

University for Business and Technology in Kosovo

UBT Knowledge Center

UBT International Conference

2021 UBT International Conference

Oct 30th, 12:00 AM - 12:00 AM

A review of application, challenges and perspective of the profession of design in Kosovo

Egzon Bajraktari

University for Business and Technology - UBT, egzon.bajraktari@ubt-uni.net

Ajhan Bajmaku

University for Business and Technology, ajhan.bajmaku@ubt-uni.net

Aferdita Statovci

University for Business and Technology, aferdita.statovci@ubt-uni.net

Follow this and additional works at: <https://knowledgecenter.ubt-uni.net/conference>



Part of the [Arts and Humanities Commons](#)

Recommended Citation

Bajraktari, Egzon; Bajmaku, Ajhan; and Statovci, Aferdita, "A review of application, challenges and perspective of the profession of design in Kosovo" (2021). *UBT International Conference*. 120. <https://knowledgecenter.ubt-uni.net/conference/2021UBTIC/all-events/120>

This Event is brought to you for free and open access by the Publication and Journals at UBT Knowledge Center. It has been accepted for inclusion in UBT International Conference by an authorized administrator of UBT Knowledge Center. For more information, please contact knowledge.center@ubt-uni.net.

A review of application, challenges and perspective of the profession of design in Kosovo

Egzon Bajraktari*, Ajhan Bajmaku, Aferdita Statovci

UBT, rr. Rexhep Krasniqi, 10000 Prishtinë, Kosovë

egzon.bajraktari@ubt-uni.net

Abstract. Design as a professional branch among applied arts, in essence derives from architecture and other classic arts, e.g. painting. It comes as a result of society needs stemming from industrial and technological developments. As such, design has a wide range of scope and application. The scope and application of the design has stretched further in the recent years with the expansion of the digital world and application of digital media by the society nowadays. Kosova has been partially behind these developments – more precisely, quite behind in terms of industrial development, but on the other hand, not so much behind in terms of digital development. In this context, in Kosova there are various challenges in the application of design in industry in general and in creative industry in particular. Meanwhile, in the today's world where the pandemic has questioned many traditional forms of human activities and conditioned massively their existence through the interface of the digital media, the importance of design becomes even greater. In this case design as a functional and aesthetic solution is crucial for the product as well as for the interfacing media. This paper aims to look at the application of design in Kosova, to analyze the achievements and challenges of its application, as well as to try to outline a perspective of its development for the future years.

Keywords: Design, industry, digital media, pandemic, Kosova.

1. Introduction

Design is among desired professions for many young people nowadays. It has a catchy name, and is a verb quite often heard during everyday conversations and in everyday interactions among people. It relates to young students' sketching memories from their art classes in previous education years during their childhood. And so, many young students decide to study design as their profession.

Design is not only a desired profession. It follows the trend of society development in recent years, where creative industry has gained important role in a service based economy [1]. Design is listed among the occupations of the creative class [2, 3].

Design as a professional branch among applied arts, was developed as a result of society needs stemming from industrial and technological developments. It gets its basis from architecture and other classic arts, e.g. painting. Supporting various needs in the industrial and post-industrial era for marketing and product development, design has gained a wide range of scope and application. With the expansion of the digital world and application of digital media by the society nowadays the scope and application of the design has further stretched in the recent years.

For historical reasons, Kosova has been partially behind in terms of industrial development, but on the other hand, not so much behind in terms of the development and application of digital media. Experiencing a growth in both sectors in recent years, there is a considerable demand for design professionals in Kosova nowadays. In this context there are various challenges in the application of design in industry in general and in creative industry in particular.

This paper aims to look at the application of design in Kosova, to analyze the achievements and challenges of its application, as well as to try to outline a perspective of its development for the future years.

2. Background and context

Currently there are a number of light industries in Kosovo, such as textile factories or furniture factories [4]. There are also a lot of advertisement companies, webpages, and news media both online and in print [5, 6]. Every four years local and central elections take place and they are accompanied with quite extensive campaigns. All of these are requiring and consuming quite a lot of design works. While in some cases, design products delivered by local designers have progressed quite a lot qualitatively, there are cases where design is lacking progress.

3. Application of design in Kosova and its challenges

The lack of design or inappropriate design in products in Kosova is shown in the example of a piece of furniture (Fig. 1). This armchair, while it has some interesting design features, it fails to provide appropriate seating ergonomics - this chair is out of scale for an adult to sit and uncomfortable. Apparently the design was copied, and the producer did not have their in-house designer to adopt the copy, or they did not understand the importance of the task.



Fig. 1. An armchair without proper design – both the adult and the kid cannot sit comfortably due to its' out of scale dimensions.

In this way, there are a number of challenges in the application of design in industry in Kosova.

One of the challenges is the awareness about the importance of the design in the creative industry and industry in general. Companies created new and with little experience in the market, are still unaware of the importance of the

design in the successful delivery of their product. Such companies rely on replicating and imitating design of their competitors. The awareness about the importance of the design lies somewhat at the consumer as well.

On the other hand, the lack of design professionals is also a challenge for the application of design in Kosovo. Until recently only graphic design university programs were offered, and so there is lack of properly trained designer for specific products in the industry and market.

Another challenge is the uncertainty of the economy and the unstable market, dynamics of shifting products and markets due to various reasons, among recent ones the pandemic etc.

4. Perspective for new design professionals

In response for the demand for design professionals in Kosova, recently there are a number of study programs from various higher education institutions offering study in design. One of these programs is Integrated Design in our college UBT. The number of students in Integrated Design in UBT has increased continuously since the opening of the study program. Some of the works done by Integrated Design students and professors are shown in Fig 2, 3 [7].



Fig. 2. Example fashion - Clothing models, Exhibition of students of Integrated Design at UBT



Fig. 3. Example product design - "particle" Drilon Gashi, student of Integrated Design at UBT, First Prize, International Day of light Competition (left) and interior design- interior design of Ponte Caffè, designed by Dr. Ajhan Bajmaku (right)

New designers graduating from this and other similar programs should have a fruitful perspective for the development in the future alongside the growing industry and market in Kosova.

5. Conclusion

Design is needed to improve the competitiveness of the local industry in Kosova and to better serve local customers with satisfying product designs. New professionals created in new study programs such as the Integrated Design of UBT should help serving the market and the growing industry.

In the today's world where the pandemic has questioned many traditional forms of human activities and conditioned massively their existence through the interface of the digital media, the importance of design becomes even greater. In this case design as a functional and aesthetic solution is crucial for the product as well as for the interfacing media.

On the other hand future technological developments (such as 3d print) will open further possibilities toward customer-specific designs and products.

References

1. OECD (2000). Organization for Economic Co-operation and Development: The Service Economy. Paris, OECD publications.
2. Florida, R. (2002): The Rise of the Creative Class. New York: Basic Books.
3. Florida, R. (2012): The Rise of the Creative Class. Revisited. New York: Basic Books.
4. KPK. (2021). Klubi I prodhuesve te Kosoves (online: <https://klubiprodhuesve.org/>)
5. Gjirafa. (2021) Platforma Gjirafa (Online, <https://gjirafa.com/>)
6. Koha. (2021) Media Koha (Online, <https://www.koha.net/>)
7. UBT. (2021). "Me sfilatë mode dhe ekspozitë fillon Akademia e Dizajnit të Integruar" (Online, <https://www.ubt-uni.net/sq/me-sfilate-mode-dhe-ekspozite-fillon-akademia-e-dizajnit-te-integruar/>)