

SOME DATA/ STATISTICS:

Brief Report: Philemon Yalamu, October 2021 – <https://www.artech.com.pg>

Some months ago, a private survey was conducted about "Graphic Design/ Digital Media" where some creative practitioners provided their responses to several questions. With this data, we have analysed, and are now addressing some of the challenges progressively through data-driven decision-making efforts.

PARTICIPANTS:

A total of 47 graphics and digital media designers took part in this survey and are currently doing freelance or operating business that involves any form of graphic design within the domain photography, print and screen media design, digital, electronic or interactive media, including multimedia design and developments. The survey ran for 5 months, starting April 09th to September 30th, 2021.

RESULTS RELATED TO THIS PROJECT:

We have identified in the survey that, close to 92% of our talents do not have a dedicated website to promote their work. Although social media platforms such as Facebook may enable individuals and SMEs to connect with their customers online, the surfing experience of our customers is something which many creative practitioners have not focussed on. Having a dedicated online page or website will provide an effective way for viewers to surf and navigate through one's profile whereas posts on Facebook or similar posts can be a frustrating experience especially trying to swipe through posts to identify works. For instance, in a recent inquiry, we found out that some art followers do not feel comfortable surfing through posts on social media to view artworks. Conversely, websites that display artists portfolios seemed to provide a better viewing experience for the surfers. Hence, this relates to the introduction of the proposed virtual platform.

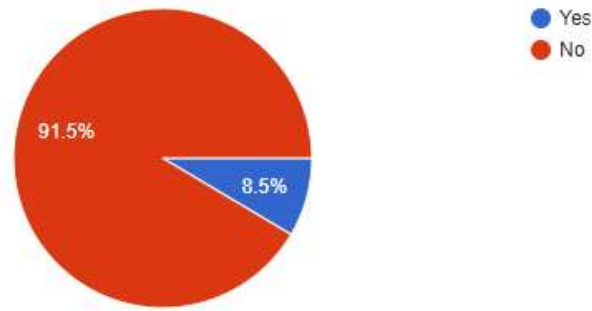


Figure 1: Graph showing percentage of creative practitioners with and without a dedicated website

Besides, our earlier study also showed that 81% of our creative talents operate at home and don't have a dedicated office space. During such times where we have numerous disruptions caused by COVID-19 affecting our physical exposure, connecting with our clients virtually is essential hence having a place that provides a one-stop-place for the creatives in PNG could also allow existing and potential clients to constantly and easily connect with us.

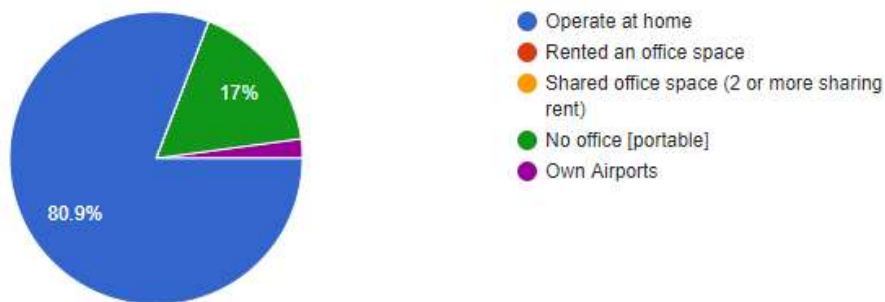


Figure 2: Graph showing the percentage of how creative practitioners conduct their business

Moreover, close to 60% stated that their work has been copied or duplicated in some ways by others. This copyright infringements have affected the way they perceive their talents and skills.

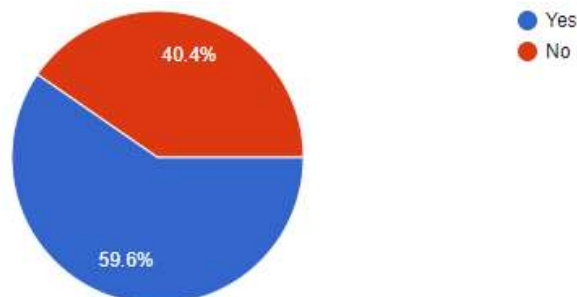


Figure 3: Graph showing the percentage of creative practitioners who have been affected by copyright infringements

Of these, 82% have had copyright infringement experience more than twice. In the long run, we could be looking at having all our creative works being legally administered by a legal team through our platform, something that potentially requires dialogue with our partners.

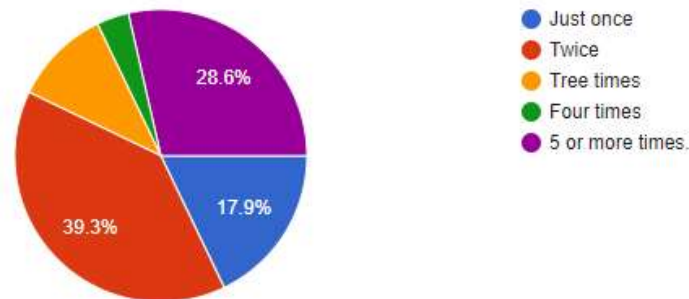


Figure 4: Graph showing the percentages of copyright infringements creative practitioners experience

There is also the potential of enabling connectivity with international partners to foster collaborative engagement in projects and this platform could provide the platform to promote such drive.

In relation to such empowerment, our earlier study highlights that 79% of our respondents stated they would require some form of support or training to empower them. With the availability of this platform, members could be able to get updates on possible mentorship, training & empowerments, and collaborative opportunities available so they can gain additional skills and most importantly, be able to present themselves in an ethically professional way which could potentially advance our level of presenting our work to our clients and the outside world.

Those statistics and others that are yet to be identified, could act as evidence for us to help address some of these problems through this platform.