

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL UNIVERSITY OF
TECHNOLOGIES AND DESIGN

EDUCATIONAL PROFESSIONAL PROGRAM

_____ **DESIGN (by types)** _____

Level of higher education _____ **second (master's)** _____

Degree of higher education _____ **Master** _____

Field of knowledge _____ **02 Culture and Art** _____

Specialty _____ **022 Design** _____

Qualification _____ **Master of Design** _____

Kyiv 2021

PREFACE

DEVELOPED: Kyiv National University of Technologies and Design

DEVELOPERS:

Guarantor of the educational program, **Nataliia Chuprina**, Doctor of Arts, Associate Professor, Professor of the Department of Artistic Designing of Costume, Kyiv National University of Technologies and Design

Members of the working group:

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;

Dmytro Prasol, student of the academic group MgDweb-20 of the Faculty of Design of Kyiv National University of Technologies and Design (educational degree - master).

EXTERNAL STAKEHOLDER REVIEWS:

1. Borisov Y.B., Chairman of the Board of the Union of Designers of Ukraine, Ph.D., Associate Professor.
2. Pashkevych O.M., President of the Exhibition Federation of Ukraine.
3. Dzhumazhanov E.R., General Director of the Union of Jewelers of Ukraine.
4. Stranadko E.M., Chairman of the National Union of Photographic Artists of Ukraine.
5. Kutsevych V.V., Head of the research architectural center of PJSC "Ukrainian zonal research and design institute for civil engineering (KyivZNDIEP)", Doctor of Architecture, Professor.
6. Perevalsky V.E., Academician of the National Academy of Arts of Ukraine, People's Artist of Ukraine, Secretary of the National Union of Artists of Ukraine for Graphic Arts, Professor.

1. Profile of the educational professional program

Design (by types)

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 Drawing and Painting. Department of Design. Department of Interior and Furniture Design. Department of Ergonomics and Design.
Degree of higher education and qualification in the English language	The level of higher education is the second (master's). Degree of higher education - Master. Field of knowledge - 02 Culture and art. Specialty - 022 Design.
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits.
Availability of accreditation	Certificate of accreditation of the specialty: series ND № 1185355 from 27.06.2017, valid until 01.07.2023.
Cycle / level	National Qualifications Framework of Ukraine is the seventh level
Prerequisites	Bachelor'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	https://en.knutd.edu.ua/ects/2021/op-fd/
2 – The purpose of the educational program	
<p>Training specialists who have deep knowledge, as well as basic and professional competencies in the field of design; formation and development of general and professional competencies in the field of design (with various objects of professional activity), aimed at the student's gaining: the ability to master the methods of content and social scope of the project, methods of theoretical and practical work, content of project activities, requirements for complex design projects.</p> <p>The main goals of the program are: the formation of specialists capable of solving complex problems and practical problems in the field of design or in the learning process, which involves research and design research and / or innovation and is characterized by uncertainty of conditions and requirements.</p>	
3 – Characteristics of the educational program	
Subject area	<p>The program is focused on the applicants' formation of competencies to acquire deep knowledge, skills and abilities in the specialty.</p> <p>Compulsory educational components - 73% of which: disciplines of general training - 6%, vocational training - 50%, practical training - 16%, learning a foreign language - 3%, diploma design - 23%. Disciplines of free choice of students - 27% are selected from the university catalogue in accordance with the approved procedure at the University.</p>
Orientation of the educational program	Educational professional program for master's degree preparation.
The main focus of the educational professional	The program has a professional, research and applied orientation. It is based on well-known project results, taking into account the current state of design, focuses on current specializations, within which further professional and

program	<p>scientific career is possible. The emphasis is placed on the formation, development of professional competencies and the study of theoretical and methodological provisions, organizational and practical tools in various fields of design; organization of the project creative process, application of heuristic methods aimed at overcoming creative problems, development of professional self-improvement, creative thinking, and search for non-standard project solutions.</p> <p>The program develops the ability of analytical experimental and associative creative work in generating fundamentally new design ideas in various fields of design (depending on the chosen professional direction) and the formation of modern ideas about the basic laws and achievements in design, modeling, structural and artistic decoration of complex design objects and design projects (in various fields of design).</p>
The program features	<p>The program focuses on current specializations and professional areas, within which further professional and scientific activities are possible. Professional directions within the educational professional program are: clothing design (shoes); graphic design; environment design; industrial design etc.</p> <p>The program develops prospects for participation and internships in the structure of National Creative and Design Foundations, such as the National Union of Artists of Ukraine, the Union of Designers of Ukraine, the Union of Architects of Ukraine and others. Students have prospects for internships and presentations of their creative works in the framework of international projects, both competitive and in the framework of international film, TV projects and mass media.</p>
4 – Suitability of graduates for employment and further training	
Suitability for employment	<p>Applicants are able to work in education institutions of art, design institutions in various fields of design, creative and production companies, institutions of creative and artistic profile. Specialists are able to perform professional work as a 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 design, printing, information and telecommunications, in the fields of art, science and technology, education, entertainment and recreation.</p> <p>A designer can hold the following primary positions*: chief designer (industrial designer), research designer, landscape designer, designer (art designer), graphic designer, furniture designer, interior designer, clothing designer, packaging designer, designer of industrial products and objects, head of an amateur association of applied and decorative arts, member of the board (art-expert), head (of the studio by types of art and artistic creativity, amateur association, club of interests, etc.), teacher at institutions of higher education, assistant, teacher of vocational school, researcher (teaching methods), researcher (in other fields of study), costume designer, stylist, decorator, font artist.</p> <p><i>*educational qualifications can be combined (for example, interior and furniture designer, accessory and jewelry designer).</i></p>
Further training	<p>Lifelong learning to improve professional, scientific and other activities.</p> <p>Possibility to continue studying according to the programs of the third (educational-scientific) level of higher education (doctor of philosophy).</p> <p>Opportunity to obtain a second higher education with a master's degree, which expands the prospects of a professional career.</p>
5 – Teaching and assessment	
Teaching and learning	<p>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.</p>
Assessment	<p>Exams, tests, surveys, oral presentations, reports, written essays, tests, term papers (project) work, master's thesis.</p>

6 – Program competencies		
Integral Competence (IC)	The ability to solve complex problems and issues in the field of design or in the learning process, which involves research and/or innovation and is characterized by uncertainty of conditions and requirements.	
General competencies (GC)	GC 1	Ability to generate new ideas (creativity).
	GC 2	Ability to identify, pose and solve problems.
	GC 3	Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).
	GC 4	Ability to work in an international context.
	GC 5	Ability to develop and manage projects.
	GC 6	Ability to act socially responsibly and consciously.
	GC 7	Ability to communicate in a foreign language.
Professional competencies (PC)	PC 1	Ability to carry out conceptual design of facilities taking into account functional, technical, technological, ecological and aesthetic requirements (by specialization).
	PC 2	Ability to conduct project analysis of all influential factors and components of design and formation of the author’s concept of the project.
	PC 3	Ability to understand and use causation in the development of design and contemporary arts.
	PC 4	Ability to protect intellectual property for works of fine art and design.
	PC 5	Possession of theoretical and methodological principles of teaching and integrated approaches to professional training of designers; planning of own scientific and pedagogical activity.
	PC 6	Ability to apply in the practice of design expressive artistic and plastic properties of different types of materials, innovative methods and technologies.
	PC 7	Ability to use special drawing and painting (by specialization), as well as methods of using computer hardware and software.
	PC 8	Ability to conduct effective economic activities in the field of design.
	PC 9	Ability to create a market-demanded and socially responsible design product (goods and services).
	PC 10	Ability to convincingly demonstrate to the consumer the attractive cultural value and economic value of the done creative product.
7 – Program learning outcomes		
Knowledge and understanding:		
PLO 1	Apply the methodology of conceptual design and carry out the design process taking into account modern technologies and design solutions, as well as functional and aesthetic requirements for the design object.	
PLO 2	Critically comprehend theories, principles, methods and concepts from different subject areas to solve problems and issues in the field of design.	
PLO 3	Determine the aesthetic problems of design schools and areas, considering the genesis of the modern artistic process in design; have a synthetic idea of the history of the formation of modern visual culture.	
PLO 4	Have basic methods of intellectual property protection; apply the rules of registration of intellectual property rights.	
PLO 5	Choose the best methods of teaching material to student audiences within professional competencies; program, organize and carry out educational and methodical support of professional disciplines.	
Application of knowledge and understanding (skills):		
PLO 6	Develop a scientifically sound concept for solving a professional problem.	

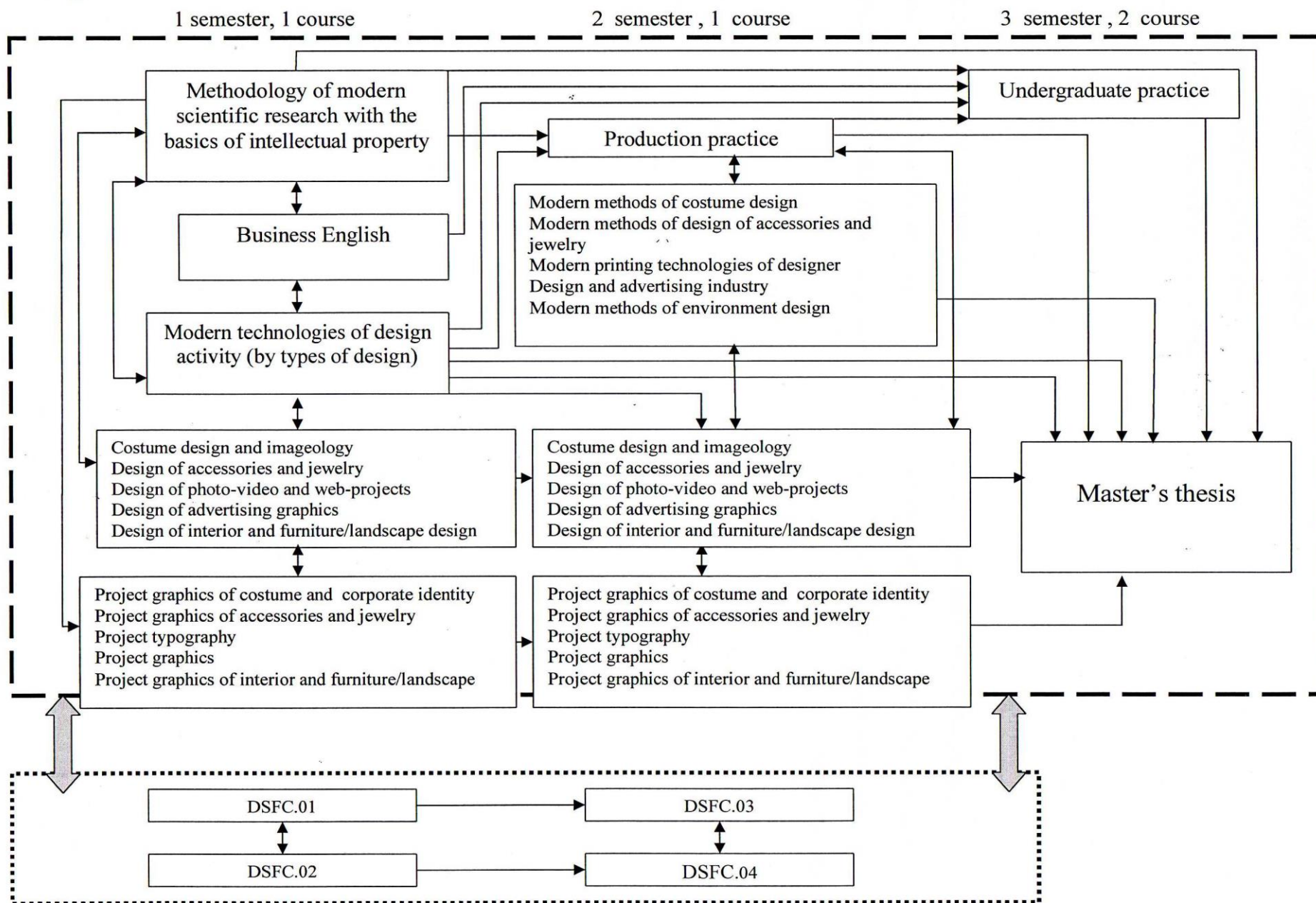
PLO 7	Generate ideas for the development of creative design proposals, build a high-quality and extensive system of communications, apply the basic concepts of visual communication in the artistic and cultural spheres.
PLO 8	Develop, form and control the main stages of project implementation.
PLO 9	Form project components within project concepts; possess creative and artistic forms of social responsibility.
PLO 10	Carry out pre-design analysis taking into account all important factors that affect the design object; to formulate the author's concept of the project.
PLO 11	Apply innovative methods and technologies to work with the material (by specialization).
PLO 12	Represent the conceptual solution of design objects by means of the latest technologies, apply the techniques of graphic presentation in solving art and design problems (by specialization).
PLO 13	Manage the process of developing a design product at different stages of branding and rebranding (by specialization).
PLO 14	Have a foreign language communication ability in situations of oral and written professional and business communication in a foreign language.
Judgement formation:	
PLO 15	Present the results of activities in the scientific and professional environment in Ukraine and abroad.
PLO 16	Choose a certain model of behavior when communicating with representatives of other professional groups of different levels.
PLO 17	Critically study the artistic and design achievements of Ukrainian and foreign specialists, using modern methods and technologies of scientific analysis to form the author's concept, the search for Ukrainian national style.
PLO 18	Form a design and marketing strategy for positioning and promoting design products in the domestic and global markets.
PLO 19	Argue one's point of view on current issues in formal and informal conversations on professional topics.
8 – Resource support for program implementation	
Staffing	All academic staff who provide educational and professional program by qualification correspond to the profile and direction of the disciplines taught, have the necessary experience of 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 and professional 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	The program provides for the possibility of national credit mobility in some training modules that provide the acquisition of general and 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.

2. List of components of the educational professional program and their logical sequence

2.1 List of components of the educational professional 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	Methodology of modern scientific research with the basics of intellectual property	3	exam
CC 2	Business English (english , german , france)	3	credit
	Total	6	
Professional training cycle			
CC 3	Modern technologies of design-activity (by types of design)	6	exam
Block 1. Professional directions "Artistic designing of costume", "Brandname design"			
CC 4.1	Costume design and imageology	6	exam
CC 5.1	Project graphics of costume and corporate identity	6	exam
CC 6.1	Modern methods of costume design	6	credit
Block 2. Professional direction «Design of accessories and jewelry»			
OK 4.2	Design of accessories and jewelry	6	exam
OK 5.2	Project graphics of accessories and jewelry	6	exam
OK 6.2	Modern methods of design of accessories and jewelry	6	credit
Block 3. Professional directions «Photovideodesign», «Web-design», «Motion-design»			
OK 4.3	Design of photo-video and web-projects	6	exam
OK 5.3	Project typography	6	exam
OK 6.3	Modern printing technologies of designer	6	credit
Block 4. Professional directions "Graphic design", "Corporate Identity"			
CC 4.4	Design of advertising graphics	6	exam
CC 5.4	Project graphics	6	exam
CC 6.4	Design and advertising industry	6	credit
Block 5. Professional direction "Environmental Design"			
CC 4.5	Design of interior and furniture/landscape design	6	exam
CC 5.5	Project graphics of interior and furniture/landscape	6	exam
CC 6.5	Modern methods of environmental design	6	credit
	Total	24	
Practical training			
CC 7	Production practice	6	credit
CC 8	Undergraduate practice	9	credit
	Total	15	
CC 9	Master's thesis	21	certification
Total compulsory components		66	
Selective EP components			
DSFC	Disciplines of student's free choice	24	credit
	Total selective components	24	
TOTAL EDUCATIONAL PROFESSIONAL PROGRAM		90	

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



3. Certification form of applicants for higher education

Attestation forms of applicants for higher education	Attestation of a graduate of an educational program is carried out in the form of public defense of a master's thesis (research and design part). The master's thesis involves the independent solution of a complex problem or complex issue in the field of design, which involves research and innovation and is characterized by uncertainty of conditions and requirements.
Document of higher education	Diploma of awarding a master's degree with the conferral of a qualification: master of design

4. Matrix of correspondence of program competencies

[illegible]

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

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