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## PROFESSIONAL STANDARDS AND REQUIREMENTS FOR THE POSITION OF EDITOR

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### ABSTRACT

This article is about the editor and his professional standards.

### KEYWORDS

Bild editor, staff, professional, magazine;

### INTRODUCTION

The problem of choosing a photo for a newspaper or magazine is nothing new. How and with what to decorate each new issue of them is seriously discussed.

While this is a headache that can sometimes be suppressed for one publication due to a lack of illustrations, regardless of the quality of the



photographic material, for others it is a debate that creates truth at the heart of regular creative research. Usually this task is performed by the editorial board. From the dozens of materials submitted to listen to everyone's opinion, it is possible to choose the best photo or image that suits the level of publication. It has always been customary for the most experienced editors to give the final conclusion. When the pictures are selected and the models are created, it is the turn of the worksheet. This is now a real test for the entire editorial staff, as the process of preparing and publishing the next issue of the newspaper is a difficult one, and many of the secrets behind it remain hidden from the reader. For example, a new number plan that went through the editor-in-chief's program in the morning may change beyond recognition in the afternoon. Because the plan is not innate, it can be changed at will. Indeed, today's issues will be outdated tomorrow.

The concept of Bild editor has entered the dictionary of editorial teams with new computer technologies. The term bild editor refers to an expert who specializes in sorting and presenting high quality photographs for a newspaper. Although no such position is included in the state list, this does not mean that the team does not have a bild editor at all. In most cases, this task is performed by the editor-in-chief. In regional newspapers, this task is assigned to the technical editor, the electronic typing operator. It should be

noted that the responsibilities of the executive secretary are much broader than the design of the newspaper, and he is usually responsible for the smooth running of the planning departments and the timely publication of the newspaper. He should also work with young photojournalists. In other words, there is a lot of work. On top of that, his skill doesn't always meet today's demand. Professional advertising publications and photo agencies came from the West, where they are widely used. Bild began to be used as another synonym for editor newspaper editor and editor-in-chief. If the editorial office has a qualified creative designer and decorator, the newspaper they publish is completely different from other publications. Sometimes the editorial board is faced with the question of whether or not it needs a design staff. The role of skill and taste in creating the originality of the artistic design of the newspaper is invaluable. This specialization is especially needed in computer workstations. During the day, pre-planned newspaper decorations can be changed several times. Bild editor is a resonant and unique word. But where can you find a good specialist with the level that he can handle this position? The basics of photojournalism and phototechnics are taught in journalism faculties. Theoretical knowledge is strengthened through practice. Internships are the surest way to gain experience and are used by a journalist throughout his or her career.

Specialists in this field can also be trained at art institutes and art academies. The advent of digital photography has made it easier to publish newspapers and magazines, but also creates a number of problems in choosing the best illustrations. In the past, a photojournalist took a photo of each frame to make the composition perfect so as not to waste film and photo material, but now we hardly see it. Digital technology allows you to capture an object many times. This affects the quality of the photo material. Regardless, the number obscures the quality and level. Photojournalists are able to provide the executive secretary with 20-30 photos instead of the usual 2-3. It is not difficult to calculate how much attention will be spent to select the most important of them. As with any creative activity, the bild editor must work on himself. A person who is uneducated and obsessed with observation will never reach the top of the editor. This means that the intensity of time will overtake him and he will lag behind as a specialist.

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