

# Profession of my dream



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# Designer

In the broadest sense of the word designer - an expert dealing with artistic and technical activities under any of the branches of design. Possible specialization of contemporary designer: web designer, graphic designer , architect, designer, illustrator.



In modern design made to allocate a few main areas: industrial design, environmental design, landscape design, graphic design, architectural design, fashion design, footwear and accessories. In addition to the general art education, the designer, depending on the direction of the activities necessary to obtain specialized knowledge in the field of production technologies of various products, and learn specialized computer programs.



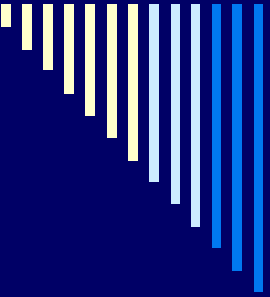
# Psychologist

Psychologist is a professional or academic title used by individuals who are either Clinical, counseling, and school psychologists who work with patients in a variety of therapeutic contexts (contrast with psychiatrists, who are physician specialists).



**Life's Great**  
-When You're A-  
**Psychologist**

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Organizational psychologists who apply psychological research, theories and techniques to "real-world" problems, questions and issues in business, industry, or government. Academics conducting psychological research or teaching psychology in a college or university



# PR manager

PR activity – the manager is directed on creation of a favorable image as firms as a whole, and a separate trademark, unlike activities of the expert for advertizing, whose work is an advance (promotion) of the goods and services for the purpose of increase in purchases. The PR manager analyzes the interests of society influencing image of firm, and also predicts possible influence of the relation of the external and internal environment to the company on its development in the long term.



For PR – the manager are important:

- experience with mass media:
  - education in the field of marketing, PR, advertizing, or journalism;
- experience of preparation of articles, npecc-releases and other materials for mass media;
  - experience of the organization of press conferences;
- knowledge of a standard package of computer programs ;
  - knowledge of foreign languages

