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LATERNATIVE WAYS OF STUDYING FOR A GRAPHIC DESIGNER

Purpose and assignment: The purpose of this research work is to find alternative ways of studying for a graphic designer that are more effective than universities and their advantages and disadvantages. To achieve the purpose the following assignments must be done:

- to analyze the situation with graphic designers` education at universities;

- to find alternative ways of studying for a graphic designer that are more effective than universities;

- to find advantages and disadvantages of courses and self-education.

The object of the research are profession of graphic designer and ways of studying and formation of specialists in the age of globalization.

Methods and ways of research. A lot of articles, interviews and thoughts were searched to find out the situation with graphic designers` education and to find information about alternative ways of studying.

Scientific novelty and practical value of the obtained results. This work helps to clearly understand the situation with graphic designers` education and shows alternative ways of studying that are more effective than universities.

Research results.

Nowadays there is expansion of educational opportunities in the modern world. And new ways can compete against traditional education at the university for preparing highly qualified specialists. The process of globalization has enormous impact on the education: a large amount of information has become available beyond educational institutions and even countries.

Problems that students face studying for a graphic designer: academicism, irrelevant educational program, equipment absence. Though educational institutions give knowledge from different fields and broaden the mind. Higher education is based on a continuity of knowledge and academic success, whereas a designer cannot become a professional without practice and a willingness to change constantly. Each year, there are more and more narrow specializations in this field, and trends are changing even faster [3]. So there are two alternative ways of studying for a graphic designer that are more effective than universities: courses and self-education.

Courses offer highly specialized education in the field. There are short courses that last 1-3 months, which will allow professionals to get new relevant skills on narrow topics quickly, and beginners can try themselves in new areas; 1-2 years last system programs that will close the issue of quality vocational education [4].

Courses today attract the best market specialists to teaching, orient programs to industry needs. They build the educational process on the development of skills, and rather than on the lecture course [4].

But there are also disadvantages in this way of studying like cost (one course may cost like one year at university; also student cannot get free place), speed of studying (student has to learn a lot of information per lesson: it may be not comfortable for someone).

The other alternative way of studying for a graphic designer is self-education. Now there is a lot of free easily accessible information in the world so this way is efficient. A lot of professional graphic designers have blogs on Youtube where they share their knowledge. Also many universities give lectures in free access. But the disadvantage in this way of studying is that student does not have someone who helps to find mistakes or gives some advice.

Also the benefit of these two alternative ways of studying for a graphic designer is that now education certificate is not always necessary to get job. Employers mostly pay attention on the portfolio that shows actual designer`s skills.

Conclusion. To sum up there are two alternative ways of studying for a graphic designer in Ukraine: courses and self-education. And in the age of globalization they can completely meet the needs of education for future specialists.

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