

## Profile of Educational Program on Design (Bachelor's degree)

<b>An overview</b>	
<b>Legal name of the educational program</b>	Design
<b>Speciality</b>	022 Design
<b>Academic degree and original title of qualification</b>	Bachelor's degree Bachelor in Design
<b>Type of Certificate and scope of the educational program</b>	Certificate of bachelor's degree, individual, 240 ECTS credits, training time is three years and ten months
<b>Certification</b>	Non-certified (introduced in 2018)
<b>Cycle / level</b>	First (baccalaureate) level Ukrainian National Qualifications Framework – 7 level; FQ-EHEA – First Cycle; EQF – 6 level
<b>Requirements for educational level of the undergraduate applicants</b>	Complete general education
<b>Language (s) of education</b>	Ukrainian
<b>Duration of the educational program</b>	5 years
<b>Aim of the Educational Program</b>	
<p>The aim of the educational program is the ability for answering the specialized and practical challenges focusing on training professionals in design and creating objects of high consumer properties, providing industrial products' aesthetic characteristics, in order to determine the qualities of object-spatial and visual-informational environment, and to create a coherent product through harmonious combination of its elements in accordance with purpose/function. The program is formed according to the mission and strategy of the university, which is to train highly qualified professionals for regional development.</p>	
<b>Specification of the Educational Program</b>	
<b>Subject area</b>	<p><i>The object of study and practice:</i> processes of design in the industrial, consumer, social, socio-cultural spheres of human activity, objects of design</p> <p><i>Training objectives:</i> to train specialists for solving complex specialized and practical problems in the field of design, characterized by the complexity and uncertainty of the conditions with application of certain theories and design methods.</p> <p><i>Theoretical content of the subject area:</i></p> <ul style="list-style-type: none"> <li>• design definitions, concepts and principles;</li> <li>• application of design concepts, theories and scientific methods to provide the specified properties and aesthetic characteristics of design objects;</li> <li>• design objects' creation and maintenance and research of their impact on the urban environment.</li> </ul> <p><i>Methods, techniques and technologies:</i> design methods and single, complex, multifunctional design objects' production; special materials operation technologies.</p>

	<i>Tools and equipment:</i> modern software products, technological equipment used in the field of design.
<b>Orientation of the educational program</b>	Educational and professional
<b>Focal point of the educational program and specialization</b>	General education and training in the field of culture, art and design. <i>Keywords:</i> design, industrial design, visual communication design, multimedia design, shaping, projecting, graphic modeling, design methodology, computer technologies in design, CAD technologies, 3D modeling, rendering, animation, WEB design, drawing, painting, color studies.
<b>Specificities of the program</b>	The educational-professional program provides a synthesis of computer and artistic disciplines for the formation of complex competencies of a specialist in design with a focus on the project component of professional activity with the use of modern computer technology.
<b>Suitability of graduates for employment and further education</b>	
<b>Suitability for employment</b>	Possible employment in public institutions and private companies on design-related positions. <i>Professions, professional titles of work (according to the current version of the National Classifier of Ukraine: Classifier of professions (DK 003: 2010):</i> 33 Specialists in the field of education; 3471 Specialists in commercial design and decor; 3476 Organizers in the field of culture and art; 3479 Other specialists in the field of culture and art; 3112 Technician-designer (construction); 3471 Designer (artist-constructor) (Associate Degrees); 3471 Designer-executor; 3471 Graphic Designer; 3471 Interior Designer; 3471 Furniture Designer; 3471 Multimedia Object Designer; 3471 Packaging Designer; 3471 Designer of industrial products and objects;
<b>Further education</b>	Acquiring additional qualifications in the system of postgraduate education. Master's Degree.
<b>Teaching and Grading</b>	
<b>Teaching and learning</b>	Student-centered learning, self-study, project and competitive practice. Lectures, lab sessions, practical classes, self-studying based on textbooks, tutorials and lecture notes, consultations with teachers, preparation of bachelor's thesis, which is complex design project.
<b>Evaluation</b>	Oral and written questioning, test assignments, graphic works, course projects, practice reports, oral and written exams, differential credits, defense of the bachelor's qualification project (thesis).
<b>Program learning outcomes</b>	
<b>Program learning outcomes</b> defined by the standard of higher education specialty	PLO 1. To apply the acquired knowledge, to understand the subject area and professional activity sphere in practical situations. PLO 2. To be fluent in communication by using foreign languages orally, in reading original literature and to write different scientific and professional texts, to form various types of business documents according to general requirements. PLO 3. To collect and analyze information, to substantiate design projects, to apply acquired design theory and methodology, professional terminology

	<p>and all the basics of scientific research.</p> <p>PLO 4. To determine the purpose, objectives and stages of design.</p> <p>PLO 5. To understand and perform all required parts of teamwork; to determine priorities of professional activity.</p> <p>PLO 6. To be reliable and responsible persons and to fulfill all the work tasks in a high quality and good professional level.</p> <p>PLO 7. To analyze, stylize, interpret and transform objects for the development of design solutions.</p> <p>PLO 8. To evaluate the design object, technological processes in the context of project task, to form the design concept.</p> <p>PLO 9. To create design objects by means of project and graphical modeling.</p> <p>PLO 10. To determine the functional and aesthetic specificity of design means in the communicative area.</p> <p>PLO 11. To develop a compositional solution of design objects in appropriate techniques and materials.</p> <p>PLO 12. To follow the standards of design and design objects' production technology in the professional activity.</p> <p>PLO 13. To know the asset of national and world cultural and artistic heritage, to develop ecological culture by means of design.</p> <p>PLO 14. To use the expression of Ukrainian mentality in the professional activity, historical memory, national identity and creative self-expression; to apply historical creative experience as well as successful Ukrainian and foreign art practices.</p> <p>PLO 15. To understand the Ukrainian folk and cultural traditions in stylistic decisions of design objects, to take into account regional peculiarities of ethnic design in artistic practices.</p> <p>PLO 16. To take into account the properties of materials and structural constructions, to apply the latest technologies in professional activity.</p> <p>PLO 17. To use modern general and specialized software in professional activities (by specialization).</p> <p>PLO 18. To display morphological, stylistic and color-textural properties of design objects.</p> <p>PLO 19. To develop and represent the results of work in professional area, to understand the stages of success in a professional career, to take into account current trends in the labor market, to conduct market research, to choose the appropriate business model and develop a business plan for professional activities in design.</p>
<p><b>Program learning outcomes</b> defined by the institution of higher education</p>	<p>PLO 20. To apply the categorical apparatus of psychology in the system of professional training and practical activity: to take into account basic mental socio-psychological and psycho-physiological traits of personality; to accept scientifically grounded structural elements' psychological interpretation of personality psyche; to be aware of one's mental sphere; to analyze various activities.</p> <p>PLO 21. To apply professional conflict management skills, tools and strategies for their regulation and resolution.</p> <p>PLO 22. To use basic principles in reasonable way, logical thinking laws and rules in scientific knowledge and professional activity.</p> <p>PLO 23. To provide an effective foreign-language business communication.</p> <p>PLO 24. To apply basic regulations and methods of sociological science in solving professional problems.</p> <p>PLO 25. To analyze features of cultural processes in modern world; to compare main cultural centers of modern world; to analyze the patterns of mankind cultural development and set up historical parallels between</p>

contemporary cultural situation and the historical past.

PLO 26. To substantiate moral principles in social and professional relations on the basis of categorical analysis of ethical theories; to form a conscious sense of responsibility and moral self-improvement; to make compromise decisions while team working through ethical reflection; to analyze artistic sources in the context of contemporary aesthetic theories; to determine the artistic features of European civilization cultural development; to express and substantiate one's position on issues such as value of artistic heritage.

PLO 27. To be familiar with basic methods of intellectual property protection; to make an application for intellectual property rights registration.

PLO 28. To communicate in professional way: to create communicative products, to analyze communication activities; adequately respond to criticism, generate and argue new ideas; to make communicative influence on people by encouraging them to act; to express one's thoughts; to identify and apply information and communicative technologies and develop interpersonal teamwork skills.

PLO 29. To apply language-related, linguistic, cultural and communicative skills for effective foreign-language communication.

PLO 30. To be familiar with principles and methods of brand development. To create a visual image of the brand, company, personality.

PLO 31. To be aware of principles, methods, technologies for creating 3D models of interior objects with complex surfaces. To apply theoretical knowledge to implement personal creative ideas.

PLO 32. To create different kinds of animation using principles, methods and technologies of its realization. To distinguish visual and practical qualities characterizing different styles of multimedia objects with their further practical implementation in interactive design area.

PLO 33. To know the current terminology of urban objects types, to know artistic and stylistic features of each period and their industrial and production basis, to integrate the meanings and means of their embodiment in the design work, to use one's imaginative, associative, stylistic and plastic language.

PLO 34. To be aware of principles, methods, technologies for rendering 3D models of urban objects; to apply theoretical knowledge in realization of personal creative ideas.

PLO 35. To be familiar with modern terminology of visual communication elements and their types, as well as artistic and stylistic features, to adapt one's image-associative, stylistic and plastic language into the industrial-production basis of their units.

PLO 36. To know the principles, methods and technologies of processing materials in designing objects. To reproduce traditional and synthesize modern technologies within different specializations of design and inherent subjects.

PLO 37. To use basic theoretical and practical patterns of advertising to create effective design of advertising products; to create your own advertising design product for all multimedia design types.

PLO 38. To create advertising and communicative design objects to form a visual image of a firm or product, using a variety of graphic tools and techniques based on knowledge of the theory and methodology of graphic design and printing techniques.

PLO 39. To create and design various types of sites based on the main computer design principles.

PLO 40. To create your own analog media design object and digital media product using all project stages: from layout and page making to preprinting.

	PLO 41. To be familiar with technological processes of creating an audiovisual object, to handle video processing and edit video footage in an animated story for practical implementation in multimedia design field.
<b>Resources for program implementation</b>	
<b>Staffing</b>	The qualitative level of bachelor's professional education is provided by qualified scientific and pedagogical staff of the department, which includes doctors and candidates of sciences, professors, associate professors, members of Ukrainian Union of Designers and National Union of Artists of Ukraine. Two teachers have B-2 level English language certificates; three have certificates of international courses – two of them twice. All department members possess practical experience in the design field.
<b>Logistic support</b>	The educational process is provided with lecture rooms, administrative and support facilities. There are specialized computer laboratories with modern equipment and software (CorelDRAW, Adobe Photoshop, Blender, Autodesk integrated software packages and Graphisoft), Internet access. A room with multimedia equipment (PCM) is used for lectures. The following rooms are used for practical training: a drawing room (room 603, central building) equipped with directional lighting, a sculptural workshop ("ARHOUSE"), a laboratory of multimedia and industrial design (MMID), a laboratory of television and video communications (room 215, central building) with Internet access and modern equipment and software needed to complete the curriculum. The training complex "ARHOUSE" is opened in the park area. The complex of architectural and artistic workshops "ARHOUSE" includes modern laboratories and workshops for art classes.
<b>Information-technology and methodological resources</b>	All educational components of Design educational program are provided with following teaching materials: textbooks; tutorials; lecture notes; methodical instructions and recommendations; individual exercises; collections of situational tasks (cases); examples of solving typical tasks or completing typical tasks; computer presentations; illustrative materials; resource directories, etc. There is free access to s/m databases, electronic versions of professional scientific publications. All teaching materials are available in reading rooms of scientific library <a href="http://library.kname.edu.ua/index.php/uk/">http://library.kname.edu.ua/index.php/uk/</a> , including information room equipped with computers and Internet access through the University's local network. Digital repository <a href="http://eprints.kname.edu.ua">http://eprints.kname.edu.ua</a> , on the portal of Distance Learning Center <a href="http://cdo.kname.edu.ua/">http://cdo.kname.edu.ua/</a> on the website of Design and Art department <a href="https://dom.kname.edu.ua/index.php/uk/metodychne-zabezpechennia">https://dom.kname.edu.ua/index.php/uk/metodychne-zabezpechennia</a>
<b>Academic mobility</b>	
<b>National credit mobility</b>	In accordance with Regulations of students academic mobility, postgraduates, doctoral students, scientific-pedagogical and scientific staff of O.M. Beketov National University of Urban Economy in Kharkiv (O.M. Beketov NUUE).
<b>International credit mobility</b>	University of Nova Gorica, Slovenia
<b>Training of foreign higher education applicants</b>	In accordance with Rules on admission of O.M. Beketov NUUE.