certifyD

the design certification dialogue

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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

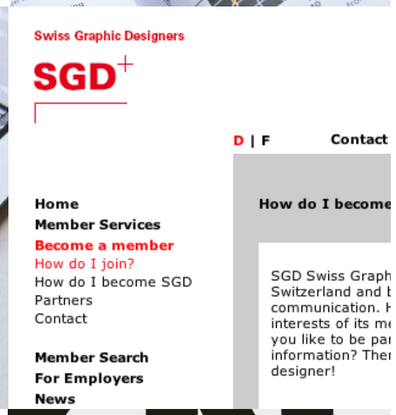
engineering

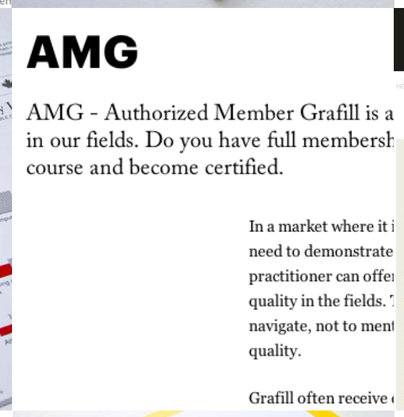
industrial design

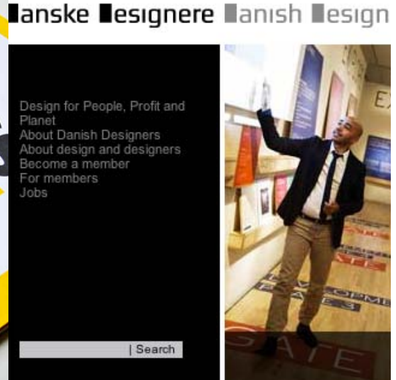
interior design

~~graphic design~~

Certification ≠ Accreditation ≠ Licensing







Worldwide models

education

work experience

ethics

portfolio

examination

continuing ed

Certification is not about

judging

exclusion

good vs bad

acronyms

fame

hindering

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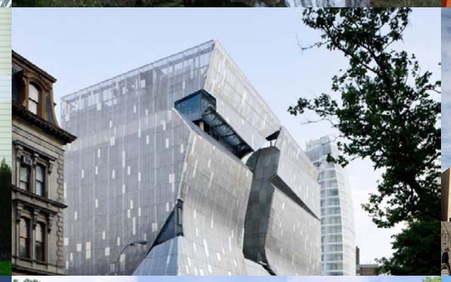

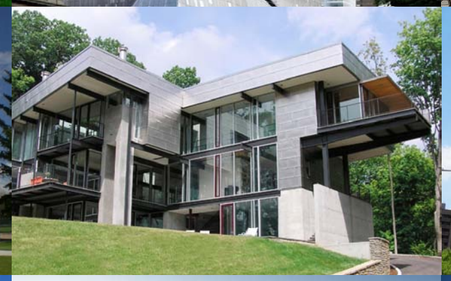

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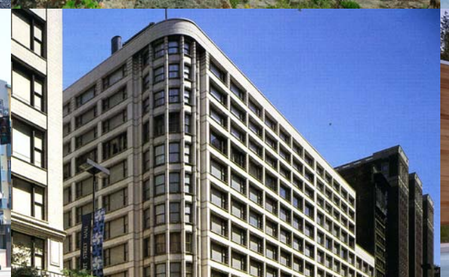

Certification is about

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.