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1.

The introduction

The design profession currently occupies a key place in a market economy, and the design sphere covers many areas - industrial design, graphics and packaging, textiles, clothing modeling, organization of urban and rural environments, interior design and advertising, web design. The term "designer" is derived from the Latin designer - show, schedule, do. In Russia, for quite a long time, attitudes toward designers were akin to attitudes toward freelance artists: it was believed that both of them were creators. However, the designer creates his work not for the sake of art, but for a specific customer and must have a clear idea of the needs of both his client and the end user. The tasks of the designer are ultimately determined by the interests and demands of society, and not by their own impulses of creative nature. As a rule, a professional specialist should be well versed in sculpture, painting, drawing technique, and the basics of composition, ergonomics, and even psychology. In addition, knowledge is needed about the situation in the market where the product on which he is working will be promoted. Professionally important qualities for a designer are artistic imagination, spatial-figurative thinking, and interpersonal skills. The average earnings of a designer are \$ 500-600, but the rates increase significantly with increasing qualifications and professionalism.

2. Living environment design

Each person at a particular stage of life has the opportunity and desire to create their own House. A house in which a person feels better than anywhere else. There you are surrounded by the familiar world of things you have lovingly picked up, everything is at hand, and everything pleases the eye.

Wherever fate has cast, you are irresistibly pulling you home.

The world is full of stresses and dangers. The need for protection and peace of mind in his own home is now more important than ever. Is it not in the last decade that interest in home improvement, improving the quality of life: beauty, convenience, functionality and ecology of the home has increased noticeably throughout the world, and over the past 5 years it has become noticeable in our country: exhibitions and salons, design firms, publishing magazines and books on decorating and private architecture. And, of course, the emergence of a network of stores, supermarkets and centers selling finishing materials, furniture, lamps, plumbing fixtures, carpets, household goods of European quality.

For a very long time, the concept of "interior design" existed in Russia only in books for specialists. Dwellings, their furnishings were similar, as in the famous film "Irony of Fate": identical houses, apartments, furniture.

Now everything is changing rapidly: there are large apartments, cottages, penthouses, penthouses, real country houses, where life is organized differently, where you can talk about an individual project, and exclusive furniture. Yes and a new model of housing suggest different types of layouts, a new, "designer", approach to its arrangement. And how many opportunities have appeared to make the house the way one wants to see it. Here we need designers who not only solve the actual design problems (color, lighting, style decision), but also know what will be optimal, based on the amount that a client can afford to spend on furniture or lighting, decorating an apartment or decorating a window.

Such a somewhat utilitarian approach does not at all deny either the free flight of design ideas or the free choice by the customer of this or that option. And especially important for a designer in his work is not only the question of how good his work will look, but also how much space and its setting will fit the purpose, how comfortable it will be for those living there, how much their world perception will take into account.

Pupils of the "old school of design" are used to dictate the terms themselves. It is this "specialist" who is unreservedly and most afraid of clients. But the standard of the profession of interior designer, adopted in Europe, in the United States and Japan, indicates that this is unacceptable! In the countries of "civilized design" there is a universal agreement that suitability for life (livability) is far more important today than appearance! During the first meeting with a client, well-known designer Shirley Pritchard is sure to tell them: Shirley Pritchard is not going to live in your house. "One of the main criteria of professionalism is the correct attitude to the private life of the client. Very often, the client is stopped by the fear of the designer's intrusion into his "personal space".

Since home interior designers deal with the feelings and intimate aspects of people's lives, it is necessary to carefully monitor that there is always a clear line between "personal" and "professional" during work.

However, to master the profession of a designer, it is not enough to learn how to master the general artistic disciplines. In teaching specialty an important component is the formulation of thinking. For a person solving a design problem, a very large part of his work is purely analytical. He must formulate the project task himself.

There is such a situation: the personality is wider than the profession. A designer must be a man of wide mind. because designers create a new world. They create objects that will then surround us, which will subsequently form the circle of our habitation, and in this sense, with their creative personality, greatly influence the lives of people.

3. Web Designer

With the development of Internet technology and the Internet itself, a completely new profession has emerged - a web designer.

Web design is the design of web pages. The specialty web designer is new and unusual. Many who have been to the Internet quickly mastered it, and understand that they can create a fairly simple web page. And they do. However, there are amateurs and their design - very few people are interested.

There is a myth that working as a web designer is prestigious and easy. And you earn a lot. This is not quite true. Making money on web design is as hard as any other job. However, there are certain advantages to this profession:

The advantages of a web design:

- the web design market in Russia is still emerging, there is an opportunity for professional growth (although there are already too many competitors already)
- any design error is not fatal - you can always fix it later
- the designer can work at home, on his own computer on which only a couple of programs will be installed.

- designer products - does not require an investment of money. You can easily implement your idea if you can.

Features of the profession:

1. Web page design is information design. Not a graphic. Therefore, people who are merely designers (printers) and also master an area adjacent to them as web design can create beautiful but useless websites.
2. Web design is a way of life, like any real profession. The web designer "lives" on the Internet, for him this is the main habitat where he spends most of his time - he communicates with friends, finds new friends, learns news from the outside world ...
3. Web design is a way of thinking ... The ability to see and do beautifully. Programmers, for example, have the opposite style of thinking - "programmer." Therefore, attempts to make the design they usually end in failure.

4. Designer promotional items

Countless road boards, posters, booklets, flyers - all this is the work of tireless designers of advertising agencies. And in the coming years there will be even more advertising products, as well as those who produce it. The fashion profession attracts a lot of young people who annually enter specialized universities. But this does not mean at all that it is too late to choose it. Few design bureaus complain about the lack of orders. But it is important to know when you are just choosing a profession that there is hard work, irregular working hours and the painful search for that brilliant idea behind the outer romantic "facade."

Large advertising agencies offer their clients a range of services: advertising in the press and outdoor advertising (posters, road billboards, light boxes, signs), printing (leaflets, brochures, booklets, calendars, postcards) and souvenirs (pens, t-shirts, mugs and much more), the development of corporate identity.

The last direction is the most interesting. The customer comes and asks to create a "business face" - a recognizable image that will distinguish it from its competitors. The designer comes up with a logo, slogan, and corporate colors. The logical continuation of the work is the production of business cards, sample forms, and even corporate type. The company will need envelopes, calendars, booklets, souvenirs, folders, price lists, posters and packages. It would seem, why spend so much money on all sorts of stuff? However,

this is not a whim, but an important competitive advantage. Sophisticated corporate identity increases the visibility of the company and, accordingly, increases its profits. However, such orders are received infrequently, the style is usually developed once and for a long time. In addition, to the conduct of such a project need to grow. The art director or creative director of the agency manages it in most cases. That is why among designers it is not customary to have a narrow specialization. Even the most "advanced" and held do everything: from banal leaflets to logos. The smaller the agency, the greater the professional should be an artist.

But it is possible to turn in full force of its creative possibilities both in printing products and in outdoor advertising. Installed: flipping through the magazine, the reader looks at one page on average 1.5-2 seconds. How to draw attention to the advertised product? Thousands of standard 6x3 meter billboards are placed on the roads. Drivers and passengers have no time to go into details, but to suffer over puzzles is also useless. In order for a person to see the information on the poster, you need to follow the laws of the layout of elements, the organization of advertising space.

Observe the "middle ground" and at the same time compare favorably with others - not an easy task. An example of the classic "apple" - advertising car alarm "Clifford". On the streets of Moscow they placed only 12 shields with the carved silhouette of the car and the caption "Gone? It was necessary to put Clifford!". Who saw her, is unlikely to forget.

A designer needs all the time to "keep abreast of", to know current trends in art - that is, to be, as experts say, "seen". You have to read books and design magazines, attend exhibitions, be interested in related areas: painting, illustration, photography, learn modern visual language, constantly improve your cultural level. This profession does not love indifferent. Designer's life is an eternal work: on orders, and on yourself.