on a computer was first implemented in the 50s of the last century. At that time, graphic software was developed for computers used in military and scientific fields. Currently, there are three main types of graphics: raster, vector and hybrid.

A designer answers a million questions, makes a lot of decisions, and provides everything related to the computer. He cannot create a good project if he only thinks about beauty.

Requirements

✓ Knowing the basics of design: the basics of painting and drawing, colors (use of colors) and compositions, etc.;

✓ Special knowledge in the field of graphic design: types and genres of graphics and graphic techniques, working with fonts, typography, use of photos and illustrations in graphic design;

✓ Graphic design software (QuarkXPress, Photoshop, Illustrator, CorelDraw);

✓ Knowing the basics of marketing;

✓ Knowledge of human psychology and perception.

Adjectives

✓ Developed artistic taste;

✓ Visual and broad thinking;

✓ Initiative;

✓ Creativity, ingenuity;

✓ A sense of style;

✓ Visual memory;

✓ Interest in modern culture;

✓ Active life position;

✓ Orderliness;

✓ Responsibility;

✓ Attention;

✓ Accuracy.

The product created by him (logo, font, etc.) should be bright, memorable and unique, taking into account the specific characteristics of the developed organization, and at the same time, it should be suitable for printing. Therefore, it is very important for a graphic designer to strictly follow the laws of logic.

References

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