APPROVED BY THE ACADEMIC BOARD

Chairman of the Academic Board of KNUTD

_____ Ivan GRYSHCHENKO

(Report № 10 of 26.05.2021)

EDUCATIONAL PROFESSIONAL PROGRAM

_____ **INDUSTRIAL DESIGN** _____

Level of higher education _____**first (bachelor's)** _____

Degree of higher education _____**Bachelor**_____

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

Specialty _____**022 Design**_____

Qualification _____**Bachelor of design**_____

Kyiv 2021

LETTER OF APPROVAL
Of the educational professional program

INDUSTRIAL DESIGN

Level of higher education _____ first (baghelor's)_____
Degree of higher education_____ Baghelor_____
Field of knowledge_____ 02 Culture and Art_____
Specialty_____ 022 Design_____

Approved by the Academic Board of the Faculty of Design, Report №7 of January 21, 2019
Dean of the Faculty of Design

_____ _____ Maryna KOLOSNICHENKO

Discussed and recommended at a meeting of the Department of Design,

Report №6 of January 10, 2019

Head of the department_____ Volodymyr OVCHAREK

Head of the working group_____ Volodymyr OVCHAREK

Approved by the decision of the Academic Board of KNUTD of December 20, 2017, Report № 4.
Put into effect for the first time by the order of KNUTD from December 28, 2017, № 521-uch.

According to the standard of higher education. Order of the Ministry of Education and Science "On approval of the standard of higher education in specialty 022" Design "for the first (bachelor's) level of higher education"
of December 13, 2018, № 1391.

PREFACE

1. Profile of the educational professional program
in the specialty _____022 Design_____

1 – General information	
Full name of the institution of higher education and structural subdivision	Kyiv National University of Technologies and Design. Department of Design.
Degree of higher education and qualification in the English language	Level of higher education - first (bachelor`s). Degree of higher education - Bachelor Field of knowledge - 02 Culture and art. Specialty - 022 Design.
The official name of the educational and professional program	Industrial Design
Type of diploma and scope of educational and professional program	Bachelor's degree, single, 240 ECTS credits, term of study 3 years 10 months Bachelor's degree, single, 180 ECTS credits, term of study 1 year 10 months
Availability of accreditation	Certificate: UD series, № 11002994 dated July 10, 2018
Cycle / level	National Qualifications Framework of Ukraine - seventh level (bachelor)
Prerequisites	Повна загальна середня освіта або ступінь молодшого бакалавра Complete general secondary education or junior bachelor's degree
Teaching Languages	Ukrainian
Validity of the educational program	Until July 1, 2023
Internet address of the permanent placement of the educational program description	https://knutd.edu.ua/ekts/
2 - The purpose of the educational professional program	
Formation and development of general and professional competencies in the field of industrial design, aimed at acquiring knowledge, skills and abilities in the design and creation of a certain image of design objects, mastering techniques and principles of integrative artistic, culturological, constructive-functional and technological parameters designing a specific three-dimensional product, complex design object or design project	
3 – Characteristics of the educational professional program	
Subject area	The program is focused on the formation of applicants for competencies to acquire deep knowledge, skills and abilities in the specialty. Compulsory training modules - 75%, of which: general training - 30%, vocational training - 44%, practical training - 13%, foreign language learning - 13%. Disciplines of free choice of students - 25%, of which expanding: general competencies - 30%, professional - 70%.
Orientation of the educational professional program	Educational professional program. Applied program aimed at developing professional competencies; focuses on modern research in the field of industrial design, design of subject-spatial environment, etc .; takes into account the specifics of the work of organizations, institutions and enterprises in this area, focuses on current areas of design, in which the student determines a

	professional and scientific career; based on well-known project results, taking into account the current state of industrial design, focuses on further professional and scientific careers
The main focus of the educational professional program	Emphasis is placed on the formation and development of professional competencies in the field of industrial design; study of theoretical and methodological provisions, organizational and practical design tools. Emphasis is placed on the ability to ensure the culture of design processes (advanced technology, rational organization of labor, business communication, record keeping, etc.); possession of skills of perception, imagination and creative thinking in search of fundamentally new three-dimensional forms with improved functional and ergonomic qualities; ability to implement cognitive psychology for complex design of three-dimensional industrial forms and their complexes (in different areas of design depending on the chosen specialization); use light design for design decisions.
Features of the educational professional program	It is planned to teach certain disciplines in English. The program reveals the prospects of 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 work in international projects as a competition, as well as in international film, television projects and media.

4 – Suitability of graduates for employment and further study

Suitability for employment	Specialists are able to perform professional work as a designer, artist, decorator, etc. in design and architectural offices, construction companies, advertising agencies, media, TV, companies, small businesses working in the field of industrial production, industrial design, information and telecommunications, in the arts, technical activities, entertainment and recreation The designer of the bachelor's degree is prepared for work and can hold the following primary positions: photographer, designer, graphic designer, interior designer, interior designer, furniture designer, multimedia designer, designer packaging, designer-performer of industrial products and objects, artist-designer of theatrical performances, artist-decorator, artist-typist of television, artist of lighting, lighting design
Further training	Opportunity to study according to the educational-scientific or educational-professional program of the second (master's) level of higher education.

5 – Teaching and assessment

Teaching and learning	Student-centered learning, problem-oriented learning, e-learning in the Moodle system, self-study, research-based learning and more. Forms and methods of teaching: lectures (multimedia, interactive, etc.), seminars, practical and laboratory classes, consultations, independent work with the use of textbooks, practical training.
Assessment	Testing, survey-discussion, oral presentation, report on the development of complex design projects, report on practice, written essay, portfolio, test, defense of course (project) work, oral and written exam, test, bachelor's thesis.

6 – Program competencies

Integral Competence (IC)	The ability to solve specialized problems and practical problems in the field of design, to identify structural and functional connections, which

		involves the use of integrated art and design approach and is characterized by complexity and uncertainty of conditions.
General competencies (GC)	**GC**1	Ability to learn and master modern knowledge in the field of design, to understand the subject area and areas of professional activity, to apply the acquired knowledge in practical situations
	GC 2	Ability to communicate orally and in writing in the state and foreign languages.
	GC 3	Skills in the use of information and communication technologies.
	GC 4	Ability to search, process and analyze information from various sources.
	GC 5	Ability to work in a team.
	GC 6	Understanding the need for healthy living standards and their observance.
	GC 7	Ability to evaluate and ensure the quality of work performed.
	GC 8	Ability to understand and adhere to moral and ethical norms of behavior.
	GC 9	Research skills, skills in working with information, its various sources.
	GC 10	Possession of skills of related specialties. Ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / economic activities).
Professional competencies (PC)	**PC** 1	Ability to have professional terminology, theory and methods of design.
	PC 2	Ability to use basic knowledge of compositional construction of design objects (planar, three-dimensional, depth-spatial structure).
	PC 3	Basic ability to figurative and associative thinking, understanding and applying the criteria of aesthetic evaluation.
	PC 4	Ability to master the means and techniques of shaping, layout and modeling of design objects.
	PC 5	Ability to have knowledge of color science to create a color solution for a future design object.
	PC 6	Ability to master the methods of depicting environmental objects, including human figures, means of drawing and painting.
	PC 7	Ability to introduce basic knowledge of the history of art and design and the specifics of its professional development in art and design activities.
	PC 8	Ability to have the appropriate technological means to perform a sketch, project, layout.
	PC 9	Ability to apply knowledge of ergonomics and artistic design.
	PC 10	Ability to possess knowledge and skills aimed at achieving success in a professional career; be able to develop visual presentations, a portfolio of their own works.
	PC 11	Ability to use modern computer graphics software to create industrial design objects.
	PC 12	Ability to apply knowledge of ergonomics and artistic design.
	PC 13	Ability to conduct business communication in the professional sphere. Understanding the basics of marketing

			and their application when working on projects in the field of industrial design.
		PC 14	Basic knowledge in the field of communication theory, ability to identify and use common semiotic means for verbal and visual communication.
		PC 15	Modern ideas about materials and techniques for the manufacture of printing products, pre-printing and post-printing processes.
		PC 16	Basic ideas about photography, its communicative principles and scope; mastery of techniques of classical and digital photography to create reportage and advertising images.
		PC 17	Basic ideas about information design. Knowledge of the basic principles of information visualization, understanding of the principles of hierarchy in the message.
		PC 18	Ability to have teaching methods, theory and methods of professional art education and features of teaching special disciplines in the specialty.
		PC 19	Ability to use basic skills of project graphics.
		PC 20	Ability to apply the method of designing single, complex, multifunctional design objects.

7 – Program learning outcomes

Knowledge and understanding:

PLO 1	Know and understand the subject area and field of professional activity and apply the acquired knowledge in practical situations.
PLO 2	Understand the process of analyzing and processing information from different sources.
PLO 3	Understand the social responsibility of the designer, his focus on solving socio-cultural problems of society in their projects.
PLO 4	Understand the importance of a healthy lifestyle and the formation of individual physical culture based on knowledge of health techniques.
PLO 5	Know and understand the purpose, tasks and stages of design, promoting optimal socio-psychological conditions for quality work.
PLO 6	Know and understand professional terminology.
PLO 7	Understand the important role of Ukrainian ethno-artistic traditions in the stylistic solutions of design objects, as well as take into account the specifics of ethno-design in the context of cultural practices.
PLO 8	Know and understand the moral and ethical norms, principles and rules of conduct in modern society.
PLO 9	Know and understand the theory and methodology of design.
PLO 10	Understand the methods of analysis of works of fine arts, art and material culture, design.
PLO 11	Know the methods of organizing the design and graphic environment, the characteristics of materials and tools, as well as the features of various graphic tools.
PLO 12	Know and understand the artistic-aesthetic and constructive-ergonomic aspects of the perception of design objects of complex structural structures.
PLO 13	Understand the principles of teamwork in the implementation of joint projects and determine the priorities of professional activities.

Application of knowledge and understanding (skills):

PLO 14	Solve functional problems based on the properties of materials and constructions, study the latest foreign technologies in creating a modern design product.
PLO 15	Apply a comprehensive artistic and design approach to create a holistic image.
PLO 16	Ability to apply the basic rules of morphology and syntax for understanding texts in state and foreign (- them) languages, to form different types of professional

	documents in accordance with the requirements of the culture of oral and written speech.
PLO 17	Orient in modern software and hardware, use knowledge and skills of working with professional computer software.
PLO 18	Apply knowledge of the basics of composition, develop formal planar, three-dimensional and spatial compositions and perform them in appropriate techniques and materials; analyze, style, interpret and transform objects (as sources of creative inspiration) to develop ideas for artistic design solutions.
PLO 19	Apply practical skills in design and manufacturing technologies in professional activities.
PLO 20	Apply knowledge of the history of design in professional activities, implement Ukrainian and foreign design experience.
PLO 21	Apply knowledge of ergonomics and artistic design in professional activities.
PLO 22	Carry out pre-project analysis and conceptual justification of design activities, using the acquired theoretical knowledge and practical skills.
PLO 23	Apply the basic rules of morphology and syntax for understanding and compiling texts in state and foreign (- them) languages, to form different types of professional documents in accordance with the requirements of the culture of oral and written speech.
PLO 24	Solve functional problems taking into account the properties of materials and structural and technological constructions, apply the latest technologies in creating a modern design product.
PLO 25	Analyze the structure of design and structural and technological structure of design objects and nature (as a source of creative inspiration) for the development of design solutions.
Formation of judgments:	
PLO 26	Generalization of information and the ability to present it with accents of critical assessment and clearly convey complex ideas, argue them.
PLO 27	Understanding of responsibility for one's own decisions and results of professional activity.
PLO 28	Recognize the importance of doing your part in teamwork; determine the priorities of professional activity.
PLO 29	Carry out pre-project analysis and conceptual justification of design activities, using the acquired theoretical knowledge and practical skills.
PLO 30	To interpret the formative means of design as a reflection of historical, socio-cultural, economic and technological stages of development of society, to comprehensively determine their functional and aesthetic specificity in the communicative space.
8 –Resource support for program implementation	
Staffing	All scientific and pedagogical workers who provide educational and professional program in 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 training, 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 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 an educational and methodological complex of all components of the educational and professional program, the availability 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 and professional program, providing the acquisition of general competencies.
International credit mobility	The program develops prospects for participation and internships in research projects and academic mobility programs abroad. Performed in an active research environment, is mobile under the program "Double Diploma".
Training of foreign applicants for higher education	The main components of the educational and professional program are provided with an educational and methodological complex for foreign students in Russian and English.

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

1.1. 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 components of the educational professional program			
General training cycle			
CC 1	Ukrainian and Foreign Culture	6	exam
CC 2	Business Ukrainian Language	6	credit
CC 3	Foreign Language	12	exam
CC 4	Philosophy, Political Science and Sociology	6	exam
CC 5	Life Safety and Civil Defence	6	exam
CC 6	Phisical Education[1]	-	credit
	Total	**36**	
Professional training cycle			
CC 7	Fundamentals of Drawing, Painting and Plastic Anatomy	9	exam
CC 8	Fundamentals of Composition and Color Science (by types of design)	12	exam
CC 9	Fine Arts and Artistic Creativity	12	exam
CC 10	Arts and Material Culture (by types of design)	18	exam
CC 11	Perspective and Shadows	6	credit
CC 12	Design Graphics (by types of design)	18	exam
CC 13	Profession-oriented Foreign Language	9	exam
CC 14	Integral Design Projecting (by types of design)	6	credit
CC 15	Pre-project and project analysis (by types of design)	6	exam
CC 16	Management in the Sphere of Services	6	credit
CC 17	Professional Communications	6	credit
	Total	**108**	
CC 18	**Practical training**		
CC 18.1	Educational Practice	12	credit
CC 18.2	Production Practice	6	credit
CC 18.3	Pre-diploma practice	6	credit
	Total	**24**	
CC 19	Bachelor's Diploma Thesis	12	certification
	Total	**12**	
Total compulsory components		**180**	
Selective EP components			
Disciplines that expand general competencies			
DCGC	Disciplines that expand general competencies	18	credit
DCPC	Disciplines that expand professional competencies	42	credit /exam
Total selective components		**60**	
TOTAL EDUCATIONAL PROFESSIONAL PROGRAM		**240**	

[1] – non-credit discipline

2.2 Structural and logical scheme of preparation of bachelor of the educational-professional program "Industrial Design", Speciality 022 Design
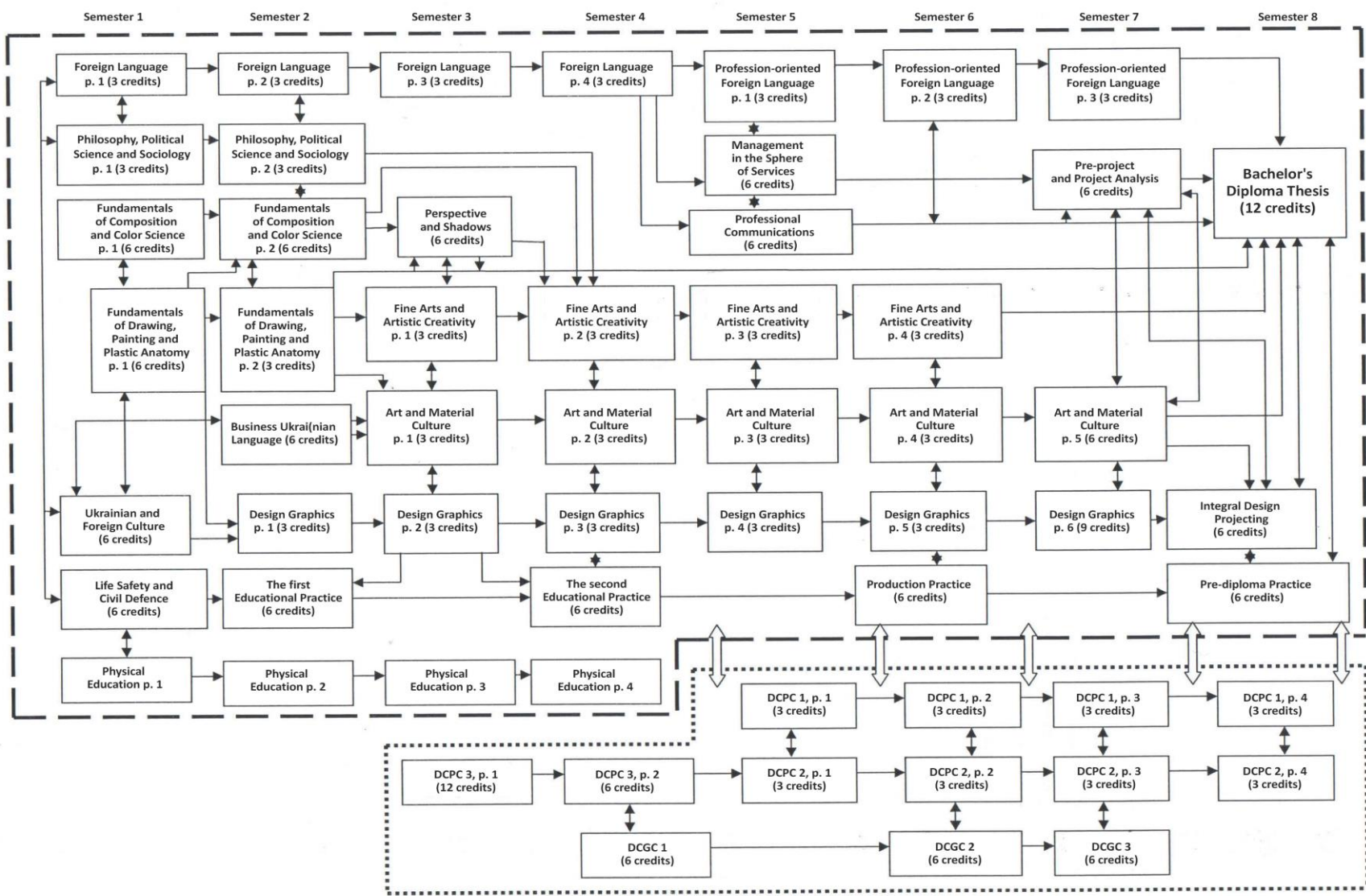
3. Form of certification of applicants for higher education

Forms of attestation of applicants for higher education	Certification of a graduate of the educational-professional program is carried out in the form of public defense of a bachelor's thesis, which involves solving a complex specialized problem or practical problem in industrial design (artistic modeling of furniture and large equipment, design of transport products, visual communications, small architectural forms, etc.)
Higher education document	Bachelor's degree with educational qualification: Bachelor of Design

4. Matrix of correspondence of program competencies to the components of the educational-professional program

	GC 1	GC 2	GC 3	GC 4	GC 5	GC 6	GC 7	GC 8	GC 9	GC 10	PC 1	PC 2	PC 3	PC 4	PC 5	PC 6	PC 7	PC 8	PC 9	PC 10	PC 11	PC 12	PC 13	PC 14	PC 15	PC 16	PC 17	PC 18	PC 19	PC 20
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5. Matrix for providing program learning outcomes with relevant components of the educational-professional 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	PLO 15	PLO 16	PLO 17	PLO 18	PLO 19	PLO 20	PLO 21	PLO 22	PLO 23	PLO 24	PLO 25	PLO 26	PLO 27	PLO 28	PLO 29	PLO 30
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1. Catalog of disciplines of free choice of the student (DCGC/DCPC)

Code of the block of disciplines	Number in order	Disciplines	Code of the department that teaches the discipline
1	2	3	4
DC A. Expand general competencies applicants for the degree of "Bachelor" (DCGC)			
DCGC 1 (2 course) 6,0 credits of EKTS	**DC** A1	Leadership in management	Mn
	DC A2	Analytical foundations of a healthy lifestyle	IP
	DC A3	Corporate identity	DP
	DC A4	History of art culture	EPC
	DC A5	Applied art	KPT
	DC A6	Basics of web-design	CST
	DC A7	Science of law	PPL
	DC A8	Algorithmization and programming	ECM (Ec)
	DC A9	Psychology of self-knowledge and self-development	PEFTD
DCGC 2 (3 course) 6,0 credits of EKTS	**DC** A10	Ecology and sustainable development of society	DAEPCFT
	DC A11	Examination of goods of light industry	MSETM
	DC A12	Exhibition marketing	ECM (Mr)
	DC A13	Business planning	BET
	DC A14	Basics of 2D graphics in design	IDF
	DC A15	Current fashion trends	AMC
	DC A16	Basics of creating industrial property	TDG
	DC A17	Certification of products, services and personnel	CITMT
	DC A18	Energy saving and energy management	HPERSTS
	DC A19	3D modeling in Solid Works	AMM
DCGC 3 (4 course) 6,0 credits of EKTS	**DC** A20	Design thinking	PEFTD
	DC A21	Service at the enterprises of the fashion industry	TDG
	DC A22	Exhibition technologies	Dsn
	DC A23	Service technology systems	CEEM
	DC A24	Financial literacy in business	FFEC
	DC A25	Cluster entrepreneurship	EB
	DC A26	Visualization of business information in the accounting system	AA
	DC A27	Training studies of a research student	BSF
	DC A28	Resource efficient and environmentally friendly production	HPERSTS
	DC A29	Philosophy of success	PPSPS
	DC A30	Creative technologies in textiles	MSETM
DC B. Expand professional competencies applicants for the degree of "Bachelor" (DCPC)			
DCPC 1 (5-8 sem.)	DC B1	Artistic design (by professional direction)	AMC
	DC B2	Graphic composition and corporate identity	DP
	DC B3	Special technologies in design	Dsn

12,0 credits of EKTS	DC B4	Interior design	IDF
	DC B5	Landscape design	IDF
	DC B6	Artistic design of accessories and jewelry	EPC
	DC B7	Lighting design	Dsn
DCPC 2 (5-8 sem.) 12,0 credits of EKTS	DC B8	Artistic hairstyle modeling	AMC
	DC B9	Costume design and modeling	AMC
	DC B10	Graphic design industry	DP
	DC B11	Directing filming and editing	Dsn
	DC B12	Furniture design	IDF
	DC B13	Landscape equipment and landscaping	IDF
	DC B14	Design and shaping of accessories and jewelry	EPC
	DC B15	Multimedia technologies in industrial design	Dsn
DCPC 3 (3-4 sem.) 18,0 credits of EKTS	DC B16	Basics of costume design and artistic design	AMC
	DC B17	Basics of shaping and technology of hairstyle	AMC
	DC B18	Design and shaping in graphic design	DP
	DC B19	Composition of photo and video images	Dsn
	DC B20	Basics of design in environmental design	IDF
	DC B21	Basics of design and manufacture accessories and jewelry	EPC
	DC B22	Innovative technologies in industrial design	Dsn