

# THE CERTIFICATION DIALOGUE

NOVEMBER 29, 2012

PRATT INSTITUTE  
144 W 14<sup>TH</sup> STREET  
NEW YORK CITY

6:30PM

OPEN ADMISSION

# certifyD

## Speak.

What is Graphic Design, a profession or a technical field? Should the term “designer” be earned or is it open to anyone? Is this title meaningful or meaningless? Do computers skills and portfolios themselves define a designer?

## Share.

certifyD is a platform for open dialogue. It unites designers, educators, students and professionals to discuss the future our discipline and the viability of certification in the USA. Bring an open mind and join the conversation.

## Commit.

Design is a marathon, not a sprint. certifyD invites designers to welcome accountability and long-term commitment, at the core of our profession, empowering us to address the design challenges of the next generation.

## PANELISTS INCLUDE



### Matías Corea

CO-FOUNDER & CHIEF OF DESIGN  
BEHANCE

“Your experience & capabilities to practice design cannot be validated by holding a paper with a signature.”



### Tom Dolle

CREATIVE DIRECTOR/OWNER TOM DOLLE DESIGN  
ADJUNCT PROFESSOR PRATT INSTITUTE

“As an educator I like the idea of testing graduates to guarantee a level of competence to employers.”



### Emily Heyward

PARTNER & HEAD OF STRATEGY RED ANTLER  
CONTRIBUTOR FAST COMPANY

“What matters is a designer’s ability to express an idea visually, not formal rules or constructs.”



### Glen Cummings

FOUNDING PARTNER MTWTF  
VICE-PRESIDENT AIGA/NY

“Nay. Certification for ‘graphic design’ practitioners seems at best regressive, at worst nostalgic.”



### Albert Ng

PAST VICE-PRESIDENT ICOGRADA  
FOUNDING PRESIDENT RGD ONTARIO

“Accreditation/certification is a journey and not a destination. It is a direction for our next generation.”



### John Estes

DIR. OF TRAINING, TECH. STAFFING SERVICES  
THE CREATIVE GROUP / ROBERT HALF INT'L

“Certifications can be valuable. They may go unnoticed at first, but can carry more weight as word spreads.”

## CERTIFICATION

A flexible system of requirements built on inclusivity, not exclusion, can help the business and public sectors navigate through the immensity of designer options. Certification can foster the integration of education, experience, ethics and accountability at the core of our practice.

## VISION

To become a platform for sharing ideas that strengthen our field and unify designers of diverse backgrounds, training and experience under one goal: the consummation of our field as a valued profession.

► certifyD is possible thanks to the support of:

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