

# **BORYS GRINCHENKO KYIV UNIVERSITY**

**«APPROVED»**

Administrated by Scientific board of Borys  
Grinchenko Kyiv University  
27 April 2017, record № 4

Head of Scientific board, rector  
Ogneviuk V. O.

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## **Education professional program**

**022.00.02 «Graphic design»**

**the second (Master's) level of higher education**

Field of knowledge:	02 Culture and art
Specialty:	022 Design
Qualification:	Master of Design

Implemented from 01 September 2017  
(order of 26 May 2017, № 348)

**Kyiv 2017**

**APPROVAL FORM**  
**of education professional program**

The Department of Design  
Order of April 5, 2017, № 11  
The Head of the Department \_\_\_\_\_ N.I. Kravchenko

Academic board of the Institute of Arts  
Order of April 26, 2017, № 8  
The Head of Academic board \_\_\_\_\_ K. Yu. Batsak

The Head of Academic center of  
standardization and quality of education \_\_\_\_\_ O. V. Leontieva  
\_\_\_\_\_. \_\_\_\_\_ . 2017

Vice-rector on Academic Affairs \_\_\_\_\_ O. B. Zhyltsov  
\_\_\_\_\_. \_\_\_\_\_ . 2017

## INTRODUCTION

The education professional program has been developed on the basis of the Law of Ukraine «On Higher Education» taking into account the Standard Project on specialty 022 Design for the second (Master) higher education level by the working group composed of:

1. Kravchenko Nataliia Ivanivna, Candidate of Arts, Associate Professor, Head of the Department of Design of Borys Grinchenko Kyiv University.
2. Svitlychna Olena Mykolaiivna, Candidate of Arts, Associate Professor, Associate Professor of the Department of Design of Borys Grinchenko Kyiv University.

External reviewers:

1. Selivachov Mykhailo Romanovych, Doctor of Arts, Professor, Doctor of Arts, Professor, Honorary Academician of the Academy of Sciences of the High School of Ukraine, Head of the Environmental Design Section of the Kyiv National University of Culture and Arts;
2. Puchkov Andrii Oleksandrovych, Doctor of Arts, Professor, Deputy Director for Scientific Issues at the Institute of Contemporary Art
3. Stanislavska Kateryna Ihorivna, Doctor of Arts, Professor, Professor at the National Academy of Cultural and Arts Management.

Education professional program is implemented from 01.09.2017  
The term of educational program revision 1 time in 2 years.

Updated:

Date of review EP / Making changes to EP			
Signature			
Name and surname of guarantor of EP			

## I. Education Professional Program Profile Specialty 022 Design

<b>1-General information</b>	
Name of the higher education institution and structural subdivision	Borys Grinchenko Kyiv University Institute of Arts
Degree and qualification	Degree of Higher Education: Master's degree Educational qualification: Master of design Educational program: Graphic design Professional qualification: Graphic designer
Official title of program	022.00.02 Graphic design
Type of diploma and the volume of the educational program	Master's degree, single, 90 credits ECTS, Studying period – 1 year 4 months
Accreditation	Accreditation Commission. Ukraine Certificate - ND № 1187372 Validity - 01.07.2019
Cycle / level	Ukraine NQF – 8 level, FQ-EHEA second cycle, EQF-LLL – 7 level
Preconditions	Bachelor's degree
Language (s) of instruction	Ukrainian
Duration of the program	2019
Internet address of permanent description of the educational program	<a href="http://kubg.edu.ua/informatsiya/vstupnikam/napryami-pidgotovki/magistr.html">http://kubg.edu.ua/informatsiya/vstupnikam/napryami-pidgotovki/magistr.html</a>
<b>2- Aim of education professional program</b>	
	Training of highly competent competitive designers - specialists of international level, which combines knowledge of the theory and history of foreign and domestic design, skills in the projecting of design objects, organizational and practical bases of design activities and implementation of art projects.
<b>Characteristics of education professional program</b>	
Subject area (field of knowledge, specialty, specialization (if any))	Culture and art Design
Orientation of educational and professional program	Educational and professional It is aimed at independent creative and practical activities
The main focus of the educational program and specialization	Special education in the field of design. Additional specializations: «Advertising Design», «Pedagogy of Higher Education»
Features of the program	Emphasis on a high level of training required for practical activities in the field of design. General education in the fields of Ukrainian and foreign language, history of Ukraine, philosophy, physical education. Special training in advertising design, pedagogy of higher education (within specialization).
<b>4-Eligibility of graduates for employment and further training</b>	
Suitability for employment	Master of design, graphic designer can occupy chief positions in design, advertising and production companies and agencies, design

	<p>companies and institutions, design departments of enterprises, organizations and institutions; mass media; design and advertising departments in business structures, institutions of social and cultural sphere, in various associations of design and advertising, research institutes, and also in higher educational institutions of 1-4 accreditation levels: a teacher of professional courses in accordance with the basic qualification (graphic designer) and additional (lecturer of advertising design); lecturer of theoretical courses (teacher of methodology of design education).</p> <p>Graduates can occupy such positions according to the National classification of professions DK 003: 2010:  1229.6 – Heads of units in the field of culture, recreation and sports  2452.2 - Graphic designer, multimedia objects designer, packaging designer  3476 - Organizers in the field of culture and art  3479 - Other specialists in the field of culture and art  2310 - Lecturers of Universities and Higher Educational Institutions</p>
Further education	<p>Training on the third (educational and scientific / educational and creative) level of higher education:  Candidate's (doctoral) programs in specialties 022 - design, 26.00.01 - theory and history of culture (art studies).</p>
<b>5 - Teaching and Evaluation</b>	
Teaching and learning	<p>The educational process is carried out</p> <ul style="list-style-type: none"> <li>– on the basis of student-centered, personality-oriented, competence-based, systemic, activity-based, integrative, differentiated and other approaches;</li> <li>– in compliance with general scientific, didactic, artistic and aesthetic principles;</li> <li>– with the use of author's techniques and special courses;</li> <li>– integration of research and teaching activities.</li> </ul> <p>Interaction styles of subjects of educational process</p> <ul style="list-style-type: none"> <li>– democratic-tolerant;</li> <li>– career guidance and activity;</li> <li>– artistic and creative.</li> </ul> <p>Forms and methods of educational process organization:</p> <ul style="list-style-type: none"> <li>– theoretical (lectures, seminars, consultations with lecturers, independent study of theoretical educational material by students: work with textbooks, manuals, search for information in the Internet resources, with the help of notes, electronic educational courses);</li> <li>– practical (practical classes in small groups, in computer studies, consultations with lecturers).</li> </ul> <p>Methods:</p> <ul style="list-style-type: none"> <li>– general scientific;</li> <li>– pedagogical.</li> </ul>
Evaluation	<p>Written, test, practical examinations, tests, module control, oral presentations, presentations of reports on practices, public presentation of the diploma project.</p>
<b>6 - Program competences</b>	

	Integral competence	Ability to solve complex problems and problems in the field of design, which involves conducting research and / or innovations and characterized by uncertainty of conditions and requirements.
General Competences (GC)	GC 1	World-view: ability to demonstrate awareness of equal opportunities and gender issues; ability to act with social responsibility and civic consciousness; knowledge and understanding of the subject area and understanding of the profession; ability to abstract and analytical thinking and generate ideas; ability to be critical and self-critical, preserving national spiritual traditions, understanding the benefits of a healthy lifestyle and accepting them as their own values.
	GC 2	Civil: ability to realization of the rights and obligations of a citizen of Ukraine, ability to make conscientious social choices and apply democratic decision-making technologies, respect for the Motherland, people, state, its symbols, traditions, language, ability to act with social responsibility and public consciousness, ability to value and respect national identity and multiculturalism.
	GC 3	Communicative: ability to oral and written communication in their native language; ability to communicate in the second (foreign) language; ability to work in a team (creative team); ability to motivate people and achieve common goals; ability to engage with other people constructively, regardless of their origin and cultural characteristics, and respect for diversity; ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge / types of economic activity)
	GC 4	Information: ability to find, process and analyze information from different sources; ability to design and manage projects; ability to use information and communication technologies; ability to work in an international professional environment; possession of information on the objective state of the market for design services.
	GC 5	Scientific research: ability to conduct research at the appropriate level; ability to generate new ideas (creativity)
	GC 6	Self-education: ability to study and selfstudy; ability to work autonomously
	GC 7	Multipurpose: the ability to manage time; ability to identify, put and solve problems; ability to apply knowledge in practice; ability to make informed decisions; ability to evaluate and maintain the quality of work; the focus on the disclosure of personal creative potential and self-realization; striving for personal and professional leadership and success.
Professional competences (PC)	PC 1	Organizational: ability to work with specialists of other specialties; ability to organize and perform original creative projects in the group; ability to organize and conduct creative events of artistic orientation.
	PC 2	Aesthetic and cultural: ability to aesthetize the environment and participate actively in socio-cultural life; ability to apply the methodology of conceptual projecting of design objects, taking into account functional, technical, technological, ecological and aesthetic requirements; ability to perform artistic knowledge that reflects the specific nature and interaction of visual arts; ability to form modern design and artistic and creative thinking, application

			of acquired knowledge in practice.
		PC 3	Personal and creative: ability to develop and implement author's projects independently in the field of design; possession of methodology for conducting project analysis of all influential factors and components of design and formation of the author's concept of the project; ability to make bold decisions independently, generate new original ideas for the achievement of creative goals; ability to self-critique for the desire to succeed.
		PC 4	Artistic and creative: ability to understand and use causal relationships in the development of design and contemporary arts; ability to research independently, organizational activity in the field of graphic design, advertising, print graphics; ability to apply in the practice of design the expressive artistic and plastic capabilities of various types of materials, innovative methods and technologies; ability to determine the appropriate design stylistics and adhere to the principles of stylistic unity in the design and presentation of all components of the project; ability to provide protection of intellectual property of design projects.
		PC 5	Media competence: ability to be a bearer of media-cultural tastes and standards, to interact with media space effectively, to create new elements of media culture of modern society.
		PC 6	Management: ability to apply a set of methods and forms of management of the institution of culture and institutions associated with design activities, possession of a high methodological culture.
		PC 7	Practical: ability to apply the acquired knowledge in practice, to solve complex tasks in the field of design activity, exhibition, teaching activities; possession of theoretical and methodological bases of training and professional training of designers in the synthesis with the practical application of the knowledge gained during the organization of the educational process; planning own scientific and pedagogical activity.

### **7 - Program learning results**

		PLR 1	To understand the specifics of conceptual design; carry out pre-project analysis taking into account all the important factors influencing the design object; formulate the author's concept of the project; apply the methodology of conceptual design and implement the design process taking into account modern technologies and constructive solutions, as well as functional and aesthetic requirements to the design object.
		PLR 2	To examine the project's achievements of Ukrainian and foreign specialists critically, apply modern methods and technologies of scientific analysis.
		PLR 3	To generate ideas for developing creative project proposals, build a high-quality and extensive communication system.
		PLR 4	To acquire the forms of social responsibility of the manager in the field of design, choose a certain model of behavior when communicating with representatives of other professional groups of different levels.
		PLR 5	To possess a synthetic view of the history of the formation of modern visual culture, to be able to abstract the basic concepts of visual communication in the artistic and cultural spheres.

		PLR 6	To develop a scientifically grounded concept for solving a professional problem.
		PLR 7	To think systematically, design, form and control the main stages of the project.
		PLR 8	To present the results of activities in a foreign professional environment.
		PLR 9	To be able to organize the design process rationally; to choose the optimal solution from an economic point of view.
		PLR 10	To formulate project components within the framework of project concepts socially consciously and responsibly; to acquire artistic forms of social responsibility.
		PLR 11	To choose the best methods for teaching materials to the student audience within the limits of professional competencies; to be able to program, organize and implement teaching and methodological provision of professional courses.
		PLR 12	To orientate in the genesis of the modern artistic process in design, to know the aesthetic problems of design schools and directions.
		PLR 13	To know the types of objects of intellectual property; own basic methods of protection of intellectual property; to apply in practice the rules for the registration of intellectual property rights.
		PLR 14	To orientate in the latest materials used in the design of design objects; apply innovative methods and technology to work with the material.
		PLR 15	To show the conceptual solution of design objects, apply graphical presentation techniques when solving project tasks; to create and develop their own author's style, manner of execution.
<b>8 -Resource provision of the program implementation</b>			
	Staffing provision	<p>Professional training of students is carried out by the teaching staff of the Departments of Design of Institute of Arts and the Departments of Foreign Languages and Methodology, Theory and History of Pedagogical Institutes.</p> <p>The practice-oriented nature of the educational program involves a wide participation of practitioners, relevant specialties, that enhances the synergetic relationship of practical and theoretical training.</p> <p>The head of the project group and the teaching staff, which ensures its implementation, meets the requirements defined by the License conditions for the implementation of educational activities of educational institutions.</p>	
	Material and technical support	<p>Vocational training centres are equipped with professional equipment:</p> <p>Design office with a copy center (RM. 218) - information and communication technical equipment (11 computers, Lenovo Pocket Projector p0510 Black projector, Redleaf Goldview wall screen (1:1) 244 x 244 (SGM-1106) White Case, TV (42 " diagonal screen), HP color LJ CP5225 (CE710A) beam printer (for A3 format), licensed software Adobe InDesign CC)\$</p> <p>Design Studio (room. 216) - information and communication technology equipment (11 computers, SMART Boards, licensed software Adobe Illustrator, Adobe PhotoShop, 3D MAX);</p> <p>Workshop of printed graphics (room. 217, 214a) etching machine (the width of the shaft 35 cm.), sheet copper, sets of chisels, graver,</p>	



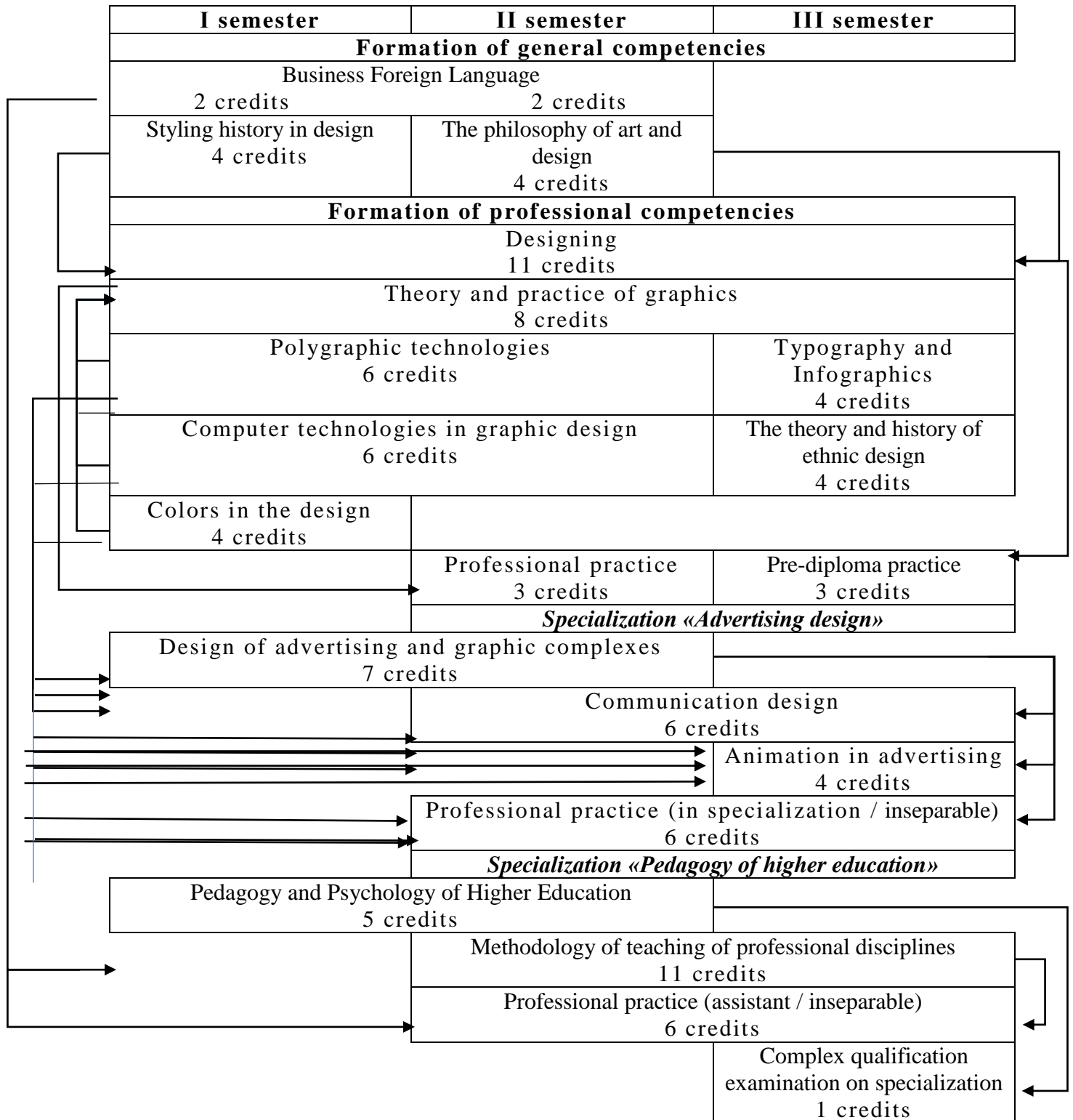
		printing rollers, paper cutters, staplers spring-mounting and consumables (paper, ink, solvents, etching solutions, resin).
	Informational and educational-methodological provision	<p>Visual textbooks-student pieces of work from the Department funds, library electronic resources, electronic scientific publications, e-learning courses with the possibility of distance learning and independent work, Microsoft cloud services.</p> <p>Practical training centres:</p> <ul style="list-style-type: none"> <li>- Design Bureau with a copy-center;</li> <li>- Design studio;</li> <li>- Workshop of printed graphics.</li> </ul>
<b>9 - Academic mobility</b>		
	National credit mobility	
	International credit mobility	
	Training of foreign applicants for higher education	

## II. The list of components of the education professional program and their logical coherence

### 2.1. The list of components of the educational professional program

Component code	E/s code	The components of the educational-professional program (study disciplines, course projects, practice, qualification work)	Amount of credits	Form of summative assessment
1	2	3	4	5
<b>Compulsory components of the education professional program</b>				
CC 1	CDG.01	Business Foreign Language	4	Credit
CC 2	CDG.02	Styling history in design	4	Exam
CC 3	CDP.03	The philosophy of art and design	4	Exam
CC 4	CDP.04	The theory and history of ethnic design	4	Credit
CC 5	CDP.05	Polygraphic technologies	6	Exam
CC 6	CDP.06	Typography and Infographics	4	Credit, credit
CC 7	CDP.07	Colors in the design	4	Credit
CC 8	CDP.08	Theory and practice of graphics	8	Credit, credit, exam
CC 9	CDP.09	Designing	11	Exam, exam
CC 10	CDP.10	Computer Technology in graphic design	6	Credit, exam
CC 11	PP.1	Professional practice (Internship or Professional Practice)	3	Credit
CC 12	PP.2	Pre-diploma practice	3	Credit
CC 13	SP.1	Preparation of the master's project	4,5	
		Defence of the Master's Project	1,5	
<b>Total amount of compulsory components:</b>			<b>67</b>	
<b>Selective components of the education professional program *</b>				
<i>Selective block 1. Choice of specialization «Pedagogy of higher education»</i>				
SC 1.1	SDS 1.01.	Pedagogy and Psychology of Higher Education	5	Exam
SC 1.2	SDS 1.02.	Methodology of teaching of professional disciplines	11	Exam
SC 1.3	PS.1.01	Professional practice (assistant / inseparable)	6	Credit, credit
SC 1.4	SS.1.01	Complex qualification examination on specialization	1	Exam
<i>Selective block 2. Choice of specialization «Advertising design»</i>				
SC 2.1	SDS 2.01.	Design of advertising and graphic complexes	7	Exam
SC 2.2	SDS 2.02.	Communication design	6	Exam
SC 2.3	SDS 2.03.	Animation in advertising	4	Credit
SC 2.4	SS.2.01	Professional practice (in specialization / inseparable)	6	Credit
<b>Total amount of selective components:</b>			<b>23</b>	
<b>GENERAL VOLUME OF EDUCATIONAL AND PROFESSIONAL PROGRAM</b>			<b>90</b>	

## 2.2. Structural and logic scheme of the education professional program



### **III. Form of certification of applicants for higher education**

Certification of graduates of education professional program 022.00.01 «Graphic design» of specialty 022 «Design» is carried out in the form of:

presentation of the master's project (SP.1) and ends with the issuance of the document of the established model for awarding him the master's degree with the qualification: Master of Design, graphic designer.

Under the conditions of the choice of specialization «Pedagogy of higher education» certification is carried out in the form of a complex qualifying examination with a specialization in qualification: a teacher of a higher educational institution.

The certification is carried out openly and publicly.



