



CODE OF  
**PROFESSIONAL  
CONDUCT**

WREGA<sup>MALAYSIA</sup>

## **What is the Code of Professional Conduct (COPC)?**

wREGA's Code of Professional Conduct is a guide of professional practice for graphic design in Malaysia. It is an ethical standard which are accepted by all members of wREGA to instill integrity and to demonstrate respect of the profession. The Code covers several important areas. They are; responsibilities to the association, responsibilities to clients, responsibilities to another graphic designer, responsibilities to the public, and responsibilities to society and environment.

The Code encourages good standard and fair balance of the needs of wREGA members.

wREGA's Code of Professional Conduct adheres to the international standards of the graphic design practice established by International Council of Communication Design (Icograda).

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## **A PREFACE**

This is the Code of Professional Conduct (COPC) cited in the Constitution of the Graphic Design Association of Malaysia or Pertubuhan Wakaf Reka Grafik Malaysia (wREGA). It is to guide members in their professional practice in a way that encourages a fair balance of the needs of wREGA's Members, clients, profession and the world. This Code of Professional Conduct not only recognizes Malaysian graphic designers professional responsibility but also the commitment to a courageous role in those areas of society where graphic designers hold conspicuous influence.

## **B DEFINITIONS**

For the purposes of this by-law, capitalized terms shall have the meaning provided in the Constitution, unless otherwise herein defined. References to the singular shall include the plural, and vice versa, and references to gender include all genders.

For the purposes of this by-law, it is each individual Member's and Member or professional designer's responsibility to conduct his or her professional practice in accordance with the following Code of Professional Conduct.

## **1 DESIGNER'S RESPONSIBILITY TO WREGA**

- 1.1. A Member must notify the registrar of the Graphic Design Association of Malaysia upon becoming bankrupt or when being discharged from being bankrupt under the Bankruptcy Act 1967, and before making a proposal or arrangement in bankruptcy for the benefit of his or her creditors. A Member, by becoming bankrupt under the Bankruptcy Act 1967 is guilty of a breach of this Code of Professional Conduct.
- 1.2. A Member shall not misrepresent to other persons the qualification or capabilities of himself, of any partner or its employees.
- 1.3. A Member has a duty to serve as an expert witness, where qualified and when properly retained, in a judicial, arbitration or other legal proceeding, upon being requested to do so.
- 1.4. A Member working outside Malaysia shall observe any Code of Ethics or Code of Professional Conduct of the national graphic design society of the respective country. Where the Code of Ethics or Code

of Professional Conduct of the respective country contradicts this Code of Professional Conduct, the Member shall abide by the Code of Professional Conduct of the country in question so long as the Member is working in that country.

- 1.5. A Member shall at all times act in a way that supports the aims of the Graphic Design Association of Malaysia and shall exercise honesty and integrity, according to wREGA's standard Code of Professional Conduct.
- 1.6. A Member who holds a Certificate of Membership and who is engaged in the practice of graphic design shall keep his or her certificate prominently displayed in his or her place of practice.
- 1.7. A Member shall respect all intellectual property rights (for example, by only using legally licensed software, and credited works of others) in their professional practice, and shall advocate other professionals to do the same.
- 1.8. A member shall pay his/her annual membership dues to wREGA on a timely basis.
- 1.9. A member shall be subject to wREGA's Grievance Procedure in the event a complaint is made against the member for breach of any of the Codes stated herein.

## **2 DESIGNER'S RESPONSIBILITY TO OTHER DESIGNERS**

- 2.1. A Member, in the pursuit of business opportunities must support fair and open competition.
- 2.2. A Member must not attempt, directly or indirectly, to supplant or compete with another designer by any means of unethical inducements, including monetary inducements.
- 2.3. If a Member receives an incomplete assignment that another designer has been working on, the Member must satisfy themselves that the other designer has been notified, that any previous appointments have been properly terminated with all professional fees having been settled and that all materials furnished by the client are the client's property prior to taking over conduct of the said incomplete assignment.

- 2.4. A Member shall be objective and constructively balanced in commenting on another professional's work and shall not denigrate the work or reputation of another designer.
- 2.5. A Member shall not accept instructions from a client that involves the infringement of another person's property or intellectual property rights or consciously act in any manner that risks infringement.
- 2.6. A Member shall not claim sole credit for any professional work on which others have collaborated on.
- 2.7. A Member shall not engage in free pitches also known as spec work (refer to Competition Rules of Icoграда).
- 2.8. When not the sole author of a design or work, it is incumbent upon a Member to clearly identify his or her specific role or involvement in the design. Examples of such work may not be used for publicity or portfolio samples without clear identification of precise areas of authorship.

### **3 DESIGNER'S RESPONSIBILITY TO CLIENTS**

- 3.1. A Member 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.
- 3.2. A Member shall not wittingly work simultaneously on assignments that will create a conflict of interest without the prior 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 different competitors.
- 3.3. A Member shall treat all work in progress 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.
- 3.4. A Member shall not expose or discuss client's confidential information without the consent of the client. This includes but shall not be limited to print, conversation, and online information.
- 3.5. A Member shall respect and treat as confidential its client's financial data, specifically in relation to its business, employees, government and national interest.

- 3.6. A member must decline any assignment from client or employer that would risk a violation of this COPC or to renegotiate with the clients a review of the assignment so that there will be no violation of this COPC.
- 3.7. A Member shall allow a client to use his or her name for the promotion of work designed or services provided, in a manner that is appropriate to the status of the profession.
- 3.8. A Member shall work only for a fee, a royalty, salary or other agreed-upon form of compensation. A Member shall not retain any kickbacks, hidden discounts, commission, allowances or payment in kind from a client or suppliers.
- 3.9. A Member who is asked to advise on the selection of designers or the consultants shall not receive any payment for such advice.
- 3.10. A reasonable handling and administration charge may be added to a Member's professional charges, with the knowledge and understanding of the client on all reimbursable items, billable to a client, that pass through the designer's account.
- 3.11. A Member who has a financial interest in any suppliers who may benefit from a recommendation made by the designer in the course of a project shall disclose this to the client or employer in advance of the recommendation.

#### **4 DESIGNER'S RESPONSIBILITY TO THE PUBLIC**

- 4.1. A Member shall communicate the truth in all situations and at all times; he/she shall not make any misrepresentations, false claims or to knowingly deceive. A member or professional designer shall publish all messages in a clear manner in all forms of communication as well as through their design in order to avoid misleading others.
- 4.2. A Member shall respect the dignity of all audiences and shall value any individual differences so as to avoid depicting or stereotyping people or groups of people in a negative manner whatsoever. A Member shall strive to be sensitive to all cultural values and beliefs, and to engage in a fair and balanced design that fosters and encourages an all inclusive, universal design.

- 4.3. Any forms of self-promotion, advertising or publicity must not contain deliberate misrepresentations of a Member's own competence, experience or professional capabilities.

## **5 DESIGNER'S RESPONSIBILITY TO THE SOCIETY AND THE ENVIRONMENT**

- 5.1. A Member whilst engaged in any design work, shall not knowingly do or fail to do anything that constitutes a deliberate or reckless disregard for the health and safety of the communities in which he or she lives and the practices, beliefs or the privacy of the individuals and organization in the area. A Member shall take a responsible role in the visual portrayal of people, the consumption of natural resources, and the protection of animals and the environment.
- 5.2. A Member is encouraged to contribute not less than ten percent of his or her time to projects which benefits the public: that serve society and improve the human experience.
- 5.3. A Member shall consider all environmental, economic, social and cultural implications of his or her work and minimize any adverse impacts on the aforesaid.
- 5.4. A Member shall not knowingly accept instructions from a client or employer that would involve an infringement of another person's or group's human rights or property rights or consciously act in any manner which will result in any such infringement.
- 5.5. A Member shall not knowingly make use of goods or services offered by manufacturers, suppliers or contractors that are accompanied by an obligation that is substantively detrimental to the best interests of his or her client, the profession, society or the environment.
- 5.6. A Member shall refuse to engage in any act which may result in any discrimination on the basis of race, sex, age, religion, national origin, sexual orientation or disability.
- 5.7. A Member shall strive to understand and support the principles of free speech, freedom of assembly, and access to an open marketplace of ideas, and shall act accordingly.

**wREGA**  
MALAYSIA

**Graphic Design  
Association of  
Malaysia**

wREGA is a  
representative  
non- profit and  
non- political  
organisation

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