

# POKRENI SE! 2.1

In the period from May to July 2022, the Institute for Development and Innovation will implement the project "POKRENI SE! 2.1". The project is supported by the Ministry of Family Welfare and Demography.

Project "POKRENI SE! 2.1" is a continuation of the projects "POKRENI SE!" and "POKRENI SE! 2", and was created with the intention to contribute to the improvement of knowledge of young people who are familiar with the basics in the field of graphic design.

Monitoring of world trends, marketing, and branding of companies and individual products has been growing in Serbia in recent years. This trend has shown us that there is a lack of quality graphic designers in the Serbian economy, which is a great chance for young people in Serbia to develop the skills needed in both domestic and global markets. The Institute for Development and Innovation came to this conclusion by conducting an analysis of "The potential of establishing a system of prequalification in graphic designers as a measure to increase the chances of youth employment".

These facts indicate the need for training and dissemination of knowledge that will provide young people with the most efficient path to career development, and positioning in the labor market.

This project will improve the knowledge and skills of at least 50 young people from the territory of the Republic of Serbia who already have basic knowledge in the field of graphic design.

Project tasks will focus on:

- 1) organizing training in graphic design for at least 50 young people from the territory of the Republic of Serbia;
- 2) implementation and monitoring of each participant and analysis of his individual success and performance in the labor market after the training;
- 3) raising the awareness of citizens about prequalification in graphic designers as a form of raising the employability of young people.