

EDUCATIONAL PROGRAM
6B02120 – Graphic design

<p>The purpose of the educational program</p>	<p>Training of personnel with professional competencies in the field of architectural design, satisfying the increasing requirements for the quality of specialists, ensuring demand in public organizations, the ability to social and professional mobility with their gradual involvement in the production environment and research work, providing academic, socio-personal and professional mobility</p>
<p>Learning outcomes (LO)</p>	<p><i>Graduates of the educational program can:</i></p> <ul style="list-style-type: none">LO1 - demonstrate knowledge and understanding in design design based on advanced knowledge and technical achievements using the latest software tools;LO2 - apply knowledge and understanding at a professional level, formulate arguments and solve problems in new or unfamiliar situations in the process of learning design;LO3 - to collect and interpret information to form judgments taking into account social, ethical and scientific considerations in design;LO4 - apply theoretical and practical knowledge to solve educational, practical and professional tasks in design design;LO5 - learning skills necessary for independent continuation of further training in design design;LO6 - to carry out an economic assessment, to realize the dangers and threats arising in this process, to comply with the basic requirements of information security;LO7 - know the methods of scientific research and academic writing and apply them in order to adapt to the rapidly changing design trends;LO8 - apply knowledge and understanding of facts, phenomena, theories and complex dependencies between them in order to create a project and its implementation using various modern materials and means of expressing ideas;LO9 - to understand the importance of the principles and culture of academic integrity associated with all aspects of their interaction in the educational process:LO10 - analysis of various patterns, facts and phenomena of art in scientific activity;LO11 - apply an integrated approach to solving problems and carry out pedagogical and educational-methodical activities in educational organizations in the field of design;LO12 - to choose methods based on the patterns and really working principles of training that meet the trends of the development of the modern design system;

Cycle	Name of disciplines and their main sections	total ECTS
OOD 1	CYCLE OF GENERAL EDUCATION DISCIPLINES	56
OK 1.1	REQUIRED COMPONENT	51
MIMK	M-1 Module of historical and worldview competencies	10
1.	History of Kazakhstan	5
	Conceptual foundations of the study of history. The path to Independence. Civil-political confrontation. The Soviet model. Consequences of the Soviet reforms of the twentieth century. The policy of "perestroika". Formation of the state structure. Kazakhstan's model of economic development. Social modernization. Ethnodemographic processes. Socio-political prospects of development. The policy of forming a new historical consciousness. Kazakhstan in the modern world. N.A. Nazarbayev is a personality in history. Formation of a nation of a single future.	LO: 6
2.	Philosophy	5
	The emergence of a culture of thinking. The subject and method of philosophy. Fundamentals of philosophical understanding of the world. Consciousness, soul and language. Ontology and metaphysics. Ethics. The philosophy of values. The philosophy of freedom. Philosophy of art. Society and culture. Philosophy of history. Philosophy of religion. "Mangilik el" and "Rukhani zhangyru" – the philosophy of new Kazakhstan	LO: 6
MSPZ	M-2 Module of socio-political knowledge (sociology, political science, cultural studies)	8
1.	Sociology	2
	Sociology in the understanding of the social world. Sociological research. Social structure and stratification of society. Socialization and identity. Family and modernity. Deviation, crime, social control. Religion, culture, society. Sociology of ethnicity and nation. Education and social inequality. Mass media, technology and society. Economics, globalization, labor. Health and medicine. Population, urbanization and social movements. Social change	LO: 3, 6
2.	Political Science	2
	The main stages of the development of political science. Politics in the system of public life. Political power. Political elites, leadership. The political system of society. The State and civil society. Political regimes. Electoral systems, elections. Political parties, party systems and socio-political movements. Political culture, behavior. Political consciousness, ideology; development, modernization; conflicts, crises. World politics, modern international relations.	LO: 3, 6
3.	Cultural studies	2
	Morphology of culture. The language of culture. Semiotics of culture. The anatomy of culture. Nomad culture. Cultural heritage of the Proto-Turks. Medieval culture. Central Asia. Cultural heritage of the Turks. Formation of the Kazakh culture. Kazakh culture at the turn of the XVIII – late XIX centuries, XX century. Kazakh culture in the context of modern world processes, in the context of globalization. Cultural policy of Kazakhstan. State Program "Cultural Heritage"	LO: 3, 6
4.	Psychology	2
	Personality in the context of national consciousness. Me and my motivation. Emotions, emotional intelligence. Human will, psychology of self-regulation. Individual typological features. Values, interests, norms are the spiritual basis. Psychology of the meaning of life, professional self-determination, health. Communication of individuals and groups. The perceptual side of communication. The interactive side of communication. The communicative side of communication. Socio-psychological conflict. Models of behavior in conflict. Effective communication techniques	LO: 3, 6

IKM	M-3 Instrumental and communicative module		25
1.	Foreign language		10
	Foreign language Social and household sphere of communication. Me and my family. Man and his health. Social and cultural sphere of communication. World map. Customs and Traditions. Educational and professional sphere of communication: Future profession. Rest. Modern housing. Family in modern society. Cultural and historical background. Education. My Profession. Man and nature, environmental problems. News, media, advertising.	LO: 3, 6	
2.	Kazakh (Russian) language		10
	Kazakh language Skills of correct use of vocabulary, scientific terms, syntactic constructions in oral and written communication; skills to conduct a conversation. For business communication, the skills of writing letters, reports, reviews, essays; meaningful reading of texts, the ability to convey your thoughts. In everyday and professional speech situations, teach free communication in various conversations, develop the ability to continue a conversation, a conversation.	LO: 4	
	Russian language The Russian language as a means of communication and its role in the formation of a socio-cultural worldview at the level of language proficiency. The syntax of the Russian language on a given thematic material. Functional styles of speech as a historically developed system of speech means used in the sphere of human communication; a kind of literary language.		
3.	Information and communication technologies		5
	The role of ICT in the development of society. Standards in the field of ICT. Introduction to computer systems. Software. Operating systems. Human-computer interaction. Database systems. Data analysis. Data management. Networks and telecommunications. Cybersecurity. Internet technologies. Cloud and mobile technologies. Multimedia technologies. Intelligent technologies. Electronic technologies. Electronic business. E-learning. Electronic government. ICT in industry. Prospects for the development of ICT.	LO: 1, LO: 3,	
MZOG	M-4 Healthy Lifestyle Module		8
1	Physical Culture		8
	The basics of a healthy lifestyle. Natural-scientific foundations of physical education. Modern wellness systems, the basics of monitoring the physical condition of the body. The main methods of independent physical education and sports. Professionally applied physical training. General physical training. Quickness. Running. Relay races. Performing exercises for: Endurance, Flexibility, Dexterity, coordination, balance, Gymnastic, acrobatic. Power. General developmental exercises. Special physical training.	LO: 2	
OOD KV	M-5 Component of choice (KV)		5
1.	Methods of economics and entrepreneurship research		5
	Public production. The essence, forms, and structure of capital. Production costs. The income of production in a market economy. The concept of business. Types of entrepreneurial activity. Theory of property, social forms of management. Goods, money. Socio-economic system. The emergence of the market. The financial system. The role of the state in business development. Macroeconomics. Resource conservation. The cyclical nature of economic development. Inflation and unemployment. Kazakhstan in the system of world economic relations.	LO: 6	
2	Research skills in the field of law and anti-corruption culture		5
	The main provisions of the Constitution, the current legislation of the Republic of Kazakhstan; the system of public administration, terms of authority, goals, methods of state regulation of the economy, the role of the public sector in the economy; financial law and finance; the mechanism of interaction of substantive and procedural law; the essence of	LO:9	

	corruption, the causes of its origin; the measure of moral, legal responsibility for corruption offenses; the current anti-corruption legislation		
3.	Fundamentals of research in ecology and safe life		5
	Life safety, its main provisions. Dangers, emergencies. Risk analysis, risk management. Human security systems. Destabilizing factors of modernity. Social dangers, protection from them: dangers in the spiritual sphere, politics, protection from them: dangers in the economic sphere, dangers in everyday life, everyday life. The system of life safety bodies, and the legal regulation of their activities	LO: 7	
DB	CYCLE OF BASIC AND PROFILE DISCIPLINES (BPD)		232
vk	UNIVERSITY COMPONENT (VC)		106
MFMK	M-6 Module for the formation of interdisciplinary competencies		12
1.	ABAYTANU		2
	The formation of a full-fledged, loving humanity, humane, tolerant citizen, imbued with the humanistic teachings of Abai. To cultivate a deep love for Abai's thoughts about eternal values: reading, education, science, art, upbringing, morality, expressed in his poems and insights; to show the main sources that influenced the poet-thinker's worldview; mastering the concept of honor and conscience coming from Eastern culture, Islamic philosophy.	LO: 7	
2.	Fundamentals of Academic Writing		5
	The course introduces students to the main features of the scientific style of speech, systematizes knowledge about the most common genres of oral and written academic discourse, trains skills and forms skills for creating written and oral academic texts, prepares for professional duties.	LO: 7	
3.	Advanced Foreign Language (B2)		5
	Detailed reports on the subject. News and reports. Articles and reports on contemporary issues, modern fiction. Actively participate in a discussion on a familiar problem, explaining and defending your opinion. The statement of all the arguments "for" and "against" on the actual problem. Writing essays, reports, letters highlighting particularly important events and impressions.	LO: 4	
Minor	M-7 Minor – module of additional competencies (chosen by the student)		20
	1 Discipline Minor		5
	2 Discipline Minor		5
	3 Discipline Minor		5
	4 Minor Discipline		5
MVI	M-8 Visual Art Module		21
1.	Drawing Basics		4
	The program "Fundamentals of Drawing" is designed to gain basic knowledge of the subject. The program allows you to create a comfortable environment for students, it helps to develop professional skills, promotes the development of creative abilities, artistic and aesthetic taste. Disclosure of u students of creative potential contributes to the development of creative thinking in a combination of various forms of work (exhibitions, competitions, plein air, visiting the exhibition hall, etc.). The purpose of the proposed educational program is the development of the personality of students, the creation of conditions for the disclosure of the creative potential of each students, the formation of their moral and personal qualities, spiritual and aesthetic orientation, creative and intellectual	LO: 5,10	

	inclinations, familiarization with the values of the world art culture and the culture of your country.		
2.	Basics of painting		4
	Teaching the discipline "Fundamentals of Painting" is the development of artistic observation, visual memory, imaginative thinking, creative imagination, as well as mastering the skills of students to work consistently on the work at all stages – from the sketch to its completion. The purpose of the training is to consistently, starting with the study of the basic laws and rules of constructing a realistic form, approach understanding and solving problems of creative perception of nature.	LO: 5.10	
3.	Drawing		4
	The purpose of the discipline: mastering the laws, rules and techniques of visual literacy when depicting the surrounding world, its objects and a person, methods of conducting multi-session and short-term drawings. Contents: The laws of linear and aerial perspective. Design analysis, realistic transfer of proportions and volume of a simple form. Still lifes. Formed skills: to be able to perform long-term drawing, sketches, sketches, transfer volume and space in the drawing.	LO: 1, 8.10	
4.	Painting		4
	The purpose of the discipline: formation and development of artistic vision, three-dimensional vision of thinking. Contents: Watercolor painting techniques, their specifics, properties, composition, as well as materials necessary for the work. Raw technique "a laprima" in short-term studies. Academic lessirovochny approach. Modeling the shape and depth of space with transparent layers of paint. Skills to be formed: to master technical and technological techniques when creating a work of art, techniques of a colorist.	LO: 1, 8.10	
5.	Color science		5
	The purpose of the discipline: the formation of systematic knowledge about the properties of color and the laws of making harmonious color combinations. Content: The science of color. Basic, composite and additional colors, color characteristics, color contrasts, color mixing, color, color harmony, color language, color harmony and color culture. Formed skills: be able to work with color and color compositions.	LO: 5.10	
MCI	M-9 Digital Art Module		15
1.	Engineering Graphics (Auto CAD)		5
	Purpose: mastering the educational program of engineering graphics (AutoCAD) interface, tools of a professional computer program. Content: development of 2D drawing and 3D modeling of architectural projects. Principles of computer-aided design system; Formed skills: free application and use of theoretical graphic primitives and their modification	LO: 1,10, 12	
2.	Computer graphics (Corel DRAW, Photoshop)		5
	Goal: Mastering Corel DRAW and Photoshop programs. Formation of interface principles. Content: Methods and means of constructing and processing graphic images. Modern graphic means of interactive computer charts. Types of graphics. Formed skills: free application of the use of theoretical application programs, computer tools charts. Hardware (technical) means of computer graphics.	LO: 1, 5, 12	

3.	Professional computer programs (In Design)		5
	Purpose: mastering the educational computer program In Design, analysis and achievement of results - studying and mastering technologies Content: Features of computer layout in design. Interface. Comparison with other layout programs. Development of design pages of any complexity (Magazines, catalogs, etc.). Formats of electronic publications. Formed skills: the use of practical skills, the development of various tools of the In Design program.	LO: 3, 5, 12	
MITI	M-10 Module of History and Theory of Arts		15
1.	History of world fine Art		5
	History and theory of the development of world art. Art as a system of universal values and universal concepts. Descriptive analysis of the history and content, semantic, aesthetic value of famous monuments and works of art. (Kosozen, Egypt, Greece, Rome, India, China, Russia, Italy).	LO: 7, 10 ,	
2.	History of graphic design		5
	Purpose: Knowledge of characteristic features of epochs, styles, evolution of graphic design Content: The history of graphic design — from rock art to AI. From rock paintings to the Renaissance. 38,000 BC — XV century. The first print advertising and the heyday of typography. XV — XIX century. Art Nouveau and Bauhaus. A design that changed history. XIX—XX century. Pop art. A simple appeal to the mass consumer. XX century Formed skills: free application of theoretical knowledge and study of the history of graphic design	LO: 3, 8,	
3.	Art History of Kazakhstan		5
	Basic knowledge of the main stages of the formation and development of art and artistic culture of Kazakhstan from ancient times to the present day. Course it covers all kinds of art, elements of traditions and concepts of the national worldview, which allows you to create a general picture of the evolution of the moral and aesthetic world of Kazakh culture.	LO: 7, 10	
DIPA	M-11 Composition and Plastic Anatomy		26
3.	Composition		5
	The purpose of the discipline: the formation of an integral system of basic knowledge about the construction of the composition. Content: The aesthetic aspect of the composition. Elements, laws, types of composition. Style and stylistic unity. The basics of the design of space and its construction. Skills to be formed: to possess the means of harmonizing the artistic form and to be able to really embody the content of the conceived work in a holistic artistic and figurative form.	LO: 8.10	
2.	Introduction to the specialty		6
	Purpose: mastering the educational program of design, analysis of types and types of the sphere of graphic design. Contents: The Golden Ratio rule. Form. Proportion. Rhythm. The scale. Color in the design. The basics of composition. Three-dimensional and depth-spatial composition. Fonts. Advertising design. Psychology of perception of visual information. Visual perception of form and space. Formed skills: free mastering of the specifics of the task performed on the basics of design, skills of using tools in design.	LO: 1, 5, 12	

3.	Sculpture and plastic anatomy		5
	Sculpture, a composite figure of a person. Knowledge of the basics of sculpture and familiarity with plastic materials (clay, gypsum). Technology of modeling and forms. Types and genres of sculpture. A variety of reliefs-bas-relief, high relief, deep relief. Modeling. Materials, fixtures and specials. Tools. Procurement of raw materials. Fundamentals of modeling and molding, the study of sculptural methods in the manufacture of plaster models and molds.	LO: 8, 10	
4.	Book graphics		5
	Purpose: mastering the theory and practice of the development of the educational program design and illustration of books, methods of book graphics. Contents: decorative outfit, its decoration, font elements, composition of a text set, cover, title page, literary text. Formed skills: theoretical knowledge and methodological materials of book graphics. Illustration, compositions, examples of a convincing solution to an idea, books by means of design.	LO: 7, 10 ,	
5.	Formal composition		5
	Purpose: to master the educational program, to give basic ideas about formal compositions, materials and technologies, design and construction on a combination of abstract elements. Content: achieving results - studying and using the experience of artists, mastering technologies - principles and laws of construction. Formed skills: the use of practical skills, familiarity with new technology, to master various areas of art. Means of artistic expression of the composition.	LO: 1, 8 ,	
sq	COMPONENT OF CHOICE (KV)		127
AKF	M-12.1 Poster graphics and photography		25
1.	Poster graphics		5
	Poster graphics are the most popular type of graphic art that performs the tasks of visual political, advertising, as well as social agitation. Discipline implies the ability to create poster graphics as an element of the design of street space. An unambiguous interpretation is important the image being created, in which a visual effect is achieved. All the noises and extraneous meanings that interfere with the perception of the main idea, the idea of the poster.	LO: 8,12	
2.	S		5
	pecial drawing		
	Purpose: Formation of the principles of the main types and means of linear graphics. The role of a special drawing in educational and real design. Contents: Means and techniques of tonal graphics. Techniques and means of constructing flat, three-dimensional and spatial forms. Formed skills: free application the use of theoretical types of composition in architecture and means of identifying three-dimensional forms. Drawing of the entourage, staff to complement the project.	LO: 3,1 1	
3.	Special painting		5
	Purpose: to master the educational program of architectural and artistic trends, styles and schools in modern painting. Content: creation of planar and three-dimensional works in monumental and decorative painting. Formed skills: free application the use of theoretical interrelations of the projected work with other components of the interior or architectural ensemble, through the module, scale, rhythm, color, texture, plasticity of movement.	LO: 8,1 2	

4.	Photography		5
	Purpose: - mastering the theory and practice of developing an educational program of photography, mastering the skills of detail and grace. Content: Synthesis of photography, drawing and text. Graphic artistic image. The specifics of the photographic image. Transformation of a photo into a graphic design product – a poster, calendar, packaging, print advertising, leaflet or booklet. Terminology, technological and artistic aspects. Formed skills: free application and method of organization of photography.	LO: 3, 8	
5.	Advertising and marketing		5
	Purpose: - mastering the theory and practice of the development of marketing and advertising processes in graphic design. Content: Marketing and its role in the activity. The essence of advertising and its relation to marketing. Similarities and differences between marketing and advertising. Promotion – promotion of a product or service. Advertising as a type of communication. Formed skills: free application and way of organizing marketing and advertising processes in graphic design.	LO: 1, 8, 12	
AKF	M-12.2 Poster graphics and photography		25
1.	Poster Art		5
	Purpose: mastering the skills of applied graphics and font. Content: poster art is a kind of applied printed graphics, typesetting or artistic-illustrative large-format printed printed edition containing advertising, propaganda, instructional, educational and other information in a visually compact form. Formed skills: creative thinking, free mastery of applied graphics skills, the use of tools in the further field of activity.	LO: 8,12	
2.	Decorative drawing		5
	Purpose: mastering the theory and practice of the educational program Acquisition of skills of perspective image of the architectural and spatial environment. Content: The formation of a certain feature of the professionalism of the designer - architect – the ability of imaginative representation, professional consciousness and competent solution of the proportions of architectural objects. Formed skills: free application of linear – constructive drawing of architectural forms, household items and interior space, construction of space on a plane.	LO: 3,11	
3.	Decorative painting		5
	The purpose of the discipline: the formation of comprehensive knowledge in the field of decorative painting Content: Theoretical knowledge and practical skills of decorative painting. The coloristic solution of the painting work and the laws of color composition, the local color of objects, the transfer of space. Light-air environment, planning, linear perspective. Stylization techniques. Decorative still life. Formed skills: the ability to create creative works in decorative painting	LO: 8,12	
4.	The Art of Photography		5
	Purpose: mastering theoretical knowledge about the history and art of photography, acquiring the skills to apply this knowledge in professional activities. Content: the academic discipline "The Art of Photography" refers to elective subjects and courses, is a theoretical and historical introduction to the history of photographic media. Skills to be formed: to use knowledge of the history of photography in their creative work, to search, analyze and interpret the information necessary to carry out professional activities.	LO: 3, 8	

5.	Marketing communications in design		5
	<p>Purpose: formation of theoretical knowledge and practical skills necessary for the organization and implementation of marketing communication policy and on the basis of its results evaluation of the effectiveness of communication strategies.</p> <p>Content: the study of theoretical issues of marketing communications and the content of their main elements, the study of modern communication policy and integrated marketing communications.</p> <p>Skills to be formed: to develop communication strategies of the enterprise, management of product promotion in the market.</p>	LO: 1, 8, 12	
TADPG	M-13.1 Typology of graphic design and project graphics		27
1.	Industrial graphics		6
	<p>Purpose: - mastering the theory and practice of the development of an educational program in industrial graphics.</p> <p>Contents: Fundamentals and types of industrial graphics. Production and marketing of industrial products (trade labels, brand names, packaging, publishing stamps; advertising publications – catalogs, booklets, brochures, etc.) and production management – letterheads, envelopes, the role of font, ornament.</p> <p>Formed skills: free application and method of organization of industrial graphics.</p>	LO: 1,6, 12	
2.	Typography		5
	<p>Purpose: Formation of principles for the design of printed text by choosing a typeface in graphic design.</p> <p>Content: The art of designing a printed text based on certain rules inherent in a particular language, through typing and layouts. Choice of typeface, size, length of lines and distance between them (interlining), change of spaces between letters (kerning) and groups of letters (tracking). The scope of typography. Formed skills: free application and design of printed texts of typography</p>	LO: 1, 6, 10	
3.	Project schedule		5
	<p>Purpose: mastering the educational program of graphic presentation, features of various elements of the graphic environment. Rigid and soft structure.</p> <p>Contents: basic projections of graphics of objects and objects. Graphical modeling of the volume of various parts.</p> <p>Formed skills: free application of theoretical knowledge, mastery of technical skills of graphic design of project work. Draft submission of the project and presentation.</p>	LO: 1,5, 12	
4.	Elements and processes of graphic design		6
	<p>Purpose: - mastering the theory and practice of the development of graphic design processes in the educational program.</p> <p>Content: Theoretical foundations of design design. Familiarity with the graphic language, techniques for depicting objects. Concepts and techniques of socio-functional processes occurring in graphic design objects. Basics of professional project submission.</p> <p>Formed skills: free application and way of organizing graphic design processes.</p>	LO: 1, 5, 6,	
5.	Typology of graphic design		5
	<p>Purpose: mastering the educational program of typologies of graphic design, analysis of types of visual method.</p> <p>Content: means of composition, laws, patterns and principles of typologies of graphic design, structure of design design, stages creating a three–dimensional shape. Patterns of visual perception of the image.</p> <p>Formed skills: the use of practical skills, familiarity with new technology typology of graphic design.</p>	LO: 6,8	

TADPG	M-13.2 Typology of graphic design and project graphics		27
1.	Applied graphics		6
	<p>Purpose: mastering the program of applied graphics, analysis of types and types of visual system, design of objects (calendars, postage stamps, bookplates, trademarks, labels, etc.). Content: applied graphics in practice, application in everyday life, specifics of applied graphics, perception, definition and its regularity, search for elements.</p> <p>Formed skills: mastering the specifics of the studied, packaging decoration and label creation, various products and design methods, scientific knowledge, methods and principles.</p>	LO: 1, 6, 12	
2.	Font Art		5
	<p>Objectives: to reveal the font and font art as an independent field of artistic expression, which has become the project foundation of modern graphic design.</p> <p>Content: familiarization with the main historically established styles of fonts, with their constructive and morphological features, functional basis and expressive qualities.</p> <p>Skills to be formed: acquisition of font construction skills in the practice of designing letters and their combinations, determination of the broad possibilities of typography in the design of graphic design products; disclosure of design techniques of graphic design based on working with typographic composition</p>	LO: 1, 6, 10	
3.	Design engineering		5
	<p>Purpose: mastering the methodology and gaining experience in the development of complex objects of professional activity in accordance with the tasks and requirements of the target audience.</p> <p>Content: mastering the principles, methods and techniques of artistic design of objects of visual and communication environment.</p> <p>Skills to be formed: development of the ability of system thinking (design thinking) and critical analysis of project ideas and approaches to solutions, gaining experience in using graphic tools, artistic techniques and graphic tools in solving professional tasks.</p>	LO: 1,5, 12	
4.	Elements and processes of the design environment		6
	<p>Purpose: - mastering the theory and practice of the development of the processes of the graphic design environment in the educational program.</p> <p>Contents: Theoretical foundations of design design. Familiarity with the graphic language, techniques for depicting objects. Concepts and techniques of socio-functional processes occurring in graphic design objects. Fundamentals of professional presentation of the design environment project.</p> <p>Formed skills: free application and way of organizing processes of the graphic design environment.</p>	LO: 1, 5, 6,	
5.	Visual Arts Design		5
	<p>Objective: it consists in the effective organization and implementation of the process of professional training of qualified personnel. Content: solves the problems of designing, shaping and constructing objects, objects and the environment through computer modeling, layout design, development of expositions that meet aesthetic requirements.</p> <p>Formed skills: knowledge of the methods of the creative process, the implementation of compositional solutions of design objects, the creation of an artistic image, possession of practical skills of various types of fine arts and methods of project graphics, development and execution of design projects.</p>	LO: 6,8	

PAD	M- 14.1 Design in graphic design		26
1.	Designing		5
	Purpose: to study the features of graphic design as a type of creative activity; formation of ideas in the field of general methods, principles and techniques of composition in the design of various objects of visual communication; acquisition by students of practical skills in creating a graphic design product, will allow the future designer to competently navigate in various areas of design creation, to approach the issue of technical support in the field of artistic design in a meaningful way.	LO: 3, 6, 12	
2.	Construction of graphic design objects		5
	The purpose of the discipline "Designing objects of graphic design" designing objects of graphic and industrial design, obtaining theoretical foundations and principles of artistic design and modeling, familiarization with the main directions, means and materials of construction and shaping in the organization of the subject-spatial environment.	LO: 6, 8, 12	
3.	Layout		5
	Purpose: mastering the educational program basics of layout design and mastering the techniques of modeling. Content: study of techniques of plastic processing of the surface and its three-dimensional elements in 3-dimensional space. Features of layout work, familiarization with materials, tools and techniques for the execution of layouts. Formed skills: free application of the use of theoretical regularities and principles of shaping design objects. Various techniques of color-graphic and volumetric processing of materials.	LO: 1, 5, 8	
4.	Thesis as an examination		
	The purpose of the discipline: methodological, practical and theoretical foundations of the thesis. Content: searches, views of materials, collection and analysis of materials. Familiarization with the requirements of the text report. the formation of goals, the solution of the relevance of the topic, the definition of the formulation of tasks and their solutions.	LO: 3, 7, 8	5
5.	Diploma design		6
	Objective: formation of systematic information, mastering the diploma design program, improving the level of organization and quality of interrelated processes of the final phase of training and increasing the competitiveness of graduates in the labor market. Content: Formation of highly qualified specialists capable of solving practical tasks of improving activities. Formed skills: to maintain the proper level of design training, the free use of design skills.	LO: 1, 5, 6, 12	
PAD	M-14.2 Design in Graphic Design		26
1.	Designing graphic design objects		5
	Purpose: to prepare a highly professional designer capable of developing visual communication complexes using a system of signs, the use of symbols in creating a graphic image. Content: this course discusses the basic principles of designing a complex of visual communication, the use of symbols of emblematics, in creating a graphic image. Skills being formed: strategy and tactics of advertising activities, the relationship between the publisher and the advertiser, the printing house and the advertising agency, the means of distributing printing and advertising, the consumer of their products, ways to effectively influence the printed and advertising message on the consumer.	LO: 3, 6, 12	

2.	Outdoor advertising		5
	<p>Purpose: to form an idea about the formats of outdoor advertising, to familiarize with the legal features of the creation and placement of outdoor advertising, to show the technological features of the production of outdoor advertising, to acquaint with the creative features of the development of outdoor advertising in order to prepare students are ready for independent professional activity in the field of advertising and public relations.</p> <p>Content: outdoor advertising as an advertising distribution channel, features of outdoor advertising, design and layout of outdoor advertising, ethics of outdoor advertising, outdoor advertising in an urban environment.</p> <p>Formed skills: skills of organizing the process of creating outdoor advertising from the idea to its implementation in a specific advertising medium, established taking into account all existing laws in the field of production and placement of outdoor advertising.</p>	LO: 6, 8, 12	
3.	Modeling		5
	<p>Purpose: mastering the educational program of architectural design modeling, analysis of types and types of modeling.</p> <p>Content: The specifics of architectural activity and its perception, the definition of architectural modeling and its regularity, the search for elements of architectural modeling.</p> <p>Formed skills: Mastering the specifics of the studied, modeled object and design methods, scientific knowledge, main goals, objectives, methods and principles.</p> <p>Use design tools.</p>	LO: 1, 5, 8	
4.	Theory and methodology of design design		5
	<p>Purpose: development of spatial – imaginative thinking, aesthetic sensitivity, sense of style and acquisition of knowledge, skills, skills necessary to solve planning tasks in the field of artistic design.</p> <p>Content: the history of design, starting from the era of the Industrial Revolution, when a new type of design and artistic activity began to emerge and ending with modern trends in the field of design.</p> <p>Skills to be formed: to identify the specifics of the creative method based on the analysis of design products, to present the features of the relationship between functional, constructive and aesthetic factors, the specifics of the synthesis of engineering, natural science knowledge and the means of humanities at different stages of the history of world design</p>	LO: 3, 7, 8	
5.	Design and research activities		6
	<p>Purpose: to train specialists capable in modern conditions to creatively competently solve the issues of the formation of the visual environment of human habitation. Modern problems of design, means of visual communications and monumental and decorative solutions; modern and traditional means of implementing design solutions and trends in their development.</p> <p>Content: gets the skills of designing visual communications in the environment.</p> <p>Formed skills: has the skills of research activities (research planning, collecting information and processing it, recording and summarizing the results).</p>	LO: 1, 5, 6,	
MSD	M-15.1 Modern Design Module		31
1.	Graphic language and visual culture		5
	<p>Purpose: Formation of principles and methods of information exchange with aesthetic methods.</p> <p>Content: concepts of various systems of expression of pictorial and symbolic information.</p> <p>Types of visual media graphic elements: -points, -lines, -straight and curved, contours. Planes and surfaces of curvature.</p> <p>Formed skills: free application of the latest rules of perception, visual systems of linear perspective.</p>	LO: 3, 7, 8	

2.	Ethnodesign		5
	Purpose: formation of systematic information about ethnodesign, mixing of different trends in modern architectural design. Content: design principles - to achieve common goals and solve problems. The relationship between the present and the past, rethinking classic interiors and the most daring experiments. Formed skills: free application of design methods in the process of creating new concepts of ethnodesign. The originality of the solution to the problem.	LO: 1, 3, 10	
3.	Special types of advertising		5
	Purpose: - mastering the theory and practice of developing special types of advertising, mastering skills. Content: The concept of advertising. Advertising and public relations. Types of special advertising: local, corporate, non-commercial and international. Indoor and outdoor advertising. Advertising in the media and the Internet. Formed skills: independent application and method of advertising organization in order to achieve common unity.	LO: 1, 3, 6,	
4.	Advertising and print graphics		5
	Purpose: mastering the educational program of printed graphics, analysis of types of visual method. Content: Uniform plastic forms in the poster. Consumer tasks. Graphics techniques. Replication of images. Expressiveness of printed graphics. Design of printed charts. The value of printed graphics. Formed skills: the use of practical skills, familiarity with new technology, to master the types of printed graphics.	LO: 1, 3, 6,	
5.	Design-development of the exhibition exposition		6
	Purpose: mastering the educational program - the project of the exhibition stand. Elements of the exhibition stand: Mobile stands. Advertising surfaces. Contents: Racks and shelves for displaying the company's products, showcases. Tables for working with clients. POS materials (advertising booklets, brochures, catalogs of branded products, etc.). Formed skills: practical skills and requirements for the design of the exhibition stand	LO: 1, 3, 6, 12	
6.	Web technologies in design		5
	Goal: mastering Web technologies and skills useful for a designer. Content: Compliance with the design guideline, checking them on different combinations of data, changing all elements when changing one, etc. Working out the design of complex systems and large-scale products for promotion on the Internet. Formed skills: free virtual application of the product in the Internet space. Choosing the most effective development option for websites.	LO: 1, 6, 12	
MSD	M-15.2 Module of modern design		31
1.	Modern visual culture		5
	Purpose: to familiarize with the key concepts and methods of the study of visual culture, to form ideas about the functional significance of modern visual culture and the prospects for its development. Content: to give an idea of visual culture as a subject of scientific study. Skills to be formed: mastering special skills in the study of visual culture, to have an idea of the evolution of visual culture and its significance in the modern world.	LO: 3, 7, 8	
2.	Ethnostil in design		5
	Purpose: students acquire knowledge in the field of design and the history of its development and study ethnostille as the basis for creating an artistic object of applied purpose produced in the modern world. Content: to study modern ways of creating an artistic and industrial product for various purposes, having functional expediency, aesthetic value and novelty, that is, modern design, to study stylistic features when creating a single product or a composite ensemble.	LO: 1, 3, 10	

	Formed skills: methods that ensure the unity of the ethnostile in design, ensuring the competitiveness and demand for the finished product.		
3.	Theory and practice of advertising		5
	<p>Purpose: to introduce students to the world of advertising, the history of its development and the current state, to familiarize them with advertising as a branch of scientific and practical activity. To identify the role of advertising in the life of society. Determine the place of advertising in the integrated marketing communications system. To form ideas about the main categories, concepts, classifications.</p> <p>Content: To formulate promising areas of advertising activity in the modern world. To lay the foundations of an ethical approach to the profession. To form students' basic set of knowledge and skills necessary for further professional activity.</p> <p>Formed skills: culture of thinking, the ability to generalize, analyze, perceive information, set goals and choose ways to achieve it.</p>	LO: 1, 3, 6,	
4.	Design of printed products		5
	<p>Objective: comprehensive development of competencies (skills, knowledge of skills) implemented by the discipline "Design of printed products", the formation of a student's design culture of printed products.</p> <p>Content: research of qualitative changes and new trends in the field of modern visual communications, comprehensive study and practical mastering techniques, tools and technologies for designing and developing modern printing products.</p> <p>Formed skills: conceptual development and artistic and technical design of printed products, methods of creative and design activities for the creation of printed products.</p>	LO: 1, 3, 6,	
5.	Expodesign		6
	<p>Purpose: to form the art of showing and demonstrating goods and exhibits and developing an adapted exhibition space.</p> <p>Content: development of the concept of the exhibition exposition, 3D design, development of the design of the information content of the stand, installation of standard exhibition stands and expositions.</p> <p>Formed skills: free application of theoretical knowledge, organization and holding of international exhibitions; Possess technologies and own modern knowledge.</p>	LO: 1, 3, 6,	
6.	Internet technologies		5
	<p>Purpose: to familiarize students with the basic concepts of creating Internet pages of varying complexity, as well as the development of both creative and logical thinking among students and the acquisition of knowledge and skills in the development of modern web sites, as well as multimedia products of the web environment.</p> <p>Content: the course provides training for specialists who have the skills to solve practical professional tasks on a computer.</p> <p>Skills to be formed: to use modern development tools and existing software solutions, techniques and models used in web development.</p>	LO: 1, 6, 12	