

### **The Designer's Professional Responsibility**

- A designer shall at all times act in a way that encourages the highest standards of design professionalism.
- A designer shall not undertake, within the context of his or her professional practice, any activity that will compromise his or her status as a professional consultant.

### **The Designer's Responsibility to Clients**

- A designer shall acquaint himself or herself with a client's business and design standards and shall act in the client's best interest within the limits of professional responsibility.
- A designer shall not work simultaneously on assignments that create a conflict of interest without agreement of the clients or employers concerned, except in specific cases where it is the convention of a particular trade for a designer to work at the same time for various competitors.
- A designer shall treat all work in progress prior to the completion of a project and all knowledge of a client's intentions, production methods, and business organization as confidential and shall not divulge such information in any manner whatsoever without the consent of the client. It is the designer's responsibility to ensure that all staff members act accordingly.

### **The Designer's Responsibility to Other Designers**

- Designers in pursuit of business opportunities should support fair and open competition based upon professional merit.
- A designer shall not knowingly accept any professional assignment on which another designer has been or is working without notifying the other designer or until he or she is satisfied that any previous appointments have been properly terminated and that all materials relevant to the continuation of the project are the clear property of the client.
- A designer must not attempt, directly or indirectly, to supplant another designer through unfair means; nor must he or she compete with another designer by means of unethical inducements.
- A designer must be fair in criticism and shall not denigrate the work or reputation of a fellow designer.
- A designer shall not accept instructions from a client that involve infringement of another Person's property rights without permission, or consciously act in any manner involving any such infringement.
- A designer working in a country other than his or her own shall observe the relevant Code of Conduct of the national society concerned.

### **Fees**

- A designer shall not undertake any work for a client without adequate compensation, except with respect to work for charitable or nonprofit organizations.
- A designer shall not undertake any speculative projects, either alone or in competition with other designers, for which compensation will only be received if a design is accepted or used. This applies not only to entire projects but also to preliminary schematic proposals.
- A designer shall work only for a fee, royalty, salary or other agreed-upon form of compensation. A designer shall not retain any kickbacks, hidden discounts, commission, allowances or payment in kind from contractors or suppliers.
- A reasonable handling and administration charge may be added, with the knowledge and understanding of the client, as a percentage to all reimbursable items billable to a client that pass through the designer's account.
- A designer who is financially concerned with any suppliers that may benefit from any recommendations made by the designer in the course of a project shall secure the approval of the client or employer of this fact in advance.
- A designer who is asked to advise on the selection of designers or consultants shall not base such advice on the receipt of payment from the designer or consultants recommended.

### Publicity

- Any self-promotion, advertising or publicity must not contain deliberate misstatements of competence, experience or professional capabilities. It must be fair both to clients and other designers
- A designer may allow a client to use his or her name for the promotion of work designed or services provided, but only in a manner that is appropriate to the status of the profession.

### Authorship

- A designer shall not claim sole credit for a design on which other designers have collaborated.
- When not the sole author of a design, it is incumbent upon a designer to clearly identify his or her specific responsibilities or involvement with the design. Examples of such work may not be used for publicity, display or portfolio samples without clear identification of precise areas of authorship.

*Stith Graphics has adopted the following ethics statement from the American Institute of Graphic Arts. For more information on AIGA: American Institute of Graphic Arts, 164 Fifth Avenue, New York, NY 10010, 212.807.1990, [www.aiga.org](http://www.aiga.org)*