

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.

Education professional program

022.00.02 «Graphic design»

the first (Bachelor's) level of higher education

Branch of knowledge:	02 Culture and art
Specialty:	022 Design
Qualification:	Bachelor 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 first (Bachelor) 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.

Educational and 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			

1. Education Professional Program Profile

Specialty 022 Design

1-General information	
Name of the higher education institution and structural subdivision	Borys Grinchenko Kyiv University Institute of Arts
Degree and qualification	Degree of Higher Education: Bachelor's degree Educational qualification: Bachelor 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	Bachelor's degree, single, 240 credits ECTS, Studying period – 3 years 10 months
Accreditation	Accreditation Commission. Ukraine Certificate - ND № 1187357 Validity - 01.07.2019
Cycle / level	Ukraine NQF – 7 level, FQ-EHEA first cycle, EQF-LLL – 6 level
Preconditions	Full secondary education
Language (s) of instruction	Ukrainian
Duration of the program	2019
Internet address of permanent description of the educational program	http://kubg.edu.ua/informatsiya/vstupnikam/napryami-pidgotovki/bakalavr.html
2- Aim of education professional program	
	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.
Characteristics of education professional program	
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», «Environment Design»
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, environment design (within specialization).
4-Eligibility of graduates for employment and further training	
Suitability for employment	Bachelor of design, graphic designer can work in design, advertising and production companies and agencies, design companies and institutions, design departments of enterprises,

		<p>organizations and institutions; mass media; design and advertising departments of business structures, institutions of social and cultural sphere.</p> <p>Graduates can occupy such positions according to the National classification of professions DK 003: 2010: 2452.2 - graphic designer, multimedia objects designer, packaging designer</p>
	Further education	Training on the second (master's) (educational and educational/scientific) level of higher education.
5 - Teaching and Evaluation		
	Teaching and learning	<p>The educational process is carried out</p> <ul style="list-style-type: none"> – on the basis of student-centered, personality-oriented, competence-based, systemic, activity-based, integrative, differentiated and other approaches; – in compliance with general scientific, didactic, artistic and aesthetic principles; – with the use of author's techniques and special courses. <p>Interaction styles of subjects of educational process</p> <ul style="list-style-type: none"> – democratic-tolerant; – career guidance and activity; – artistic and creative. <p>Forms and methods of educational process organization:</p> <ul style="list-style-type: none"> – 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); – practical (practical classes in small groups, in computer studies, consultations with lecturers). <p>Methods:</p> <ul style="list-style-type: none"> – general scientific; – pedagogical.
	Evaluation	Written, test, practical examinations, tests, module control, oral presentations, presentations of reports on practices, public presentation of the diploma project.
6 - Program competences		
	Integral competence	The ability to solve specialized problems and practical problems in the field of design, to identify structural and functional relationships based on an integrated artistic and design approach.
	General Competences (GC)	<p>GC 1</p> <p>World-view: the presence of value-orientation position, the ability to understand and comply with moral and ethical standards of behavior, general cultural erudition, wide range of interests, understanding the significance of the historical experience of mankind for its own development, understanding the essence and social significance of the future profession, preservation of national spiritual traditions, realizing the benefits of a healthy lifestyle and accepting them as your own values.</p>

		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 interpersonal communication, emotional stability, tolerance, ability to work in a team (creative team), fluent command of the Ukrainian language in accordance with the norms of the culture of speech, the basics of communication in foreign languages, skills to use communication technologies
		GC 4	Information: ability to search and process information from different sources to address specific issues independently , ability to use information technology effectively in social and professional activities, possession of information on the objective state of the market for design services.
		GC 5	Scientific research: ability to perform educational and research tasks on the basis of analytical and synthetic thinking activity, possession of research methods in the field of art studies and design, awareness of the peculiarities of the project activity, readiness for its realization, critical awareness and intellectual honesty. ability to make non-standard decisions to typical tasks and the ability to solve non-standard tasks.
		GC 6	Self-education: ability to self-cognitive activity, self-organization and self-development, the focus on disclosing personal creativity and self-realization, striving for personal and professional leadership and success.
		GC 7	Multipurpose: the ability to manage time; ability to identify, put and solve problems; ability to apply knowledge in practice.
	Professional competences (PC)	PC 1	Organizational : ability to plan, organize, coordinate, monitor and evaluate the design project activity and the interaction of its subjects, ability to assess and ensure the quality of performed work .
		PC 2	Aesthetic-cultural : ability to analyze, evaluate and interpret cultural phenomena of different epochs, artistic works of various styles, genres and forms, ability to express and argue their own evaluative judgments and positions, ability to apply basic knowledge about the history of art and design and the specifics of its development by professional orientation in artistic and design activities, ability to master professional terminology, theory and methodology of design.
		PC 3	Design and creative: ability to solve specialized problems and

			<p>practical problems in the field of design, to identify structural and functional relationships based on an integrated artistic and design approach.</p> <p>ability to have practical skills in design and technology of designing objects,</p> <p>ability to apply a methodology for designing single, complex, multifunctional design objects,</p> <p>ability to possess aids and methods of shaping and modeling of design objects,</p> <p>the ability to use basic knowledge of composite construction, colour studies to create a future design object,</p> <p>ability to possess methods of environment objects depiction, in particular human figures, means of drawing and painting,</p> <p>ability to possess knowledge and skills aimed at achieving success in a professional career; be able to develop visual presentations, portfolios of their own works.</p>
		PC 4	<p>Technological: ability to use different techniques and technologies in the relevant materials,</p> <p>ability to master the skills of using modern computer graphics programs to create design objects,</p> <p>ability to use the basic skills of the project graphic arts,</p> <p>ability to possess aids and methods of shaping and modeling of design objects,</p> <p>ability to apply knowledge of ergonomics and artistic design, the skills of information and communication technologies usage to carry out a specific design task.</p>
		PC 5	<p>Practical: ability to apply the acquired knowledge in practice, to solve complex tasks in the field of design activity.</p>

7 - Program learning results

		PLR 1	<p>Formation of outlook, an active civic position, and a general culture. Ability to make conscientious social choices and apply democratic decision-making technologies.</p>
		PLR 2	<p>Communicative: ability to interpersonal communication, emotional stability, tolerance. Ability to work in a team (creative team). Fluent command of the Ukrainian language in accordance with the norms of the culture of speech, the basics of communication in foreign languages.</p>
		PLR 3	<p>Ability to use information technologies effectively in social and professional activities.</p>
		PLR 4	<p>Ability to do research in the field of design. Mental activity, creativity in solving non-standard problems.</p>
		PLR 5	<p>Readiness for planning and organization of design activities, implementation of art and exhibition projects. Ability to self-organization.</p>
		PLR 6	<p>Ability to apply in practical design activity knowledge about art history concerning the directions, currents and styles. Ability to interpret and modify the author's techniques of leading designers.</p> <p>Ability to master professional terminology, theory and methodology of design.</p>
		PLR 7	<p>Ability to design thinking and design original design programs and projects.</p>

	PLR 8	Possession of various methods of designing objects of graphic design (printing products, packaging, corporate identity, poster, book graphics, advertising media, media space and the like).
	PLR 9	Knowledge of various techniques and technologies of work in the relevant materials.
	PLR 10	Skills in using modern computer graphics programs to create design objects.
	PLR 11	Readiness for professional activity in the field of graphic design, environment design, advertising design.
	PLR 12	Striving for personal and professional leadership and success. Focus on the disclosure of personal creativity and self-realization. Ability to self-education, self-organization, self-improvement.

8 -Resource provision of the program implementation

Staffing provision	Professional training of students is carried out by the teaching staff of the Departments of Design, Fine Arts, Ukrainian Language, Foreign Languages and Methodology, Sports and Fitness, History of Ukraine, Philosophy of the Institute of Arts, Philological and Pedagogical institutes, Faculty of Health, Physical Education and Sports and the Faculty of History and Philosophy. 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. 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.
Material and technical support	Vocational training centres are equipped with professional equipment: 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)\$ Design Studio (room. 216) - information and communication technology equipment (11 computers, SMART Boards, licensed software Adobe Illustrator, Adobe PhotoShop, 3D MAX); Workshop of printed graphics (room. 217, 214a) etching machine (the width of the shaft 35 cm.), sheet copper, sets of chisels, graver, printing rollers, paper cutters, staplers spring-mounting and consumables (paper, ink, solvents, etching solutions, resin).
Informational and educational-methodological provision	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. Practical training centres: - Design Bureau with a copy-center; - Design studio; - Workshop of printed graphics.

9 - Academic mobility

	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

1.1. The list of components of the education 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
Compulsory components of the education professional program				
CC 1	CDG.01	University Studios	4	Credit
CC 2	CDG.02	Ukrainian studios	6	Exam
CC 3	CDG.03	Philosophical studios	4	Credit
CC 4	CDG.04	Foreign language	10	Exam
CC 5	CDG.05	Physical education	4	Credit
CC 6	CDP.1	Drawing	8	Credit, exam, Credit, exam
CC 7	CDP.2	Painting	6	Credit, credit, exam
CC 8	CDP.3	Sign systems in design	6	Credit
CC 9	CDP.4	Ornamentation and ethno design	5	Credit
CC 10	CDP.5	Typographical font and image in photo art	9	Exam
CC 11	CDP.6	Handwritten font and graphics technology in design	10	Exam
CC 12	CDP.7	Design and layout of design objects	8	Exam
CC 13	CDP.8	Corporate identity	9	Exam
CC 14	CDP.9	Web and media design	6	Credit
CC 15	CDP.10	Plastic modeling of design objects	8	Credit
CC 16	CDP.11	Series of printed products	6	Exam
CC 17	CDP.12	Printed graphics	5	Credit
CC 18	CDP.13	Design of fiction literature	6	Exam
CC 19	CDP.14	Design of periodicals	9	Exam
CC 20	PP.1	Professional Project	9	Credit
CC 21	PP.2	Professional technological	9	Credit
CC 22	PP.3	Professional Complex Project	9	Credit
CC 23	PP.4	Professional (media project)	6	Credit
CC 24	PP.5	Professional (design polygraphic)	6	Credit
CC 25	PP.6	Pre-diploma (research / project)	10,5	Credit
CC 26	SP.1	Defense of bachelor project	1,5	Exam
Total amount of compulsory components:			180	
Selective components of the education professional program *				
<i>Selective block 1. Choice of specialization «Advertising Design»</i>				

SC 1.1	SDS 1.01	Infographics	4	Credit
SC 1.2	SDS 1.02	Outdoor advertising	7	Credit, credit, exam
SC 1.3	SDS 1.03	Design of advertising objects	8	Credit, exam
SC 1.4	SDS 1.04	Design of advertising and graphic complexes	8	Credit
SC 1.5	SDS 1.05	Corporate style on promotional media	4	Credit, credit
SC 1.6	PS.1.01	Specialization practice	9	Credit, credit
<i>Selective block 1. Choice of specialization «Environment Design»</i>				
SC 2.1	SDS 2.01	Fundamentals of Formation	4	Credit
SC 2.2	SDS 2.02	Computer technology in environment design	7	Credit, credit, exam
SC 2.3	SDS 2.03	Fundamentals of material science	4	Credit
SC 2.4	SDS 2.04	Interior design	8	Credit, exam
SC 2.5	SDS 2.05	Landscape design	8	Credit, credit
SC 2.6	PS.2.01	Specialization practice	9	Credit, credit
<i>Choice from the discipline catalogue</i>			20	
Total amount of selective components:			60	
GENERAL VOLUME OF EDUCATIONAL AND PROFESSIONAL PROGRAM			240	

Professional
Complex Project
practice
9 credits

Pre-diploma
(research /
project)
Practice
10,5 credits
Defense of
bachelor project
1,5 credits

Specialization «Advertising Design»

Infographics
4 credits

Outdoor advertising
7 credits

Design of advertising objects
8 credits

Design of advertising and graphic
complexes
8 credits

Corporate style on promotional
media
4 credits

Specialization practice
9 credits

Specialization «Environment Design»

Fundamentals of Formation
4 credits

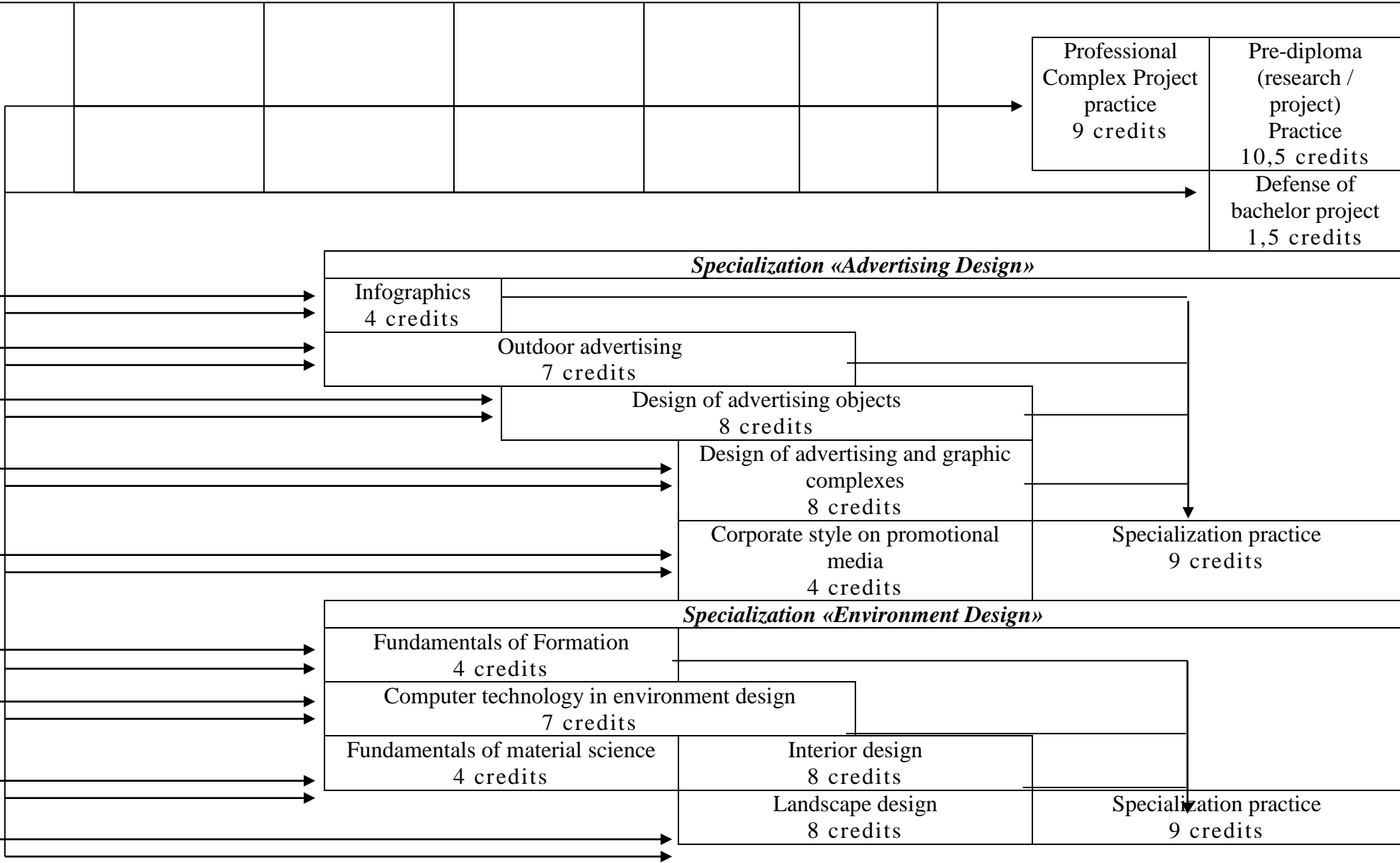
Computer technology in environment design
7 credits

Fundamentals of material science
4 credits

Interior design
8 credits

Landscape design
8 credits

Specialization practice
9 credits



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:
complex qualifying exam;

presentation of the bachelor's project (SP.1) and ends with the issuance of the document of the established model for awarding him the bachelor's degree with the qualification: Bachelor 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.

IV. The matrix of compliance of program competencies with components of the education professional program

Symbols of program competencies and educational components	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 21	CC 22	CC 923	CC 24	CC 26	CC 26	SC 1.1	SC 1.2	SC 1.3	SC 1.4	SC 1.5	SC 1.6	SC 2.1	SC 2.2	SC 2.3	SC 2.4	SC 2.5	SC 2.6			
GC 1	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+		
GC 2	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
GC 3	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
GC 4		+	+					+	+	+		+	+		+	+						+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
GC 5	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
GC 6	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
GC 7	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
PC 1	+					+	+	+		+	+	+	+	+		+	+	+	+	+	+		+	+	+	+		+	+	+	+	+		+	+	+	+	+	+	
PC 2	+					+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
PC 3	+					+	+	+	+	+	+	+	+			+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
PC 4						+	+	+	+	+		+	+			+	+	+	+	+	+	+	+	+		+	+	+		+	+	+	+	+	+		+	+	+	+
PC 5						+	+	+	+	+		+	+			+	+	+	+	+	+	+	+	+		+	+	+		+	+	+	+	+	+	+		+	+	+

**V. The matrix of providing program learning results
with relevant components of the education professional program**

Symbols of program learning results and educational components	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	CC 12	CC 13	CC 14	CC 15	CC 16	CC 17	CC 18	CC 19	CC 21	CC 22	CC 923	CC 24	CC 26	CC 26	SC 1.1	SC 1.2	SC 1.3	SC 1.4	SC 1.5	SC 1.6	SC 2.1	SC 2.2	SC 2.3	SC 2.4	SC 2.5	SC 2.6		
PLR 1	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
PLR 2	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
PLR 3	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
PLR 4		+	+					+	+	+		+	+		+	+					+	+	+	+		+	+		+	+	+	+	+		+	+	+	+	
PLR 5	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
PLR 6	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
PLR 7	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
PLR 8	+					+	+	+		+	+	+	+	+		+	+	+	+	+	+		+	+	+	+		+	+	+	+	+		+	+	+	+	+	
PLR 9	+					+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
PLR 10	+					+	+	+	+	+	+	+	+			+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
PLR 11						+	+	+	+	+		+	+			+	+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+		+	+	+
PLR 12						+	+	+	+	+		+	+			+	+	+	+	+	+	+	+	+		+	+	+	+	+	+	+	+	+	+		+	+	+