

certifyID

the design certification dialogue

Is the title “designer” meaningful or meaningless?

The term graphic **designer** has become devalued and insignificant. The tools we use, not our knowledge or expertise, have unfavorably defined our profession. Our obligation to society has been displaced by the notion that **anyone can do it.**



Certification

Core design fields

architecture

engineering

industrial design

interior design

~~graphic design~~

Certification ≠ Accreditation ≠ Licensing

Code of Ethics

Code of Ethics and Professional Conduct for Graphic Designers

About the DIA

Stand out from the Crowd Become an Accredited Designer™

How do you stand out in an overcrowded marketplace full of unqualified, unskilled people all claiming to be designers?

Join the DIA
Only qualified, professional designers can join the DIA and only full DIA Members can become Accredited Designers™.

The term Accredited Designer™ gives you a unique, highly credible professional status which is easily recognised by the business community and the public.

Commitment to Excellence



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- Find a Designer



Swiss Graphic Designers

SGD+

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How do I become SGD Swiss Graph Switzerland and t communication. f interests of its m you like to be par information? Ther designer!

AMG

AMG - Authorized Member Grafill is a in our fields. Do you have full membersh course and become certified.

HOME | JOIN THE GDC | WHY JOIN? | GDC CERTIFICATION

GDC Certification

A designer with the CGD designation is recognized across Canada as a qualified professional.

Professional membership in the GDC provides designers with an opportunity to prove their professional excellence and differentiate themselves in a competitive marketplace.

Are GDC members accredited or certified?
GDC professional members are nationally certified. A designer with the CGD designation is recognized across Canada as a highly qualified professional with an excellent standard of work and ethical business conduct.

What are the advantages and benefits of being a professional member and will it mean more business for me? Your national Certification (CGD) will give you an advantage when submitting your qualifications for work. More and more, CGD is becoming recognized by government and business as a signal of excellence in the field of graphic and communication design. The GDC Code of Ethics will set you apart from non-members in the field of design. Employers and

In a market where it i need to demonstrate practitioner can offer quality in the fields. navigate, not to men quality.

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Certification is not about

judging

exclusion

good vs bad

acronyms

fame

hindering





Certification is about

raising standards

engaging

distinguishing

developing

legislating

bridging

Proposal

The association in charge of implementing certification will be:

① independent

② partnered

③ united

④ invested

⑤ transparent

Membership

There are five certification tiers to which applicants can aspire to. Each one carries specific requirements parallel to the designer's expected level of expertise and commitment.

① Fellow

② Senior

③ Junior

④ Graduate

⑤ Student

A point system

Promoting a culture of inclusion, this system is built at the reach of designers from different backgrounds and experience levels. They will be evaluated in six areas, each holding a point value.

- ① Education
- ② Experience
- ③ Ethics

- ④ Conference
- ⑤ Portfolio
- ⑥ Credits

“The damage caused by knowledge used without understanding is merely difficult to measure: it is not less real for that”

Norman Potter

What is a Designer: things, places, messages (1969)

Speak. Share. Commit.

