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## Problems Encountered by a Newly Graduated Graphics Designer

T. Efe Varol<sup>a</sup>\*<sup>a</sup>T. Efe Varol, Atılım University Faculty of Fine Arts Design and Architecture, Kızılcaşar Mahallesi İncek, Ankara, TURKEY

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### Abstract

Graphics design education should aim to prepare the student for the existing graphics and advertising market. It is assumed that it does. However, graphics design today is fairly wide, flexible and experimental. Such experimentalism may carry graphics design far beyond conventional two-dimensional design. Combining three-dimensional design with computer games, website interface requirements and the discipline of animation, new products can be created. This study deals with the developing graphics design world, graphics design education and different levels of graphics design requirements within the sector. Differences between the education in the university and the requirements within the sector will be analyzed.

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### 1. Introduction

Graphics design education should aim to prepare the student for graphics and advertisement sector. However, graphics design today is much more wide, flexible and experimental. Such versatility and width may cause the known framework of the graphical design to disappear. Other than two dimensioned designs, advertising products and printed materials, the interface of a cell phone, a website design or even a the graphics of a computer game may be included in the area of graphic design. Therefore, the name of graphics design discipline has started to change in the universities. Likewise, courses of cartoon and animation departments may be similar to graphics design department.

### 2. Education of a Graphics Designer

In such changing state of graphics design, to what extent does the graphics design education given by the university coincide with the education expected by the business world? Other than courses which teach the students the approach of design and artistic thinking, to what extent are the practical courses and internships efficient? What are the criteria of being a graphics designer?

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\*T. Efe Varol. Tel.: +90-533-744-8954

E-mail address: [tevarol@atilim.edu.tr](mailto:tevarol@atilim.edu.tr)

## 2.1 *Art and Technology*

In graphics design education, the need for artistic approach is much debated. Universities aim to fulfill such need by introducing art courses. With courses such as History of Art, General History of Art and History of Culture, which are generally given during freshman year, it is aimed to construct the artistic fundamentals for the student.

Other than these theoretical classes, it is aimed to direct the artistic approach towards practice and design with courses such as Drawing and Basic Design. In certain universities, the periods or credits for these courses may vary. However, the place of artistic knowledge within the 4-year undergraduate education is very significant. It should not have a structure which limits the student to conventional thinking and which prevents the introduction of more innovative courses.

Today, Graphics Design is largely practiced in computer media. Therefore, other than computer technologies which are directly affected by the technological developments in software and hardware areas, it is also closely related to photography and printing. These technologies play a direct role in the shoots required for the promotion of a product and printing of these shoots. Therefore, graphics design is also related with the department of photography.

Other than this, drawing lessons taken by the Graphics Designer during freshman year are now taken into virtual environment. Using the advanced tablet technology, it is now possible to draw using the computer and visual effects may be applied as required. The designers are able to transfer all types of oil painting and pencil drawing works into digital media using required applications. With the same method, they may illustrate a fantastic scene, which has never existed. These possibilities have created the digital illustration sector. Similarly, 3D design world has been interacting with graphics design. 3D design applications are required for the visual illustration and creation of a package design, a short advertisement or a web banner. In this point, it is connected to industrial product design. According to the complexity of the project, the Graphics Designer should possess the required knowledge that will enable him/her to undertake a graphics design project on his own or to work together with a 3D designer.

Following such developments in technology and to direct it towards practice is necessary to keep the graphics designer updated. The courses taken in university should enable the graphics designer to continuously develop himself in business life and to have a grasp in technology. In this direction, the intensity of artistic courses we mentioned in the previous section and how they are perceived by the student is of great importance.

Creativity is very important for the graphics designer who wishes to advance in its career and to become popular. With creativity, his/her own products turn into his/her own advertisements. This is what makes a designer "a brand" without working under a company.

## 2.2 *Internship*

During internship, the student faces the requirements of the market. During such process, they interact directly with the market and observe the requirements. In Turkey, graphics design students are generally given two types of different internship options. First of these is the print house, which is related to printing, and the agency internship, which is directed towards the fast pace of work. However, the aims are the same.

These internships should prepare the student to business life that expects the student after education. If the internship agency finds the student lacking, this may have a negative effect on both the university and the institution which provides the internship. Art-based and technology-focused training mentioned in the previous section has to completely and efficiently present itself during internship. This not only proves that the education taken by the

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