

Borys Grinchenko Kyiv University

"APPROVED"

Administered by Scientific board of
Borys Grinchenko Kyiv University
25 April 2019, record № 4

Head of Scientific board, rector
Ogneviuk V. O.

Educational and professional program
022.00.03 Fashion prediction
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 2019
(order of 25.04.2019, № 295)

Kyiv 2019

APPROVAL FORM
of educational and professional program

Department of Design

Order of April 22, 2019, № 10

The Head of the Department _____ N.I.Kravchenko

Academic board of the Institute of Arts

Order of April 23, 2019, № 8

The Head of Academic board _____ K. Yu. Batsak

The Head of Academic center of
standardization and quality of education _____ O. V. Leontieva
_____. _____. 2019

Vice-rector on Academic Affairs _____ O. B. Zhyltsov
_____. _____. 2019

INTRODUCTION

The educational and 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 of the second (master's) level of higher education by a working group including:

1. Kardash Oleh Vasylovych, Doctor of Technical Sciences, professor of the Department of Design of Borys Grinchenko Kyiv University.
2. Liana Biliakovych Mykolaivna show, Candidate of Technical Sciences, Associate Professor, Professor of the Department of Design of Borys Grinchenko Kyiv University.
3. Papeta Olena Valeriivna, Candidate of Arts, Associate Professor of the Department of Design of Borys Grinchenko Kyiv University.
4. Svitlychna Olena Mykolaivna show, Candidate of Arts, Associate Professor, Associate Professor of the Department of Design of Borys Grinchenko Kyiv University.

External reviewers:

1. Kuzminets Mykola Petrovych, Doctor of Technical Sciences, Professor, head of the Department of computer, engineering graphics and design of the National transport University;
2. Perekhodko Yurii Anatoliiiovych, the Chairman of the Board of Lutsk PrJSC "Edelvika" for the development and production of fabrics and clothes in ethnic style;
3. Cherniavska Yana Mefodiivna, Director of the International fashion Festival "Kyiv Fashion", "KIFF-Kyiv international Furniture Forum", "DESIGN. LIVING TENDENCY".

Educational and professional program implemented from 01.09.2019 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. Profile of educational and professional program in the specialty 022 Design

1 – General information	
Name of the higher education institution and structural subdivision	Borys Grinchenko Kyiv University Institute of Arts
Higher education degree and title of qualification	Degree of higher education: Master's Educational qualification: Master of Design Educational program: Fashion Prediction
Official title of the educational and professional program	022.00.03 Fashion prediction
Type of diploma and the volume of the educational program program	Bachelor's degree, single, 90 credits ECTS, training – 1 year 4 months
Accreditation	Not accredited
Cycle / level	NQF of Ukraine – 8 level, FQ-EHEA – second cycle, EQF-LLL – 7 level Level 7
Preconditions	Availability of bachelor's degree, master's degree, educational and qualification level of specialist
Language(s) of instruction	Ukrainian
Duration of the educational and professional program	2021
Internet address of the permanent hosting of the educational and professional program	http://kubg.edu.ua/informatsiya/vstupnikam/napryami-pidgotovki/magistr.html
3-Aim of educational program	
	Training of highly competent competitive designers – fashion predictors, unique specialists of the international level, which combines knowledge and analytical rethinking of the theory, history, practical experience of world design; theory, scientific and applied methodology of fashion predicting, system analysis of fashion-complexes; express fashion-predictions; development of medium-and long-term fashion-predictions; development of global and discrete trends of fashion elements; acquisition of practical skills of targeted application of fashion predicting methods, creating Trend Books & Mood Boards, color synthesis matrices, fractal trend pyramid, its orthogonal projections and their graphical interpretation; psychological concept formulation of counter-trends and sub-trends; application of knowledge in the creation of innovative product and management of fashion design and communications; scientific development of project prediction for 3-5 years in advance.

Characteristics of		
	Subject area, (field of knowledge, specialty, specialization (if any))	Culture and art. Design.
	The profile of the educational and professional program	Educational and professional. Focused on design, analytical, predicting, creative, and practical activity.
	The main focus of the educational and professional	Special prognostic and applied education in the field of design.

	program and specialization	Additional specializations: "Critic-analyst of fashion", "Buyer of fashion industry", "Predictor and image-maker of the fashion industry", "Psychologist and analyst of fashion", "Journalist and photojournalist of fashion", "Forecaster-merchandiser in the fashion industry", "Designer window dresser", "Editor of fashion programs and magazines in the fashion industry".
	Program features	EPP "Fashion prediction" is the first in Ukraine educational program of the second (master) level of training in this professional segment. The EPP is based on a combination of interdisciplinary knowledge from different educational fields: design, art history, marketing, psychology, journalism, PR and Digital technologies. The emphasis is on comprehensive training necessary for design and experimental, research, analytical, prognostic and expert activities. The EPP "Fashion prediction" provides innovative knowledge of the theory and scientific methodology of fashion forecasting, which allows the designer to determine the trend changes in the industry for 3-5 years in advance and produce new knowledge.
4 – Eligibility of graduates for employment and further training		
	Suitability for employment	<p>Graduates can work in professions according to classification of professions DK 003:2010</p> <p>2452.1 – Designer-researcher;</p> <p>1237.1 – Main designer;</p> <p>1237.1 – Chief designer of the project;</p> <p>2419.2 - Specialist-analyst in commodity market research;</p> <p>2433.1 – Researcher-consultant;</p> <p>2149.2 - System Analyst (except computers);</p> <p>2452.2 – Model Activity Analyst;</p> <p>2452.1 / 22862 - Arts Critic (fine, applied and decorative arts);</p> <p>And also on professions:</p> <ul style="list-style-type: none"> -fashion predictor designer; -fashion critic-analyst; -fashion-journalist and editor of fashion-programs; -image maker in the fashion industry; -buyer in the fashion industry; - designer-decorator for the design of rooms and windows; <p>(which will be introduced to classifier DC 003:2010 at the time of accreditation of EPP "Fashion Prediction" in 2020 by Borys Grinchenko Kyiv University).</p>
	Further training	<p>Training programs on the third (educational and scientific / educational and creative) level of higher education:</p> <p>17.00.07 – Design; 26.00.01 – Theory and history of culture, art history.</p>
5-Teaching and Evaluation		
	Teaching and learning	<p>The educational process is carried out:</p> <ul style="list-style-type: none"> - based on student-centered, personal-oriented, competence-based, systemic, activity, integrative, differentiated and other approaches; - with observance of General scientific, didactic and artistic and aesthetic principles; - with the use of author's techniques and special courses. - integration of research and training activities. <p>Styles of interaction of subjects of educational process:</p>

		<ul style="list-style-type: none">- democratic and tolerance;- professional orientation and activity;- artistic and creative. Forms and methods of organization of educational process: <ul style="list-style-type: none">- theoretical (lectures, seminars, consultations with teachers, independent study by students with theoretical educational material: working with textbooks, manuals, search for information in Internet resources, with the help of abstracts, electronic courses); practical (practical training in small groups, in computer classes, consultations with teachers). Methods: <ul style="list-style-type: none">- general scientific;- art-historical;- system-prognostic;- design;- associative-heuristic;- psychological;	
	Evaluation	Written, test, practical examinations, credits, intermediate modular control, oral and multimedia presentations, protection of practice reports; public defence of the final work (project) with the presentation of the experimental capsule collection (made in the material), Trend Books & Mood Boards.	
6 - Programme competencies			
	Integral competence	Ability to solve complex tasks and problems in the field of design that involves the research and/or implementation of innovation and is characterized by uncertainty of conditions and requirements.	
	General competences of (GC)	GC 1	Ideological: awareness of antisexism, national and gender equality; 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 generating ideas.
		GC 2	Civic: respect for the Motherland, people, state, its symbols, traditions, language; ability to appreciate and respect national identity and multiculturalism.
		GC 3	Communicative: the ability to communicate orally and in writing in the state language; the ability to communicate in a foreign language; the ability to work in a creative team; the ability to motivate people and achieve common goals; the ability to interact with other people, regardless of their origin and cultural characteristics, respect diversity; the ability to communicate with representatives of other professional groups of different levels (with experts from other fields of knowledge/economic activities).
		GC 4	Information: ability to find, process and analyze information from various sources; ability to develop and manage projects; ability to use information and communication technologies; ability to work in the international professional environment; operating information on the objective state of the market of design services.
		GC 5	Research: the ability to conduct research at the appropriate level; ability to generate new ideas, creativity
		GC 6	Self-education: the ability to learn and self-study; to develop as a multicultural creative person.

		GC 7	Universal ability to plan and manage time; the ability to identify, set and solve problems; the ability to apply knowledge in practice; the ability to make informed decisions; the ability to assess and maintain the quality of work; focus on the disclosure of personal creativity and self-realization; the desire for personal and professional leadership and success.
	Professional competences of the specialty (PC)	PC 1	Organizational: the ability to cooperate with specialists of other specialties; the ability to organize and implement original creative projects in the group; the ability to organize and do creative artistic activities.
		PC 2	Aesthetic and cultural studies: ability to make environment beautiful, active participation in social and cultural life; applying methods of conceptual object design, taking into account functional, technical, technological, environmental and aesthetic requirements; the ability to identify artistic knowledge that reflect the specific features and interaction of visual arts; the ability to form a modern design, artistic and creative thinking, the ability to apply knowledge into practice.
		PC 3	Personal and creative: the ability to independently develop and implement projects in the field of design; knowing the methodology of the project analysis of all influencing factors and components of the design and formation of the author's concept of the project; the ability to make bold decisions, generate new original ideas to achieve creative goals; the ability to self-criticism for the willingness to achieve success.
		PC 4	Artistic and creative: the ability to understand and use causal relationships in the development of design and modern kinds of art; ability to independent research, organizational activities in the field of design; the ability to apply expressive artistic and plastic abilities of different types of materials into the practice of design, innovative methods and technologies; the ability to determine the appropriate style of the design project and adhere to the principles of stylistic unity in the development and submission of all components of the project; ability to protect intellectual property of design project.
		PC 5	Media competence: the ability to be a carrier of media cultural tastes and standards, to interact effectively with the media space, to create new elements of the media culture of modern society.
		PC 6	Management: the ability to apply a set of methods and forms of management of the institution of culture and institutions associated with design and prognostic activities, the possession of a high methodological culture.
		PC 7	Practical: the ability to apply the acquired knowledge to practice, to solve complex problems in the field of design and exhibition work; knowing theoretical and methodological foundations of training and professional training of designers in synthesis with the practical application of gained knowledge in the organization of the educational process.
		PC 8	Innovative: the ability to identify the latest samples of future-textiles of all product groups (including special, warming, form modeling, adhesive detailed, mikro capsule, nano-materials, managed and "smart" materials with

			programmed properties); the ability to put innovative technologies and methods of design into practice, shaping, decoration/finishing, manufacturing objects of the fashion industry; the ability to develop and design an innovative range of products of the fashion industry according to the promising trend and restructuring / changes in the market of fashion products consumers.
		PC 9	Analytical: on the basis of analytical study of fashion-complexes to be able to develop long-term, medium-term and express fashion predictions in the form of tables, graphs, nomograms, diagrams, etc.; to provide a reasonable graphical and theoretical interpretation; to develop global promising trends in defined or new fashion-directions; to provide their developments with professional motivation and justification; to develop discrete trends of fashion elements; to provide professional motivation and justification; on the basis of practical use of the main provisions of fashion theories, theories of fashion prediction and methods of fashion prediction to develop successful marketing strategies for various rank categories and objects of the fashion industry.
		PC 10	Prognostic: using modern methods and technologies of predicting the further development of multi-layered fashion-complex 3-5 years in advance; Prediction of changes in the algorithm of functioning of the fashion industry in Ukraine, Western Europe, USA, Japan; definition and prediction of successful and "failing" marketing fashion strategies; predicting new marketing strategies, methods, technologies of development and promotion of fashion-brand in market conditions; knowing the basic methodology and basic scientific and theoretical principles of fashion prediction, methods and prognostic levels of fashion prediction; predicting trend creation for all levels of the fractal pyramid and ranking groups of fashion complex, their artistic and graphical visualization and determination of the degree of weight; ability to apply methods of fashion predicting for short, medium and long-term predictions for major ranking categories of clothing (Haut Couture, Pret-a-porter, Confektion, Mass Market); the ability to scientifically justify project design predictions based on the Trend Books & Mood Boards.
7 – Program learning results			
	According to General and general-professional competences:	PLR 1	Apply conceptual knowledge acquired in the course of training and/or professional activities at the level of the latest achievements, which are the basis for original thinking and innovation activities, in particular in the context of analytical and research prediction.
		PLR 2	Organize research, independent selection and high-quality processing of information from various sources for the formation of data banks in the field of analytics and fashion prediction.
		PLR 3	Effectively form a communication strategy; to communicate with the wider scientific community, manufacturers-practitioners and the public in the field of professional activities.

		PLR 4	Analyze the main problems in the sphere of strategic development of the fashion industry, to determine the most effective ways to solve them.
		PLR 5	To know the state and one of the foreign languages at the level of professional communication and translation.
		PLR 6	Use of the knowledge and skills to organize research work, manage a team, to influence the formation of the target function team, can influence its socio-psychological climate necessary for achievement of the goal direction, to assess the quality of performance.
		PLR 7	Demonstrate skills of working in a creative team and generate new ideas (creativity)
		PLR 8	To explain the basic concepts of psychosemantic research of fashion and the main directions of psychosemantics and psychosemiotics research in the problems of its prediction.
		PLR 9	To predict psychological phenomena of art/design activity; to demonstrate understanding of patterns and features of the fashion industry as a means of managing human behavior (groups, communities) in social environments. To differentiate psychosemantic models of phenomena of human consciousness and to create an information base of iconic/symbolic links of fashion objects with the individual consciousness of the consumer on their basis. To know theoretical principles and practical methods of how to activate designer`s creativity and creative intuition.
		PLR 10	To understand the genesis of the modern art process in design, to know the features of art design schools and trends; stylistic aesthetics of cultural and subcultural environment; conceptual and aesthetic dominants of podium and "street" fashion; changes in the structure of the modern fashion system and functioning of its institutions.
		PLR 11	Effectively apply knowledge about the latest materials used in the development of design objects; know modern principles of materials confection and packages of materials in accordance with the purpose of collections and their rank groups; apply innovative methods and technologies of work with the material.
		PLR 12	To determine the purpose, object and subject of scientific research, to set research tasks to achieve the goals, to analyze, synthesize and summarize the results of research; to optimally use methods of fashion prediction in practice.
		PLR 13	Conduct research, including innovative research in the field of design, prognostic, analytical and marketing, confection, advertising and communication activities using modern science and technology to evaluate the results of research.
		PLR 14	Develop a scientifically justified concept to solve a professional problem.
		PLR 15	Use in-depth theoretical and practical knowledge of fashion prediction, corresponding to the latest scientific achievements. To understand the specifics of prognostic and conceptual design; to carry out a pre-project analysis and project

			prediction taking into account all significant factors affecting the object design; to formulate the prognostic concept of the project; to apply the methods of conceptual design and fashion prediction, to carry out the design process taking into account modern technologies, innovative confection and shaping, to study the market conditions and prospects for its development.
		PLR 16	To critically study the project reserve of Ukrainian and foreign specialists, to apply modern methods and technologies of scientific analysis.
		PLR 17	Independently acquire and use new knowledge and skills in practice with the help of IT, including new areas of knowledge not directly related to the field of activity, to expand and deepen their scientific worldview.
		PLR 18	To possess basic methods of intellectual property protection in the fashion industry; to apply the rules of registration of intellectual property rights into practice. Use in-depth knowledge of legal norms in assessing the consequences of their professional activities, in the development and implementation of socially significant projects (especially through the use of innovative materials and technologies).
		PLR 19	Generate ideas for the production of creative project proposals, build a qualitative and extensive system of communication. To present the results of activities in the domestic and foreign professional environment.
		PLR 20	To represent the conceptual solution of design objects, apply graphics techniques in solving design problems; to create and develop a personal and performance style.

8 – Resource provision for the implementation of the program

	Staffing	Professional training of students is provided by professorial and teaching staff of the departments of Design (Institute of Arts), English Philology and Translation (Institute of Philology), Practical Psychology (Institute of Human), Department of Journalism and New Media; Department of Advertising and Public Relations (Institute of Journalism); as well as well as well-known designers-practitioners in Ukrainian fashion industry. "Guest capsule lectures" from foreign leading experts, in particular from professors of European universities from Italy, Germany and Austria are planned. The practice-oriented nature of the educational program involves wide participation of practitioners, corresponding to the direction of the program, which enhances the synergy 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	Training centers are equipped with professional equipment: <ul style="list-style-type: none"> - Specialized sewing workshop, equipped with universal and specialized sewing equipment for the textile and knitted materials of various density and composition; special hinge machines; special 5-thread overlocks; special flat seamed machines for knitted fabrics; professional steam irons with a steam generator; a professional mannequins of male and female figures with standard size (25 units);

		<p>cutting tables; professional scissors and an equipped warehouse for storage of finished products, semi-finished products, textile materials (basic, decorative, adhesive, lining) and patterns;</p> <ul style="list-style-type: none"> - Specialized textile laboratory, equipped with special table lamps for the study of texture, and final finishes of textile materials; their raw materials and features of decoration; special furniture, which houses a unique textile collection of 3000 samples of textile materials originating from 1860; and information and educational stand, which houses full-scale samples of textiles from the XIX century to the present day; - Specialized jewelry laboratory for the manufacture of trendy accessories and jewelry; - Specialized laboratory of hand tapestry weaving and embroidery; - Design office with a copy center (Room 218) – information and communication technical equipment (11 computers, Lenovo Pocket Projector P0510 Black, Redleaf Goldview wall Screen (1:1) 244 x 244 (SGM-1106) White Case, TV (42”), HP Color LJ CP5225 (CE710A) beam color printer (for A3 format), Adobe InDesign CC licensed software)\$ - 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, gravers, printing rollers, paper cutters, spring-mounting staplers and consumables (paper, ink, solvents, etching solutions, rosin);
	Information, educational and methodological support	<p>Visual aids - students' works from the funds of the Department, 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"> - Design bureau with a copy-center; - Design studio; - Workshop of printed graphics; - Sewing workshop; - Jewelry laboratory; - Textile laboratory; - Computer center.
9 – Academic mobility		
	National credit mobility	
	International credit mobility	
	Training of foreign applicants for higher education	

II. The list of components of the educational and professional program and their logical sequence

2.1. The list of components of the education professional program

2.1. The list of components of the education professional program				
Component code	Code E/s code	The components of the educational program (study disciples, course projects, practice, qualification work)	Amount of credits	Form of summary assessment
1	2	3	4	5
Compulsory components of the educational and professional program				
CC 1	CDG.01	Business foreign language	4	Credit
CC 2	CDG.02	History of style formation in design	4	Exam
CC 3	CDG.03	Philosophy of art and design	4	Credit
CC 4	CDP.01	Theory and methodology of fashion prediction	7	Exam
CC 5	CDP.02	Analysis of world trends	5	Exam
CC 6	CDP.03	Fashion industry of the XXI century	4	Credit
CC 7	CDP.04	Design and work with material	7	Exam
CC 8	CDP.05	Digital technologies in the fashion industry	7	Exam
CC 9	CDP.06	The methodology of classical and contemporary art study	5	Exam
CC 10	CDP.07	Ethno-art in the fashion industry	4	Credit
CC 11	CDP.08	History of costume	4	Credit
CC 11	PP. 1	Professional practice	3	Credit
CC 12	PP.2.	Pre-diploma internship	3	Credit
CC 13	SP.1	Master's degree project preparation	4.5	
		Master's project defense	1.5	
Total amount of compulsory components:			67	
Selective components of the education professional program*				
Selective block				
SC 1.1	SDS.01	Futuro-materials study	6	Exam
SC 1.2	SDS.02	Psychology of fashion, training of creativity and intuition	4	Credit
SC 1.3	SDS.03	Psychosemantics and psychosemiotics of fashion discourse	4	Credit
SC 1.4	SDS.04	Fashion-journalism, blogging, visual communications	5	Exam
SC 1.5	SDS.05	Intellectual property in the fashion industry	4	Credit
Total amount of selective components:			23	
THE TOTAL AMOUNT OF THE EDUCATIONAL AND PROFESSIONAL PROGRAM			90	

III. Form of certification of applicants for higher education

Certification of graduates of educational and professional program 022.00.03

"Fashion Prediction" of specialty 022 "Design" is carried out in the form of protection of the Master's project (SP.1) and ends with the issuance of a standard document on the award of a master's degree with the qualification: Master of design. Certification is carried out openly and publicly.

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

[illegible]

V. The matrix of providing program learning results with relevant components of the educational and professional program

[illegible]