MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL UNIVERSITY OF
TECHNOLOGIES AND DESIGN

EDUCATIONAL SCIENTIFIC PROGRAM

DESIGN

Level of higher education **third (educational and scientific)**

Degree of higher education **Doctor of Philosophy**

Field of knowledge **02 Culture and Art**

Specialty **022 Design**

Qualification **Doctor of Philosophy of Design**

Kyiv 2021

PREFACE

DEVELOPED: Kyiv National University of Technologies and Design

DEVELOPERS:

Guarantor of the educational program, **Kalyna Pashkevych**, Doctor of Engineering science, Professor, Professor of the Department of Ergonomics and Design, Kyiv National University of Technologies and Design

Members of the working group:

Maryna Kolosnichenko, Doctor of Engineering science, Professor, Dean of the Faculty of Design, Professor of the Department of Ergonomics and Design, Kyiv National University of Technologies and Design;
Vadym Abyzov, Doctor of Architecture, Professor, Professor of the Department of Interior and Furniture Design, Kyiv National University of Technologies and Design;
Tetyana Krotova, Doctor of Arts, Professor, Professor of the Department of Artistic Designing of Costume, Kyiv National University of Technologies and Design;
Olena Kolosnichenko, Doctor of Arts, Professor, Professor of the Department of Artistic Designing of Costume, Kyiv National University of Technologies and Design;
Tetiana Nikolaeva, Candidate of Engineering science, Professor, Head of the Department of Artistic Designing of Costume, Kyiv National University of Technologies and Design;
Nataliia Chuprina, Doctor of Arts, Associate Professor, Professor of the Department of Artistic Designing of Costume, Kyiv National University of Technologies and Design;
Olena Gerasymenko, post graduate student of the Department of Ergonomics and Design, Kyiv National University of Technologies and Design (educational degree – the third, educational scientific).

EXTERNAL STAKEHOLDER REVIEWS:

1. Borisov Y.B., Chairman of the Board of the Union of Designers of Ukraine, Ph.D., Associate Professor.
2. Stranadko E.M., Chairman of the National Union of Photographic Artists of Ukraine.
3. Pashkevych O.M., President of the Exhibition Federation of Ukraine.
4. Dzhumazhanov E.R., General Director of the Union of Jewelers of Ukraine.
5. Volodymur Chepelyk, Head of of the National Union of Artists of Ukraine, Academician of the National Academy of Arts of Ukraine, People's Artist of Ukraine, Professor.
6. Kovalov Yu.M., Yead of the Department of Industrial Design and Computer Technologies Mykhailo Boichuk Kyiv State Academy of Decorative-Applied Arts and Design, Doctor of Engineering science, Professor.
7. Khoperskyi S.V., Deputy Head of Board of the Association of Manufacturers of LED Equipment of Ukraine.

1. Profile of the educational scientific program Design

1 – General information	
Full name of the institution of higher education and structural subdivision	Kyiv National University of Technologies and Design. Department of Artistic Designing of Costume. Department of Ergonomics and Design.
Degree of higher education and qualification in the Ukrainian language	The level of higher education is the third (educational scientific). Degree of higher education – Doctor of Philosophy. Field of knowledge - 02 Culture and art. Specialty - 022 Design.
Type of diploma and scope of educational program	PhD degree, single, 48 ECTS credits.
Availability of accreditation	Certificate of accreditation of the specialty: series НД № 1185355, valid until 01.07.2023.
Cycle / level	National Qualifications Framework of Ukraine is the eihth level
Prerequisites	Master's degree, or educational qualification level of a specialist.
Teaching Languages	Ukrainian.
Validity of the educational program	Until July 1, 2023
Internet address of the permanent placement of the educational program description	http://knutd.edu.ua/ekts

2 – The purpose of the educational program
The purpose of the educational scientific program is the formation and development of general and professional competencies of highly qualified personnel ready for research, design and analytical activities, scientifically sound consulting in the field of design and projecting, as well as teaching. The program is designed in accordance with the mission of the university, aimed at acquiring competencies sufficient to produce new ideas and develop research and design concepts, solving complex problems of research and design-activities aimed at decision-making in non-standard situations, mastering scientific and pedagogical methodology activities and improvement of the system of design culture, as well as conducting research in the field of art history, the results of which have scientific novelty, theoretical and practical significance.

3 – Characteristics of the educational program	
Subject area	The program is designed as an optimal combination of academic and professional requirements. Focused on the formation of applicants' competencies for the acquisition of in-depth knowledge of the specialty, possession of general scientific (philosophical) competencies, integrated competence, as well as general and professional competencies in the field of design, provided by the educational component of the program; acquisition of universal skills of the researcher and presentation of own results of researches in oral and written form, in particular, in a foreign language, provided by a scientific component of the program. Compulsory educational components - 75% of which: disciplines of professional training – 44%, general training - 34%, learning a foreign language - 22%. Disciplines of free choice of applicants' - 25% are selected from the university catalogue in accordance with the approved procedure at the University.
Orientation of the educational program	Educational scientific program for PhD degree preparation.
The main focus of the educational professional program	The educational scientific program has scientific-theoretical, research and applied orientation; formed as an optimal combination of academic and professional requirements. Emphasis is placed on the scientific art organization of analytical and research project process, the use of heuristic methods aimed at overcoming creative problems, professional self-improvement, development of creative thinking and the search for non-standard design solutions. Among the main tasks of the program - the formation and development of professional competencies in design, aimed at gaining the applicant the ability to master the methods of content and social content of the project methods of theoretical and project work, the essence of heuristic methods of creativity.

The program features	The program is based on innovative project methods of scientific and creative research in the field of design, taking into account the current state of design activities. Priority is given to the formation and development of project-professional competencies in the field of web-, motion- and photo-video design; clothing design, as well as accessories and jewelry design; interior and furniture design; graphic, landscape and industrial design, aimed at implementing methods and techniques of theoretical research and practical design activities. It involves training to perform the functional duties of a teacher of higher education, a researcher in the field of art history, as well as the formation of the ability to continuous self-development and self-improvement throughout life. The program is implemented in an active research environment.	
4 – Suitability of graduates for employment and further training		
Suitability for employment	The graduate is suitable for employment in organizations, enterprises and institutions operating in the field of design and design-education. Graduates are able to work in higher education institutions of art, research and design institutions in various fields of design, research and production associations, institutions of creative and artistic profile. Specialists are able to perform the professional work of a teacher, designer, art director, professional consultant, artist, fashion designer, art critic in design and architectural bureaus, advertising agencies, media, television, companies, small businesses working in the textile industry, fashion industry, industrial and art design, printing, information and telecommunications, in the fields of art, science and technology, education, entertainment and recreation.	
Further training	Lifelong learning to improve professional, scientific and other activities. Possibility to continue studying according to the programs of the level of higher education (doctor of sciences).	
5 – Teaching and assessment		
Teaching and learning	Student-centered, practice-oriented learning, self-learning, problem-oriented learning are used. The system of methods of problem-based learning is based on the principles of purposefulness, binary (direct interaction of teacher and student); it consists of demonstrative, dialogical, heuristic, research methods. Historical, terminological, functional, systemic, cognitive approaches, as well as generalization and modeling are used in teaching thematic material of relevant disciplines. Forms of organization of the educational process: lecture, practical lesson; individual work; consultations, development of professional complex design projects; practical training.	
Assessment	Exams, tests, surveys, individual project-analytical tasks, term papers (project) works, presentations, reports, portfolios, surveys-discussions. Exams, tests, surveys, oral presentations, reports, written essays, tests, term papers (project) work.	
6 – Program competencies		
Integral Competence (IC)	Ability to solve complex problems of professional, research and innovation in design, which involves a deep rethinking of existing and the creation of new holistic knowledge and / or professional practice.	
General competencies (GC)	GC 1	Ability to abstract thinking, analysis and synthesis.
	GC 2	Ability to develop and manage projects.
	GC 3	Ability to generate new ideas (creativity).
	GC 4	Formation of a systemic scientific / artistic worldview, professional ethics and general cultural outlook.
	GC 5	Ability to communicate in a foreign language.
	GC 6	Ability to use information and communication technologies.
	GC 7	Ability to work in an international context.

Professional competencies (PC)	PC 1	Ability to carry out scientific and pedagogical activities with the use of modern methodologies, methods and tools of pedagogical and scientific (creative) activities in the specialty.
	PC 2	Ability to produce new ideas, the formation of a theoretical concept of the design process and the correct interpretation of the factors of functioning of the system of design culture.
	PC 3	Ability to conceptualize different areas of design, to formate their own innovative proposals in the context of globalization and internationalization.
	PC 4	Ability to predict the development of promising forms of design objects, to generalize information and the ability to present it with accents of critical evaluation of the completed design project.
	PC 5	Ability to form an integrated approach and adapt to new situations in solving conceptual design problems.
	PC 6	Ability to system design within the socio-cultural and subject environment and decision-making in the context of modern design culture.
	PC 7	Ability to synthesize complex design solutions based on the implementation of the results of pre-design analysis, understanding of current trends and patterns of design development.

7 – Program learning outcomes	
Knowledge and understanding:	
PLO 1	Modern ideas about the aesthetic requirements of design.
PLO 2	Knowledge of typology and methods of organizing of design-projects.
PLO 3	Modern ideas about the subject-spatial environment as an art system; structure, types of elements and connections in this system.
PLO 4	Understanding of the principles of design process formation, the main design stages and methods of implementation of their components, ensuring consistent and high-quality project implementation; understanding of modern systems and design technologies.
Application of knowledge and understanding (skills):	
PLO 5	Ability to analyze the effectiveness of the techniques and tools used, the artistic qualities of the completed task.
PLO 6	Possession of scientific and practical methods of realization of creative information in design-activity, progressive methods and techniques of designing.
PLO 7	Ability to navigate in modern trends and needs of society in order to use them in the field of modern design.
PLO 8	Ability to organize research and methodological analysis, typology and associativity in the tectonics of form construction.
PLO 9	Ability to select and apply various types of scientific methods of information processing.
PLO 10	Ability to perform analytical interpretation of information, summarize the results of research project activities.
Judgement formation:	
PLO 11	Formation of criteria of theoretical expediency and practical efficiency of introduction of results of the project analysis in development of design-projects and complex objects of design.
PLO 12	Formation and adaptation of various strategies and ways of communicative influence, dialogical pedagogical communication, demonstration of leadership skills and self-regulation based on self-knowledge.
PLO 13	Formation, presentation, discussion and defense of one's own views in oral and written forms in front of professional and non-professional audience, including in a foreign language environment.
PLO 14	Free communication in dialogue with the general scientific community and the public in the field of scientific and / of professional activities.

8 – Resource support for program implementation	
Staffing	All academic staff who provide educational scientific program by qualification correspond to the profile and direction of the disciplines taught, have the necessary experience of scientific and pedagogical work and experience of practical work. In the process of organizing the educational process, professionals with experience in research, management, innovation, creative work and/or work in the specialty and foreign lecturers are involved.
Logistical Support	Logistical support allows to fully ensure the educational process throughout the training cycle of the educational scientific program. The condition of the premises is certified by sanitary and technical passports that comply with current regulations.
Information and training support	The program is fully provided with information and training support complexes of all educational components, the presence of which is presented in the modular environment of the educational process of the University.
9 – Academic mobility	
National credit mobility	Provides for the possibility of academic mobility in some components of the educational scientific program, providing the acquisition of general competencies and / or professional competencies.
International credit mobility	The program develops prospects for participation and internships in research projects and academic mobility programs. It is performed in an active research environment.
Training of foreign applicants for higher education	Training of foreign applicants for higher education is carried out according to accredited educational programs.

1. List of components of the educational scientific program and their logical sequence

2.1 List of components of the educational scientific program

Code	Components of the educational program (academic disciplines, term papers, practices, qualification work)	Number of credits	Form of final control
1	2	3	4
Compulsory EP components			
General training cycle			
CC 1	Philosophy of science and research methodology	4	exam
CC 2	Foreign language for academic purposes	8	exam
CC 3	Information and communication technologies in scientific research	4	credit
CC 4	Intellectual property and commercialization of scientific research	4	credit
	Total	**20**	
Professional training cycle			
CC 5	Pedagogical skills in higher education institutions	4	credit
CC 6	General theory of form making	4	exam
CC 7	Design and ergonomics	4	exam
CC 8	Pedagogical practice	4	credit
	Total	**16**	
	Total compulsory components	**36**	
Selective EP components			
DSFC	Disciplines of applicant's free choice	12	exam
	Total selective components	**12**	
	TOTAL EDUCATIONAL PROFESSIONAL PROGRAM	**48**	

2.1.2 Content of the scientific component of the educational scientific program of the third (educational scientific) level of higher education

Search for scientific sources and their processing. Defining the main tasks of the dissertation. Selection of optimal theoretical and / or experimental methods for their solution. Data mining, processing and analysis of the obtained results. Correction of initial hypotheses and problems in accordance with the results of the analysis. Preparation of scientific results for publication. Approbation of scientific results at scientific conferences of different levels. Generalization of research results. The final definition of the range of problems that will be considered in the dissertation, the establishment of the place of research in the context of the results of other authors. Formation of conclusions and recommendations. Registration of work and submission to the defense. Dissertation defense.

The main scientific results of the dissertation must be covered in at least three scientific publications that reveal the main content of the dissertation. Such scientific publications include:

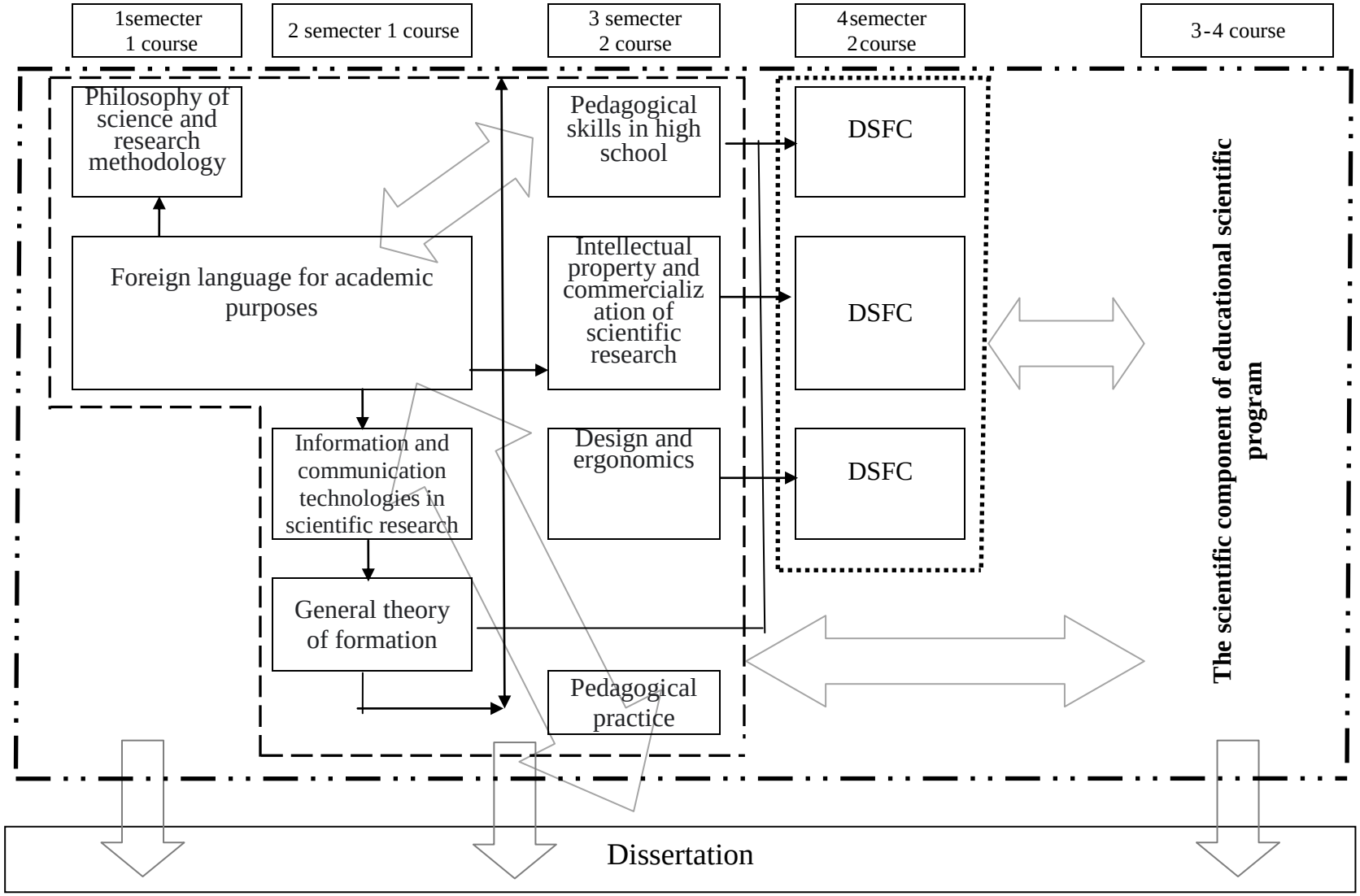
- at least one article in periodical scientific editions of other states that are members of the Organization for Economic Cooperation and Development and / or the European Union, in the scientific field for which the applicant's dissertation was prepared. Such publication may be equated with publication in editions included in the list of scientific professional editions of Ukraine with the assignment of category "A", or in foreign editions indexed in the databases Web of Science Core Collection and / or Scopus;
- articles in scientific editions included in the list of scientific professional editions of Ukraine with the assignment of category “B” (instead of one article a monograph or a section of a monograph published in co-authorship may be included).

A scientific publication in the edition referred to in the first - third quartiles (Q 1 - Q 3) according to the classification SCImago Journal and Country Rank or Journal Citation Reports, is equated to two publications, which are credited in accordance with the first point of this paragraph.

Scientific publications are credited on the topic of the dissertation subject to the following conditions:

- substantiation of the obtained scientific results in accordance with the purpose of the article (task) and conclusions;
- publication of articles in scientific professional editions, which on the date of their publication are included in the list of scientific professional editions of Ukraine, approved in the manner prescribed by law;
- publication of articles in scientific periodicals of other states in the scientific field for which the applicant's dissertation was prepared, provided that the dissertation materials, determined by the council, are complete;
- publication of no more than one article in one issue (issue) of a scientific edition.

2.2 Structural and logical scheme of preparation of the doctor of philosophy of the educational and scientific program "Design"



3. Certification form of applicants for higher education

Attestation forms of applicants for higher education	Certification of a graduate of an educational scientific program is carried out in the form of public defense of a dissertation for the degree of "Doctor of Philosophy" in the specialty "Design".
Document of higher education	Doctor of Philosophy with the qualification of Doctor of Philosophy in Design (educational scientific program "Design").

4. Matrix of correspondence of program competencies

	PC	GC 1	GC 2	GC 3	GC 4	GC 5	GC 6	GC 7	PC 1	PC 2	PC 3	PC 4	PC 5	PC 6	PC 7
CC 1	*	*	*	*	*			*	*		*		*		
CC 2	*		*			*	*	*							
CC 3	*	*	*	*		*	*	*	*						*
CC 4	*	*	*	*	*		*	*	*			*		*	*
CC 5	*				*		*	*	*						
CC 6	*	*		*	*					*	*	*	*		*
CC 7	*		*				*			*		*	*	*	*
CC 8	*				*		*	*	*						

5. Matrix for providing software learning outcomes with relevant components of the educational program

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14
CC 1	*		*			*	*					*		
CC 2													*	*
CC 3		*				*			*	*	*			
CC 4	*				*		*						*	*
CC 5												*	*	*
CC 6	*		*	*	*	*		*		*	*			
CC 7		*		*			*		*	*	*		*	
CC 8												*	*	*