

# Analysis of the economic revenue management of the graphic designer in Colombia

## Análisis de la gestión de los ingresos económicos del diseñador gráfico en Colombia

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### Abstract

The graphic design in Colombia has several years of trajectory, as it began since 1881, through time has evolved and moving into different branches such as web design, editorial design, user experience design, packaging design, corporate identity design, typographic design, multimedia design, illustration, 3D animation and photography. Most of these jobs are well paid, however, there are some variants that interfere with income, making them change. The first variant is the geographical location within the country, followed by competition in the workplace and finally the level of training of people working in this field, therefore, an analysis was made of the previous variables in which the methodology used was of qualitative documentary approach and non-experimental descriptive scope. Finally, it was possible to identify some shortcomings such as the strong competition for non-professionals in the environment; however, the quality of work of a professional who knows the required concepts will always reach a higher level.

**Keywords:** Graphic design, factors, income, multimedia, variants.

### Resumen

El diseño gráfico en Colombia lleva varios años de trayectoria, ya que se dio inicio desde 1881, a través del tiempo ha ido evolucionando y direccionándose en ramas diferentes como el diseño web, diseño editorial, diseño de experiencia de usuario, diseño de envase, diseño de identidad corporativa, diseño tipográfico, diseño multimedia, ilustración, animación 3D y Fotografía. La mayoría de estos trabajos son bien remunerados, sin embargo, existen algunas variantes que interfieren en los ingresos, haciendo que estas cambien. La primera variante es la ubicación geográfica dentro del país, le sigue la competencia en el medio laboral y finalmente el nivel de formación de las personas que laboran en este campo, por consiguiente, se hizo un análisis de las variables anteriores en el cual la metodología utilizada fue de enfoque documental cualitativo y alcance descriptivo experimental. Finalmente se pudieron identificar algunas falencias como la fuerte competencia por personas no profesionales en el medio, sin embargo, la calidad de trabajo de un profesional conocedor de los conceptos requeridos siempre alcanzará un nivel mayor.

**Palabras clave:** Diseño gráfico, factores, ingresos, multimedia, variantes.

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## Introduction

This paper focuses on studying the contextual scenarios of graphic designers, as their income is why this article had as a general objective to study the income a graphic designer receives in Colombia and study the factors involved, also were established as specific Inquire about the monetary valuation according to the work of the designer, describe the designer's income in Colombia and analyze the factors that affect income, this directing the methodological process that was done and where at the end of the section described the conclusions.

In this context, starting with the study of graphic design, this is a profession whose objective is to satisfy visual communication needs. It uses resources to transmit something specific. It could be said that visual communication design is an activity that conceives, programs, projects and realizes visual communications, produced in general by industrial means destined to transmit specific messages to certain groups. (Frascara, 2006). The graphic designer has the capacity to present complex ideas and concepts in a clear and understandable way. We can define the design of a graphic composition as the adequacy of different graphic elements previously selected within a visual space, combining them in such a way that all of them can contribute a meaning to it, managing to transmit a clear message to the spectator. (Moreno, 2004). Clearly, the right elements must be chosen to make a harmonious and functional design.

Graphic designers can make ideas emerge that were not visible before, and perhaps not even visualizable for a person not educated in this branch. (Valenzuela, 2013). This requires great creative ability, since a designer all the time is thinking about innovating and doing something different to capture the attention of the public, so this career is in great demand for the wide field of work: in publishing houses, advertising agencies, electronic media and film. WageIndicator, (2019) he graphic and multimedia designers design content for visual and audio communication, publish and exhibit using digital media and other forms of visual and audio media. They create special effects,

animation and other visual images for use in computer games, movies, music videos, print media and advertisements, making them multifunctional. This is why graphic design professionals should include among their practices an excellent strategic planning where the formulation of forecasts and the decisions they make, are aimed at achieving short and long term goals, leading to a comprehensive growth as a professional. (Ibarra, 2016).

This career plays an important role in society as it often facilitates daily life, can be found in the signage of a place, in a manual to illustrate the operation of an object, facilitates reading in books and magazines, makes brands recognizable and is also present in the technology used today. This professional is definitive in the future, in the era of communication, the graphic designer is important to add value to products, says Eduardo Hernandez. (El Tiempo, 1997). Just as design, its functions and benefits are of great importance, it is necessary to evaluate because the value given to this profession must be equitable. Design implies evaluating, implementing knowledge, generating new knowledge, and using experience to make decisions. Design" is used to refer to the process of conceiving, programming, projecting, coordinating, selecting and organizing a series of factors and elements -normally textual and visual- with a view to the realization of products destined to produce visual communications, in order to reach an objective public (Frascara, 2006).

Somoza, (2007) however, although designing involves the factors mentioned above, the work is still not sufficiently recognized by the people who purchase this service. The practice of design, and graphic communication in general is not recognized as a profession even in this country; since people consider that this work does not require much effort, dedication and is easy, so, Graphic design is a discipline that does not yet have a theoretical corpus that allows it to be recognized and equated to other traditional professions and the same academic branch as architecture or industrial design. However, it should not be less important since it is a great tool for communication.

El Tiempo, (1997). Meanwhile, there is also another

factor that also intervenes and affects the valuation of this work. There are those who call themselves graphic designers because they have a computer and manage the programs, but who have not studied, who charge for their work a lower figure than professionals and clients prefer them for their low cost, without taking into account the creativity and contribution that a designer gives. This refers to the empirical people who work in this medium and are competition for designers, however the result of their work may become acceptable, but will never meet the need to communicate what is required

Graphic design is a career of great importance for the future but even so it is seen in the difficulty that their work is still not well paid. However, this research wants to leave several contributions to this medium, mainly as a social contribution to raise awareness of the importance of this career and the multiple means in which it can be executed, given this as the fields are extensive income also depend on them, so we also want to give a technical contribution because it will provide quantitative information of the designer's income and can vary according to the work environment, this contribution is directed towards designers who are starting in this medium and still do not have enough knowledge of it.

In addition to this not only provides a technical contribution for beginning designers but also for some who already have time working and do not take into account the value of their work, because they are accustomed to a rhythm of hard work but with a minimum remuneration and are satisfied with it, when there is the possibility of having a balanced work pace and get more profit. This research also guides clients or companies that require graphic designers to reward them in the right way and bear in mind that the good work of a designer is of great value and go in to explain a little more than it really costs to get a good creative process that as a final result generates an effective strategy.

The following article is entitled Sustainable Design: Innovation Tool, written by authors Marco Vinicio Ferruzca Navarro and Jorge Rodríguez Martínez in

2011 in Mexico City. The objective of this article was to promote design as a platform for countries to better face the social, environmental and economic challenges presented by globalization. The article emphasized the role of design as a strategic factor that drives competitiveness and social development in Mexico. For this purpose, a methodology was proposed that contains more than 30 actions as part of a program to promote a sustainable design beneficial to the country.

The proposed actions involved the participation of agents in the quadruple helix of innovation. As a final result, it was demonstrated that design contributes to sustainable development. In Mexico, design received money for professional services provided to companies or other types of institutions. Design created jobs and I can help Mexican businesses grow. Finally, this article provides a different perspective to clients, companies and public organizations regarding design, so that they have knowledge of the magnitude of design as an innovation tool when applied in different areas and this is the reason for its valuation.

The European Union proposes the following definition of design: Design is a tool for carrying out innovation. It is from this expanded notion of design that it is difficult to give an exact description of the term design. It is the activity of conceiving and developing a plan for a new or significantly improved product, service or system that ensures the best interface with the needs, aspirations and skills of the user and that takes into account aspects of environmental, social and economic sustainability (Ferruzca & Rodríguez, 2011).

According to the Universidad de los Andes, design is a solution-oriented creative activity that works on concrete interventions. Iterate on partial representations to build, refine and evaluate how the intervention will change the world. It brings together multiple actors and knowledge to imagine and trigger change. (Universidad de los Andes, 2018) Jorge Frascara also defines it as "the production of visual objects intended to communicate specific messages" and graphic design is defined as "the action of conceiving,

programming, projecting and carrying out visual communications, generally produced by industrial means and intended to transmit specific messages to specific groups". (Frascara, 2006) On the other hand, José Miguel Pereira affirms that it is "a field in permanent construction that has been legitimized, refining its research methodologies and constructing some theoretical and methodological approaches in the processes of creation of new knowledge". (Pereira, 2005) and (Marulanda, Barrientos, Sánchez, Velázquez y Ceballos, 2019).

**Income.** In the economic sense, income is the flows that come into the hands of a person or an organization. A subject may receive income from his or her work, commercial or productive activity. According to María Estela Raffino, income is the increase in economic resources presented by an organization, a person or an accounting system, which constitutes an increase in their net worth. This term is used with similar technical meanings in different areas of economic and administrative work. (Raffino, 2018).

In addition to that, the author (Keynes, 1936) defines income as the resources obtained by the sale of a certain quantity of finished products, is spent or bought other products for it, the unfinished or finished production is conserved but not sold. The entrepreneur's income would then be what is obtained from sales plus what is still conserved, minus what is spent or consumed. And again (Raffino, 2018) distinguishes between income such as the sale of goods or the rendering of services. However, whether the income is monetary or not, it is framed in the same calculation of consumption and profit. Finally in relation to the authors there is a common agreement that the income is based on offering a certain service or product and therefore the sale of this generates a retribution. (Barrientos M., Rosales, Rojas, y Barrientos R., 2019).

## Materials and methods

A methodology of qualitative documentary approach and non-experimental descriptive scope is used, since the documentary search and interviews with key informants who obtained their experiences to analyze and develop the proposed phenomenon were carried out.

**Table 1.** Results of the interview to key informates.

Question	Answer	Analysis
1. What is the monthly income of a graphic designer?	C 1. \$500.000 - \$1'080.000 B 2. \$700.000 - \$2'000.000 M 3. \$700.000 - \$2'000.000 3. Not well remunerated	The monthly income of graphic designers ranges from \$500,000 to \$2'000,000, depending on the range they have within the company
2. How is that profession remunerated in the city?	2. It is very well remunerated 3. It is well remunerated	
3. What is the equivalent of a graphic piece? (Logo, cards, etc)	C 1. Logo \$60.000 - \$100.000 cards \$30.000 (design) design \$30.000 (design) B 2. Logo \$60.000 - \$100.000 cards \$70.000 - \$120.000 \$200.000 Flyer design \$60.000	The remuneration of work depending on each city, the best paid cities are Bogota and Medellín. Prices vary from place to place: Cúcuta is one of the cities where graphic design is not well paid, while resultados Medellín and Bogotá make the difference, but compared to flywheel

**Table 1.** Results of the interview to key informates.

Question	Answer	Analysis
	A 3. Logo \$100.000 -\$740.000 cards \$70.000-\$120.000 Corporate stationery \$150.000	the 3 cities, Bogotá is one of the best cities to practice graphic design.
4. How do customers value work?	C 1. Not well valued, customers always want a good job at a low price . B 2. Every client is looking for economy, but those who want an effective design are willing to pay for it	Everywhere customers are always looking for economy, but they are also always waiting for good quality work. However, there are people in the environment who devalue the work, because they charge a very low price..
5. What is the disadvantage in the workplace?	M3. Every client is looking for economy, but those who want an effective design are willing to pay for it. . C 1. You find a lot of competition in this medium.. B 2. Little training of people who enter this médium in some cases being empirical, placing talento ver technical concepts.	In this medium you can find too much competition, as each semester are going out to the labor field graduates of different institutions, but in addition to it there are many people who already work in the medium are empirical.

## Discussion and results

A graphic designer in Colombia could be receiving a monthly salary from 800,000 to 5'000,000, but unlike the results of the survey, the figures are below those mentioned above, very few people can reach a salary of 5'000,000 as this also depends on their professional training. So this is divided this way. A Senior Designer is one who has less than two years of professional experience, to get around the job he probably needs supervision by a member of the company, his quality of work is medium-low, and his capacity for innovation within the company can be non-existent.

But the Semi-Senior designer has from 2 years to 6 years of experience, can perform perfectly in his job, is completely autonomous, but can still make mistakes, also knows a large part of the processes that involve the business and is totally independent, quality and productivity are average and innovation can be reduced. While a Senior designer has more than 6 years of work experience in the field of graphic design, stands out within the team and can help other colleagues, has the ability to implement methodologies and standards in the development of projects and their quality of work, productivity and innovation

are high. (Rivera, 2016) But besides the classification of designers, geographical location is also a factor that intervenes in the remuneration of work.



The prices of the graphic pieces vary because the tariffs of each company are different, there may be similarity in some, but each one can assemble its own packages of products and services. Bogota and Medellín's prices are higher than Cúcuta's, since this also depends on the client's behavior towards the designer's work and the culture of each city. There will always be several types of clients, those who are willing to pay for a good high quality design at a fair price, those who always expect a good result with a low cost and finally those who prefer a design not so good and far below the standards of cost and quality. David consuegra states that the problem is that customers acolate this type of situation, because they are not interested in whether the design is original or copied and if you add to that the unfair competition of people who call themselves graphic designers because they handle a computer well (El Tiempo, 1997).

This is one of the biggest disadvantages within the labor field, Cúcuta is one of the cities that presents a great amount of personnel in companies without experience since they are empirical and do not have a professional formation, their work does not present foundations nor basic concepts of the design as they are the good use of the color, the diagramming and the good combination of typographies, in the majority of the cases plagiarism and little creativity can be found.

## Conclusions

The graphic design will always be a great tool of innovation for society, therefore, the people who belong to this medium must perform their work in an excellent way, there must be demand for delivery of high quality work and reach a common agreement with customers using the brief so that the customer can get the right product and service. Where the agreement is fixed so much the design, colors, typographies and including the cost of the work. It should also create a culture in society that design is a tool that helps drive and enhance the service that wants to offer the customer based on a marketing strategy, therefore, customers should be aware of the value of graphic design and this same way should be remunerated. (Hurtado, Rojas, y Cárdenas, 2018).

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