



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



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?

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

The term $\mathsf{Accredited}\;\mathsf{Designer}^{\scriptscriptstyle\mathsf{TM}}\;\mathsf{gives}\;\mathsf{you}\;\mathsf{a}\;\mathsf{unique},\;\mathsf{highly}\;$ credible professional status which is easily recognised by the business community and the public.

Commitment to Excellence





Accredited Designer

An Accredited Designer™ is a f commitment to comply with th

Designers who are full membe





Member Services

Become a member

How do I join? How do I become SGD Contact

Member Search For Employers



Contact

SGD Swiss Graph Switzerland and t communication. I you like to be par



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

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

Grafill often receive











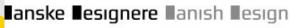




Websites of Intere

CHARTERED SOCIETY OF DESIGNERS









Worldwide models

education

work experience

ethics

portfolio

examination

continuing ed

Certification is not about

judging

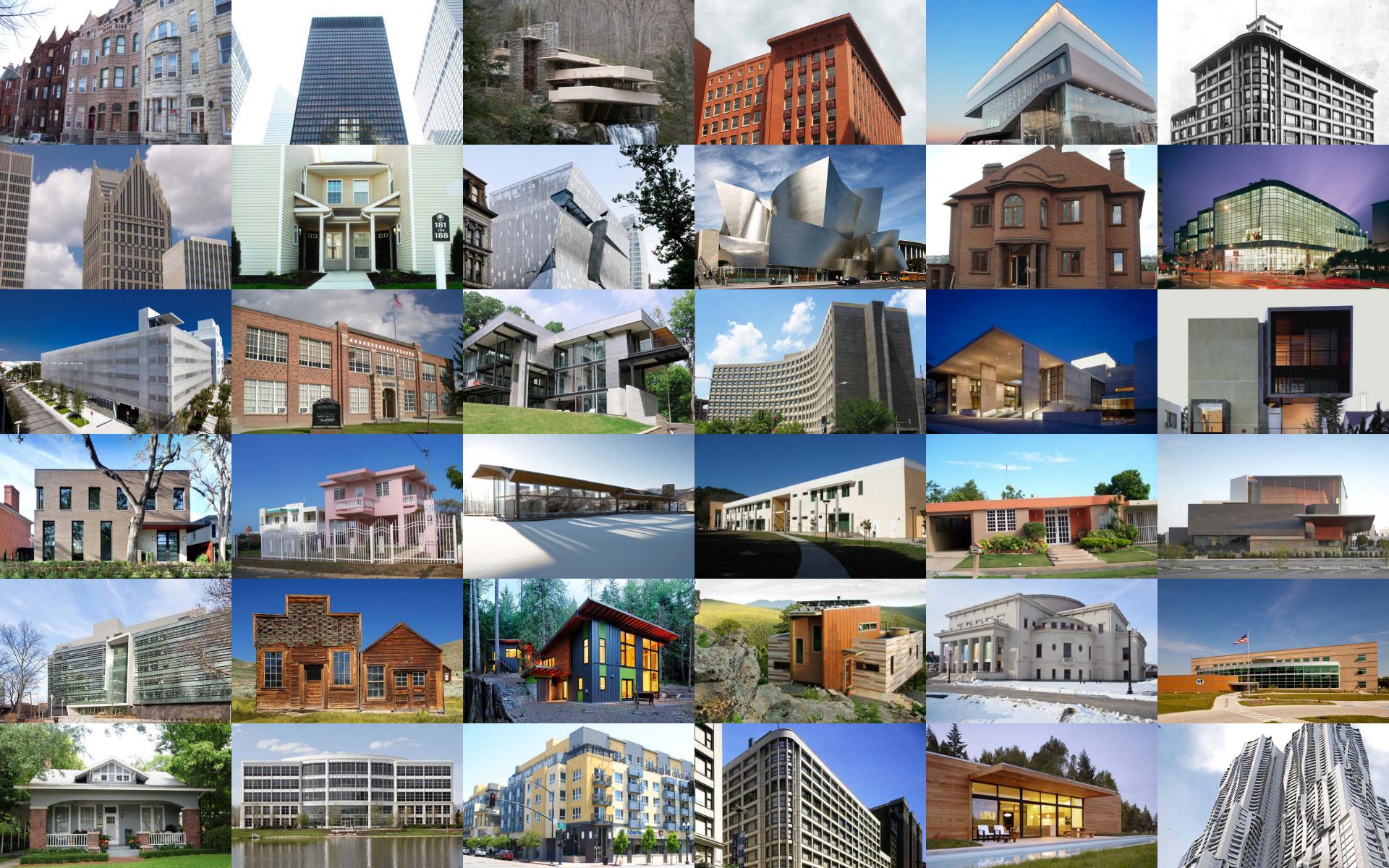
exclusion

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.

- Fellow
- Graduate
- Senior

Student

3 Junior

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.

- Education
- 2 Experience
- 3 Ethics

- 4 Conference
- 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.