



APRIL/MAY 2011

Graphic Design Certification

Graphic Design has become increasingly popular over the last decade. Accessibility to desktop publishing applications in a home environment has allowed anyone to create graphics. Because of this, formally educated design professionals are forced to lower their rates to compete. Due to business owners' general lack of knowledge on graphic design, they focus more on the bottom dollar rather than quality of work.

It's not just the financial aspect which concerns designers. It's about the way people view graphic design as a profession. This is why many American designers are pushing for a voluntary certification. Canada, Britain, Norway, Switzerland and Australia have all established successful certification programs for graphic designers. In these countries graphic design is treated the same way architecture is treated. Certification is acquired through an accredited organization who accepts designers based upon business practices, work experience, education and portfolio reviews; much like the discipline of architecture.

There is much debate over the success of such certification in the States. To help gain a retrospective view on this topic I asked Stephanie Ezra-Dieude, an architecture student studying in Scotland, to an interview.

Sean Mullins: Do you believe voluntary graphic design certification will be successful in the US?
Stephanie Ezra-Dieude: With regards to such a program working in the USA it would need to first be decided as being a state by state certification, such as the current architectural, engineering and teaching certification programs. Secondly, anything voluntary often results in lower participation than expected or predicted. So with regards to that I would say that for a voluntary certification scheme to work it would need to come with perks, such as a slightly better pay, a bit like what a Masters degree does contrary to an undergrad only.

SM: Do you believe the certification will help weed out the bad designers?

SED: Certification will by no means weed out bad designers, but it will help create certain acceptable standard. As design is subjective, there will always be someone that doesn't feel your work is good. Yet if criteria's have been meet though a level standardization it becomes more a question of personal taste then lack of capabilities and knowledge.

SM: The certification would be acquired through the DCCA (design certification ...[Read More](#))



Vacation Time
Shredding the slopes at Breckenridge, Colorado. Next stop: Cedar Point, OH



UPCOMING DATES

4/8-10	The Art Fair @ Queeny Park
4/9	Wall Ball 2011 @ Neo
4/17	Earth Day Festival
4/17	Found Footage Festival @ Mad Art Gallery
4/18	Thirty Seconds to Mars @ The Pageant
4/18-23	St. Louis Design Week
5/6-8	Microfest 2011
5/13-15	Art on the Square

Design Line

Complexity Graphics

Visual network maps, microscopic bacteria and deep sea creatures come to mind while viewing Plakhova's work. The one underlying quality is that every piece has a genuine organic feel; mostly because all of her work is hand drawn in Illustrator.



Music Aisle



Buy this: TV on the Radio: *Nine Types of Light* on 4/12

Brooklyn NY's best post punk, soul and funk group is back at it again with their 4th studio album 'Nine types of Light.' The album's first single 'Will Do' gets my head grooving with a shuffling back beat supported by a thick base line. An over driven guitar tied to sweet synth tune fills in the track.



Photo by Greg Cook

Gallery Review

Fiery Pool: The Maya and the Mythic Sea

Special exhibition "Fiery Pool: The Maya and the Mythic Sea" offers historians and artists alike a glimpse of ancient Mayan civilization. The 6 room gallery is divided into 4 main visual dialects; Water and Cosmos, Creatures of the Fiery Pool, Navigating the cosmic Sea, and Birth to Rebirth. There's even an interactive media table which gives visitors an alterative aid in learning.

My favorite piece in the exhibit is an intricately carved conch shell. Conch shells were viewed by the Mayan as embodiments of their ancestors. This particular shell contains a hieroglyphic depicting an ancestor spirit blowing wind from the clouds above. Carving on the multidimensional surface of a shell is quite a task which is why I appreciate this piece the most.

Although there is still much to learn about this ancient civilization, these surviving artifacts help bring us closer to understanding the religion and culture of the Mayans. 'Fiery Pool: The Maya and the Mythic Sea' is in town at the St. Louis Art Museum through May 8th 2011.