

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN**

**EDUCATIONAL PROFESSIONAL PROGRAM**

**GRAPHIC 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 \_\_\_\_\_

## PREFACE

Developed by: Kyiv National University of Technology and Design

### Developers:

Garant of the educational program Kolisnyk Oleksandra Volodymyrivna, D. of the Philoc. Siences, Professor, Professor of the Department of Drawing and Painting of Kyiv National University of Technology and Design.

### Members of the Working Group:

Ovchark Volodymyr Yevgenovich, Ph.D., Associate Professor, Head of the Department of Design of Kyiv National University of Technologies and Design;

Kolisnyk Oleksandra Volodymyrivna, D. of the Philoc. Siences, Professor, Professor of the Department of Drawing and Painting of the Kyiv National University of Technologies and Design;

Massic Irina Olegovna, student of the department of drawing and painting of the Kyiv National University of Technology and Design.

### Reviews of external stakeholders:

Borisov Yu.B., Chairman of the Board of the Union of Designers of Ukraine, K.Mist., Associate Professor;

Pashkevich O.M., President of the Exhibition Federation of Ukraine;

Volynets T.V., Director of State Enterprise "Expo Line"

Slanako E.M., Chairman of the National Union of Photo Artists of Ukraine;

Chernyavsky K.V., K.Mist., Associate Professor, Honored Artist of Ukraine, Zast .. Head of the National Union of Artists of Ukraine.

### 1. Profile of educational and professional program graphic design

<b>1 – general information</b>	
Full name of a higher educational institution and a structural subdivision	Kyiv National University of Technology and Design. Department of drawing and painting. Design Department.
The level of higher education is the first (bachelor).	Degree of higher education and qualification in the original language The degree of higher education is a bachelor. Branch of knowledge - 02 culture and art. Specialty - 022 Design.
Type of diploma and volume of educational program	Bachelor's degree, single, 240 ECTS credits / 180 ECTS credits for an abbreviated term of study.
Availability of accreditation	Certificate of accreditation of the specialty ND No. 1190178 dated 23.10.2017
Cycle / Level	National Qualification Frame of Ukraine - 6 Level.
Prerequisite	Complete general secondary education, professional elevation of education or a junior bachelor (junior specialist). In accordance with the

	standard of higher education, specialty on the basis of a junior bachelor's degree (OKR junior specialist), the University recognizes and reconsider the ECTS loans received within the preliminary educational program of younger bachelor's training (junior specialist).
Language (s) teaching	Ukrainian.
The expire date of educational Program	By July 01, 2023
Internet address of permanent placement of the description of the educational program	<a href="https://knutd.edu.ua/ekts/">https://knutd.edu.ua/ekts/</a>
<b>2 – the purpose of the educational program</b>	
<p>Preparation of specialists who have deep knowledge, as well as baseline and professional competencies in the field of design, in particular graphic and multimedia design, aimed at obtaining a student's ability to possess modern methods of designing printing and promotional products, photos and video and web products taking into account modern requirements for utilitarian and ergonomic and artistic-aesthetic parameters.</p> <p>The main objectives of the program are: the formation of specialists capable of solving complex tasks and practical problems in the field of graphic design or in the process of training, which involves scientific research and / or implementation of innovations.</p>	
<b>3 – Characteristics of the educational program</b>	
Subject area	<p>The program is focused on the formation of competencies in the acquisition of profound knowledge, skills and skills in specialty.</p> <p>Compulsory education components - 75%, including: general training courses - 8.4%, training - 58.35% practical training - 13.3%, foreign language study - 13.3%, diploma design - 6 7%. Subjects of free choice of students - 25% of university catalog elected in accordance with procedures approved by the University.</p>
Educational program orientation	Educational and professional program for preparing a bachelor.
The main focus of the educational and professional program	<p>The program has a professional, research and applied orientation based on well-known practical project results aimed at developing modern directions of design activities; Focuses on modern scientific research in the field of graphic and art design, audio video communications; Taking into account the specifics of the work of organizations, institutions and enterprises in the specified industry, orientates to an actual specialization, within which the student defines a professional and scientific career; Based on well-known project results, taking into account today's design state.</p> <p>The program develops the ability of analytical experimental and associative creative work in generating innovative project ideas in the fields of design (depending on the chosen professional direction) and the formation of modern ideas about the basic laws and achievements in design and modeling, structural and artistic design of complex design objects. and design projects (in different spheres of design).</p>
Features of the program	<p>Application program aims to develop modern directions of design activities; Focuses on modern scientific research in graphic and multimedia design. Professional direction within the framework of the educational and professional program: Web design; motion design; photo video-proof; corporate identity; graphic design.</p>

	<p>The program develops prospects for participation and internships in the structure of national creative and proactive foundations, such as the National Union of Artists of Ukraine, the Union of Designers of Ukraine, the National Union of Photo Artists of Ukraine and others. Students have prospects for internship and presentation of their creative work within the framework of international projects as a competitive direction and within the framework of international cinema, teleproducts and mass media.</p>	
<b>4 – the suitability of graduates to employment and further education</b>		
Fit to employment	<p>Graduates are able to perform professional work in educational institutions, project institutions in various spheres of design, creative and production companies, institutions of creative and artistic profile.</p> <p>The specialist may hug such posts: designer, artist and / or art criticized design bureaus, advertising agencies, mass media, TV, companies, small enterprises working in the field of printing activity, information and telecommunications, in spheres of art, technical activity</p> <p>Graduates are able to perform professional work in educational institutions, project institutions in various spheres of design, creative and production companies, institutions of creative and artistic profile.</p> <p>The specialist may embrace the following positions: designer, artist and / or art criticized design bureaus, advertising agencies, media, TV, companies, small enterprises working in the field of printing activity, information and telecommunications, articles, technical activities, entertainment and recreation.</p> <p>Bachelor designer can hug positions: photo artist, designer-performer graphic works, designer of multimedia objects, designer packaging, designer of multimedia profess., amateur association, interest club, etc.), photographic artist, fontsmen TV.</p>	
Further learning	<p>Ability to study for educational and / or educational and professional program of the second (master's) level of higher education.</p>	
<b>5 – teaching and evaluation</b>		
Teaching and training	<p>Student Center is used through educational, production, pre-diploma practice and self-study. When teaching the thematic material of the relevant disciplines, a generaloretical methodology, which is widest used in the field of art history: historical, terminological, functional, system, process, cognitive approaches, as well as generalization, modeling, is used.</p> <p>The system of teaching methods is based on the principles of purposefulness, binary, the active direct participation of the scientific and pedagogical worker and the benefit of higher education.</p> <p>Forms of organization of educational process: lecture, seminars, practical, laboratory classes, practical training, independent work, consultation, development of professional projects (works).</p>	
<b>Оцінювання</b>	<p>Testing, Polls-Discussion, Oral Presentation, Development of Comprehensive Design Projects, Practice Report, Written Essay, Portfolio, Control Work, Protection of Course (Project) Works, Oral and Written Examen, Score.</p>	
<b>6 – Software competencies</b>		
Integral competence (IR)	<p>Ability to solve complex specialized tasks and practical design problems, or in learning process, which involves the use of certain theories and design methods and characterized by complexity and uncertainty of conditions.</p>	
General competence (GC)	GC 1	<p>Knowledge and understanding of the subject area and understanding of professional activities.</p>
	GC 2	<p>Ability to communicate in the state language both verbally and in writing</p>

	GC 3	Ability to communicate in a foreign language.
	GC 4	Ability to search, handle and analyze information from different sources.
	GC 5	Ability to work in a team.
	GC 6	Ability to evaluate and provide quality of work performed.
	GC 7	Values and respect for diversity and multiculturalism.
	GC 8	The ability to realize its rights and responsibilities as a member of society, aware of the values of civil (free democratic) society and the need for its sustainable development, rule of law, human rights and freedoms and citizen in Ukraine.
	GC 9	Ability to store and multiply cultural and artistic, environmental, moral, scientific values and achievements of society based on the understanding of the history and laws of development of the subject area, its place in the general system of knowledge about nature and society and the development of society, technology and technologies, use different Types and forms of motor activity for active recreation and healthy lifestyle.
	GC 10	Ability to organize a design process, understanding of professional self-improvement, development of creative thinking and the search for non-standard project decisions.
	GC 11	Ability to set the goal, to perform tasks determined by the goals of system analysis; Possession of a complete complex of knowledge and skills for the author's supervision over the implementation of the project.
Professional competence (FC)	FC 1	Ability to use modern methods of designing single, complex, multifunctional design objects.
	FC 2	Ability to form formation, layout and modeling of design objects
	FC 3	Ability to make a compositional construction of design objects
	FC 4	Ability to apply project schedule skills in professional activity.
	FC 5	Ability to apply knowledge of history of Ukrainian and foreign art and design in artistic design activity.
	FC 6	Ability to apply special techniques and technologies in the relevant materials (according to specializations).
	FC 7	Ability to use modern software to create design objects.
	FC 8	Ability to make a colorful solution to the future design object.
	FC9	The ability to depict the objects of the environment and the figure of a person with plastic anatomy, special drawing and painting (according to specializations).
	FC 10	Ability to apply the knowledge of applied sciences in professional activity (specializing).
	FC11	The ability to succeed in a professional career, develop and present visual presentations, portfolio of own works, to possess entrepreneurial skills to conduct design activities.
	FC12	Ability to possess professional terminology, theory and design methodology
	FC 13	Ability to possess theoretical baselines and multimedia development methods
	FC 14	Ability to understand and apply in practice the features of emotional and psychological impact of design objects per person.
<b>7 – Software learning outcomes</b>		

Knowledge and understanding:	
SLO 1	Understand Ukrainian ethno-cultural traditions in stylistic solutions of design objects, take into account the regional features of ethnodizhane in artistic practices.
SLO 2	Know the achievement of the national and global cultural and artistic heritage, to develop an ecoculture by means of design.
SLO3	Apply modern general and specialized software for professional activity (specialties).
SLO 4	Understand and conscientiously perform their part of work in the team; determine the priorities of professional activity.
SLO 5	Own means for analyzing historical trends and modern design problems of design, progressive experience in professional activity in order to introduce project innovations.
SLO 6	Own means of differentiation of situations in complex design design from the standpoint of ergodizayner approach.
SLO 7	Own skills in teamwork when implementing common graphic and multimedia projects and identify priorities of professional activity.
Application of knowledge and understanding (skill):	
SLO 8	Understanding the design of the project Functional features of design products taking into account the demand of the modern market.
SLO 9	Analyze, stylize, interpret and transform objects to develop art and project solutions.
SLO 10	Analyze, stylize, interpret and transform objects to develop art and project solutions.
SLO 11	Evaluate the design object, technological processes in the context of the project task, to form an artistic project concept.
SLO 12	Display morphological, stylistic and color-textured properties of design objects.
SLO 13	Create design objects by means of design and graphic modeling
SLO 14	Take into account the properties of materials and constructive constructions, apply the latest technologies in professional activity.
SLO 15	Develop a compositional solution of design objects in relevant techniques and materials.
SLO 16	Complete standards for designing and technologies for manufacturing design objects in professional activity.
SLO 17	use in professional activity of manifestations of Ukrainian mentality, historical memory, national self-identification and creative expression; Apply historical creative experience, as well as successful Ukrainian and foreign artistic practices.
SLO 18	Collect and analyze information for the substantiation of the design project, apply the theory and method of design, professional terminology (by professional direction), the basis of scientific research.
SLO 19	Apply acquired knowledge and understanding of the subject area and the sphere of professional activity in practical situations.
Formation of judgments:	
SLO	Freely communicate with state and foreign languages orally and in writing of professional issues, to form various types of professional documents in accordance with the requirements of culture of oral and written broadcasting.
SLO 21	To determine the purpose, tasks and stages of design.
SLO 22	Determine the functional and aesthetic specificity of design forms in the communicative space.
SLO 23	Develop and present the results of work in a professional environment, understand the stages of success in a professional career, take into account current labor market trends, to conduct market research to choose a relevant business model and develop a business plan for professional activity in the field

	of design.
SLO 24	To form a professional judgment in the multimedia and printing industry.
<b>8 – Resource Enforcement of the Program</b>	
Staffing	All scholars, educators, providing educational and professional qualifications for the program fit the profile and direction of subjects taught have the required teaching experience and practical experience. During the educational process involved professionals with experience in research, management, innovation, creative work and / or work in the specialty and foreign lecturers.
Logistic support	Logistic support allows you to completely ensure the educational process throughout the training cycle for the educational and professional program. Premises certified sanitary passports that meet current regulations.
Information and teaching and methodological support	Information and educational software program is fully equipped with educational and methodical complexes on all educational components, the presence of which is presented in a modular environment of the educational process of the University.
<b>9 – Academic Mobility</b>	
National credit mobility	Program provides for national credit mobility for some training modules providing general and the acquisition of professional competences.
International credit mobility	Program develops and training prospects of participation in research projects and academic exchange programs. Performed in an active research environment.
Learning foreign competitors of Higher Education	Teaching foreign competitors higher education carried out by accredited educational programs.

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

2.1 List of ingredients educational and professional program first (bachelor) level of higher education

Code	Components educational program (training courses, course work (projects), practice, qualifying work)	Quantity of credit forms	Credits form the final control
1	2	3	4
Required components of the educational program			
The cycle of general training			
SEP 1	foreign language (English, German, French)	12	exam
SEP 2	Business Ukrainian	3	test
SEP 3	Philosophy, Political Science and Sociology	6	exam
SEP 4	Foreign language of professional direction (English, German)	12	exam
SEP 5	Safety and Civil Protection	3	exam
SEP6	Physical education	3/9	test
<b>Total</b>		<b>39</b>	
Cycle of training			
SEP 7	basics of drawing and painting and plastic anatomy	6	exam
SEP 8	Essentials composition and cromatics (by type design)	12	exam
SEP 9	prospect and shadows	6	
SEP 10	Fine art and artistic creativity	12	exam
SEP 11	Fine art and artistic creativity	6	exam
SEP 12	Design Graphics (by type of design)	15	exam

SEP 13	Complex design (by type design)	9	exam
SEP 14	Organization of business in the service sector	6	test
<b>1. Professional direction "Corporate Identity", "Graphic Design"</b>			
SEP15.1	Architecting and forming a graphic design	9	exam
SEP 16.1	Composition graphics and corporate identity	12	exam
SEP 17.1	Graphic Design Industry	12	exam
<b>2. Professional focus «Web-design", "Motion-design", "Foto design"</b>			
SEP 15.2	Composition of photo and video	9	exam
SEP16.2	Special Technology in Marine Engineering design (for professional purposes)	12	exam
SEP 17.2	Directing shooting and editing (for professional purposes)	12	exam
<b>Total</b>		<b>105</b>	
SEP 18	Educational practice test	12	test
SEP 19	Manufacturing Practice test	6	test
SEP 20	Pre-diploma practice	6	test
SEP 21	Degree bachelor thesis certification	12	evaluation
Total of series		<b>141</b>	
Total mandatory components		<b>180</b>	
Selected components of the educational program			
<b>SFCS</b>	Subjects of free choice of the student	60	test
The total volume of sample components		<b>60</b>	
The total volume of educational programs		<b>240</b>	

<sup>1</sup> – before credit discipline 2, 3, 4 semester

### 3. A form of attestation of higher education acquisitions

Forms of attestation of higher education acquisitions	The certification of a graduate of an educational and professional program is carried out in the form of public protection of diploma bachelor's work, which provides for solving a complex specialized task or practical problem in Web design, motion design, photo video proof, design of corporate identity, graphic design according to professional direction.
Document for higher education	A diploma of awarding a bachelor's degree with qualification: a bachelor of design.