

Profile of «Design» educational program. Speciality 022 Design

1 – An overview	
Full name of higher education institution	O.M. Beketov National University of Urban Economy in Kharkiv
Higher education degree and title of qualification in the original language	Bachelor of design
The official name of educational program	Design
Type of diploma and the scope of educational program	Bachelor diploma, unitary, 240 credits ECTS, studying period 3 years and 10 months
Accreditation availability	Not accredited (introduced in 2018)
Cycle / level	The first (bachelor) level, HPK of Ukraine – level 7, FQ-EHEA - first cycle, EQF-LLL - level 6
Entry level education requirements	Full general secondary education
Language (s) of education	Ukrainian
Duration of the educational program	5 years
Internet address for a permanent description of the educational program	http://.....kname.edu.ua/
2 –The purpose of educational program	
<p>Training professionals to work in the field of design and create objects with high consumer properties, to provide aesthetic characteristics of industrial products and the subject environment, to determine the qualities of object-spatial and visual-informational environment, to create a coherent product through the organization and a harmonious combination of its elements in accordance with purpose/function. The program is designed in accordance with the mission and strategy of the university, which is to train highly qualified professionals for regional development and urban management</p>	
3 – Characteristics of educational program	
Subject area	<p><i>Object of the study and the activity:</i> objects and processes of design in the industrial, consumer, social, socio-cultural spheres of human activity.</p> <p><i>Objectives of learning:</i> to train specialists to solve complex specialized problems and practical problems in the field of design, characterized by the complexity and uncertainty of the conditions, which involve the application of certain theories and methods of design.</p> <p><i>Theoretical content of the subject area:</i> definitions, concepts, principles of design and their use to provide the specified properties and aesthetic characteristics of design objects.</p> <p><i>Methods, techniques and technologies:</i> methods of design and manufacturing single, complex, multifunctional design objects; technologies of work with special materials.</p> <p><i>Tools and equipment:</i> modern software products, technological equipment used in design field.</p>
Orientation of the educational program	Educational and professional

The main focus of the educational program and specialization	General education in the field of culture and art, 022 Design Speciality. <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.
Features of the program	Feature of EP: - the possibility of practicing on the basis of University of New Gorica, Slovenia.
4 – Suitability of graduates for employment and further education	
Suitability for employment	Possible employment in public institutions and private companies on design-related positions. Occupations (<i>according to the current version of the National Classifier of Ukraine: Classifier of occupations (NC 003: 2010)</i>): 33 Specialists in the field of education; 3471 Decorators and commercial designers; 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;
Further training	Opportunity to study in the program of the second (master's) level of higher education. Acquiring additional qualifications in the system of postgraduate education.
5 – Teaching and evaluation	
Teaching and learning	Student-centered learning, self-study, project and competitive practice. Teaching and training includes: lectures and practical classes, self-study, individual consultations with teachers and also qualification bachelor work which is complex design project. Teaching methods: problem description, illustrations and demonstrations, research, practical.
Evaluation	Current monitoring: oral and written survey, test tasks, graphic works, coursework and projects. Final monitoring: written examinations and differentiated credits, defense of course projects and practice reports. Certification: Public defense of qualification work (diploma) bachelor.
6 – Program competencies	
Integral competence	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
General Competencies (GC) defined by the standard of higher education specialty	GC 1. Knowledge and understanding of the subject area and understanding of professional activity. GC 2. Ability to communicate both orally and in writing. GC 3. Ability to communicate in a foreign language. GC 4. Ability to search, process and analyze information from different sources. GC 5. Ability to work as a team.

	<p>GC 6. Ability to assess and ensure quality of work.</p> <p>GC 7. Value and respect for diversity and multiculturalism.</p> <p>GC 8. The ability to realize their rights and obligations as a member of society, to understand the values of civil (free democratic) society and the need for its sustainable development, the rule of law and human and civil rights and freedoms in Ukraine.</p> <p>GC 9. The ability to preserve and enhance the cultural, artistic, environmental, moral, scientific values and achievements of society through an understanding of the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, Techniques and technologies, use different types and forms of motor activity for active recreation and healthy lifestyles.</p>
<p>Professional competencies (PC) by the standard of higher education specialty</p>	<p>PC 1. Ability to apply modern techniques to the design of single, complex, multifunctional design objects.</p> <p>PC 2. Ability to shape, prototyping and model design objects.</p> <p>PC 3. Ability to perform compositional construction of design objects.</p> <p>PC 4. Ability to apply project scheduling skills to professional activities.</p> <p>PC 5. Ability to apply knowledge of the history of Ukrainian and foreign art and design in artistic and design activities.</p> <p>PC 6. Ability to apply special techniques and working techniques in appropriate materials (by specialization) to project art activities.</p> <p>PC 7. Ability to use modern software to create design objects.</p> <p>PC 8. Ability to implement coloristic decision of future design object.</p> <p>PC 9. Ability to depict environmental objects and human figures by means of plastic anatomy, special drawing and painting (by specialization).</p> <p>PC 10. Ability to put applied science knowledge into professional activities (by specialization).</p> <p>PC 11. The ability to achieve success in a professional career, to develop and present visual presentations, portfolio of one's own works, to possess business skills for carrying out a design activity.</p>
<p>7 – Program learning outcomes</p>	
<p>Program learning outcomes defined by the standard of higher education specialty</p>	<p>PLO 1. To apply the acquired knowledge and understand the subject area and sphere of professional activity in practical situations.</p> <p>PLO 2. Free to communicate in the original and foreign languages verbally and in writing on professional issues, to form various types of professional documents according to the requirements of culture of communication and writing.</p> <p>PLO 3. To collect and analyze information to substantiate design project, to apply the theory and methodology of design, professional terminology (by professional direction), 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 honestly perform your part of teamwork; to determine priorities of professional activity.</p> <p>PLO 6. To be aware of the responsibility for the quality of work, to ensure that the task is performed at high 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</p>

	<p>appropriate techniques and materials.</p> <p>PLO 12. To follow the standards of design and technology of production of design objects in the professional activity.</p> <p>PLO 13. To know the asset of national and world cultural and artistic heritage, to develop ecoculture 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 ethno-cultural traditions in stylistic decisions of design objects, to take into account regional peculiarities of ethno-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 the design field.</p>
8 – Resources for program implementation	
Staffing	<p>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 have practical experience in the design field.</p> <p>All scientific and pedagogical workers are qualified in accordance with the educational components and have practical and scientific pedagogical experience, and regularly improve their qualifications through participation in scientific projects, conferences and internships in Ukrainian and foreign institutions.</p>
Logistic support	<p>The material and technical support of the educational programme meets the requirements and makes it possible to effectively train applicants. 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.</p> <p>Auditorium with multimedia equipment is used for lecture classes. Drawing room (aud. 603 C.c.) with directional lighting, sculptural workshop («ARHOUSE»), laboratory «D3D» (aud. 203 A.c.), multimedia and industrial design laboratory (MIDL), laboratory of television and video communications (aud. 215 C.c.), «ARHOUSE» complex of architectural and artistic workshops, all of them are used for practical exercises.</p>
Informational and training curricula	<p>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</p>

	<p>or completing typical tasks; computer presentations; illustrative materials; resource directories, etc. There is free access to scientometric databases, electronic versions of professional scientific publications.</p> <p>All teaching materials are available in reading rooms of scientific library http://library.kname.edu.ua/index.php/uk/, including information room equipped with computers and Internet access through the University's local network. Digital repository http://eprints.kname.edu.ua, on the portal of Distance Learning Center http://cdo.kname.edu.ua/ on the website of Design and Art department https://dom.kname.edu.ua/index.php/uk/metodychne-zabezpechennia</p> <p>All educational components are provided with teaching materials, which are placed in appropriate courses on the Moodle distance learning platform. Applicants have free access to modern professional literature and periodicals; Scopus and Web of Science databases; Springer resources; ScienceDirect database from Elsevier; on the ScienceDirect platform – 39000 electronic books and the collection of 2088 electronic monographs from 2019-2020 editions.</p>
9 – Academic mobility	
National credit mobility	In accordance with Regulations of academic mobility of students, postgraduates, doctoral students, scientific-pedagogical and scientific staff of O.M. Beketov National University of Urban Economy in Kharkiv (O.M. Beketov NUUE).
International credit mobility	University of Nova Gorica, Slovenia
Training of foreign higher education applicants	In accordance with Rules on admission of O.M. Beketov NUUE.