


EVOLUTION OF GRAPHIC DESIGN AS AN WORLDSKILLS INTERNATIONAL COMPETENCE IN RUSSIA

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Abstract: *In this article we tell about development graphic design as a competence WorldSkills Russia. Article analyzes new format of knowledge testing (Demonstration exam by WorldSkills Russia) and progress of Russian graphic designers - participants of WorldSkills International Competition.*

Key words: skills, young professionals, graphic design, education, digital

1. INTRODUCTION

WORLDSKILLS is a center for improving and developing skills. We emphasize the importance of training and education for young people, industry and society, helping young professionals to become the best in their chosen profession. Founded in 1950, WorldSkills is an international organization that promotes vocational, technical, and service-oriented education and training. We are raising vocational training standards in 78 WorldSkills member countries, working with young people, educators, governments and industries, creating workforce and working talent today to help with future employment. WorldSkills brings together youth, industry, and educators to teach young people about professional skills and show them how to become the best in their chosen specialty. From traditional crafts to multidisciplinary occupations in the field of industry and services, with the support of partners, industries, government, volunteers and educational institutions, WorldSkills has a direct impact on the growth of professional skills throughout the world. Today it is the world's largest and largest competition, in which young skilled workers, university and college students take part as participants, and well-known professionals, specialists, industrial trainers and mentors as experts who evaluate the assignment (Minaeva, 2013).

CHAMPIONSHIP is a multifaceted event, where the leaders of state bodies and educational institutions, representatives of industry and public organizations meet, the place where the most important and topical issues related to professional skills are discussed. WorldSkills Championships are held every two years in various countries and are the most important event in the field of training and skill improvement, comprehensively reflecting all areas from industry to services. The contestants are winners of the national championships of professional skills of the WorldSkills member countries. They demonstrate both the level of their technical training, as well as their individual and collective qualities, solving the tasks set for them, which they study and / or perform in their workplace. Their success or failure speaks not only about their personal professional qualities, but also about the level of professional training in the country they represent, and the general level of quality of services in the home countries of the participants (Milchin, 2011).

In WorldSkills championships, competences are combined into 6 thematic blocks: construction, IT, industrial production, civil transport services, services, creativity and design.

2. METHODS

Since 2017, college graduates in Russia are passing the Demonstration exam.

The WorldSkills Demonstration exam is a form of state final certification of graduates in secondary vocational education programs of educational institutions of higher and secondary vocational education, which provides for:

- modeling of real working conditions for graduates to demonstrate professional skills;
- an independent expert assessment of the tasks of the demonstration exam, including experts from enterprises;
- determination of the level of knowledge and skills of graduates in accordance with international requirements.

The Demonstration exam is conducted to determine students and graduates of the level of knowledge and skills that enable them to conduct professional activities in a particular field and (or) to work in a specific profession or specialty in accordance with WorldSkills Russia standards.

The inclusion of the Demonstration exam format in the state final certification procedure for students of professional educational organizations is a model for independent assessment of the quality of training, facilitating the solution of several tasks of the vocational education system and the labor market without additional procedures (Minaeva, 2016).

Graduates who have passed certification tests in the format of the Demonstration exam are given the opportunity to:

- simultaneously with the confirmation of the level of development of the educational program in accordance with the federal state educational standards, to confirm their qualifications in accordance with the requirements of the WorldSkills international standards without undergoing additional certification tests,
- confirm their qualifications in individual professional modules demanded by enterprises-employers and receive a job offer at the stage of graduation from an educational organization,
- simultaneously with obtaining a diploma of secondary vocational education, obtain a document confirming the qualification recognized by enterprises operating in accordance with WorldSkills Russia standards.

This Methodology was developed in order to provide methodological assistance to the executive authorities of the constituent entities of the Russian Federation exercising public administration in the field of vocational education, educational organizations implementing secondary vocational education programs, other organizations and enterprises participating in the pilot testing of the demonstration exam in WorldSkills Russia standards and determines format, order of its organization and implementation, including the requirements for the procedure and participants (Minaeva, 2015).

For educational organizations conducting certification tests in the format of the demonstration exam is an opportunity to objectively assess the content and quality of educational programs, material and technical base, qualification level of teaching staff, as well as areas of activity, in accordance with which to determine the points of growth and further development (Kusheleva, 2012).

After passing the demo exam, the graduate receives a Skills-passport, which indicates the number of points scored for each module. The employer is very convenient to look at what the employee is strong.

Demonstration exam in Russia is passed on a variety of competencies. I would like to tell more details about the "Graphic Design" competency. Graphic design refers to a multitude of competencies and aspects. The variety of competences in this industry is very large, so usually the people employed in it are specialists of a narrow profile. As a result, a team can be engaged in graphic design, in which each participant has their own strengths, specialization and role in the development process.

Graphic design specialists can work with external and internal customers, creating unique solutions that meet their needs. They can also print or post products online. This area is characterized by direct interaction with the client, which requires developed communication skills to successfully achieve the goals set by the customer. In the field of graphic design interaction skills, research, design, technical skills are appreciated. This, in turn, requires an understanding of the target audience, markets, trends, cultural differences and customer desires. Such specialists should be able to work in formal and informal teams or independently (Kusheleva, 2015).

Upon completion of the research and planning phase, the task is interpreted for its execution using the appropriate specialized software. Work must comply with the technical requirements for the withdrawal or placement online. For such specialists, it is important to understand all stages of work, including limitations related to the printing process. These skills are also applied when changing or improving projects.

Within the scope of this sphere, various employment options are possible. These include external work, entrepreneurship, work in an advertising company, design bureau, typography or a company that has a design department. Both wide and narrow specialization is possible. The latter is typical for graphic designers, graphic artists, prepress specialists, type design, typesetters, font artists, image processing specialists, illustrators, art directors, production managers, digital printing specialists, information designers, packaging specialists, publishers (Vilberg et al, 2003).

3. RESULTS

Russian participants in international competitions show all the best and best results in the competence of "Graphic Design". At the international championship, which took place last year in Abu-Dhabi, our participant took fifth place in the world and received a medallion for professional skills. This year at the European competition EuroSkills-2018, which took place in the Hungarian capital Budapest, the representative of Russia won the first place and received a gold medal.

Russia is preparing to host the world championship, which will be held in Kazan in 2019, in full swing. Within the framework of training, participants in the competence of graphic design take part in national championships of other countries, where they compete out of competition, but by number of points they have repeatedly taken first places.

Graphic design in Russia keeps pace with the times. Gradually, multimedia publications are crowding out print. WorldSkills Russia has launched a line of DigitalSkills championships related to information technology and graphic design is also represented there. Participants at the championships are engaged in the development of interactive publications, create website design.

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