

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

Ternopil Volodymyr Hnatiuk  
National Pedagogical University

## EDUCATIONAL AND PROFESSIONAL PROGRAM

## "DESIGN"

**The first (Bachelor) level of higher education  
in specialty 022 DESIGN  
the field of knowledge 02 CULTURE AND ART  
Qualification: Bachelor of Design**

**APPROVED BY THE ACADEMIC COUNCIL**

## The head of the Academic Council

**/V. P. Kravets/**

(protocol No of )

## The educational program is implemented

**on the 1st of September 2017**

**(Order No 220 of 30 August 2017 )**

## Ternopil 2017

# 1. Profile of the educational and professional program in specialty

## 022 Design

1 - General information	
Full name of higher educational institution and structural unit	Ternopil Volodymyr Hnatiuk National Pedagogical University
The degree of higher education and the name of the qualification in the language of the original	Bachelor; Bachelor of Design
The official name of the educational program	Educational and professional program
Type of diploma and the content of the educational program	The bachelor's degree, unitary, 240 credits ECTS, the term of study - 4 years
Availability of accreditation	_____
Cycle/Level	FQ - EHEA - first cycle, EQF LLL - level 6, NCF - level 6
Prerequisites	Full secondary education
Teaching language	Ukrainian
The duration of the educational program	_____
Internet address of the permanent description of the educational program	<a href="http://tnpu.edu.ua/about/public_inform/akredytatsiia%20ta%20litsenzuvannia/026_Stsenichne%20mystetstvo.pdf">http://tnpu.edu.ua/about/public_inform/akredytatsiia%20ta%20litsenzuvannia/026_Stsenichne%20mystetstvo.pdf</a>
2 - The purpose of the educational program	
To provide to a higher education student (HES) theoretical knowledge and practical skills and competences in specialty of Design at the appropriate level, which will give the HES a free employment access, further training and scientific activity.	
3 - Characteristics of the educational program	
Subject area (branch of knowledge, specialty, specialization)	02 Culture and Art 022 Design

<b>Orientation of the educational program</b>	Educational and professional program. The content of the program is aimed at general and professional training of a competitive specialist who possesses the methodology of scientific research, modern information technologies in the field of design, capable of creative teaching and methodological activity, continuous self-education, professional self-improvement.
<b>The main focus of the educational program and specialization</b>	Training of specialists for practical design work, organizational, managerial and analytical activities with an emphasis on the practical application of knowledge in the field of design. Key words: design, art, cultural studies.
<b>Peculiarities of the program</b>	The program provides a thorough practical training by mastering the educational material, passing the practice, implementation of individual creative, educational and research tasks, and implementation of the bachelor's paper (project).
<b>4 - Eligibility of graduates for employment and further training</b>	
<b>Eligibility for employment</b>	A specialist is able to perform the specified professional work (according to SC 003: 2010): 1229.6 The head of the section (creative) 1237.1 The main colour stylist 1234 The main artist (advertising) 2452.2 Designer (form designer) 2452.2 Graphic Designer 2452.2 Interior Designer 2452.2 Furniture Designer 2452.2 Packaging Designer 3471 Designer-performer of graphic artworks 3471 Interior designer 2452 Professionals in the field of design
<b>Further training</b>	FQ-EHEA - cycle 3, EQF-LLL - level 7, NCF - level 7
<b>5 - Teaching and evaluation</b>	
<b>Teaching and studying</b>	Student-oriented studying, problem-oriented studying, e-studying in the MOODLE system, self-studying, research-based studying. Teaching is conducted in the form of lectures (including multimedia and interactive lectures), seminars, practical, individual creative and research tasks, self-contained work on the basis of electronic educational set, training for the implementation of bachelor's paper.
<b>Assessment</b>	Assessment of academic achievements of bachelors is carried out according to ECTS system and National Assessment Scale. Current evaluation - (individual and frontal oral survey, written survey, test-control, essays, presentations, abstracts, revisions of instructor-led practical and creative works, current (modular) test control). Final evaluation - oral and written exams, examinations and tests in

	<p>the form of tests (theoretical disciplines) and in the form of projects (practical disciplines).</p> <p>State examination- preparation and public defense of the master's paper.</p>
<b>6 - Program competencies</b>	
<b>Integral competency</b>	Ability to solve complex tasks and problems during professional design activities that require sufficient intellectual potential, as well as advanced knowledge and skills of innovative character.
<b>General competencies</b>	<p><b>GC1 Synthesis and analysis.</b> The acquisition of a flexible way of thinking that allows understanding and solving of problems and tasks, maintaining a critical attitude to sustainable scientific concepts.</p> <p><b>GC2 Research skills.</b> Ability to collect, analyze, systematize information, generalize advanced domestic and foreign experience on design issues, using modern methods of scientific research</p> <p><b>GC3</b> Ability to take thorough decisions and to develop a strategy of activity taking into account human values, personal, public, state and industrial interests.</p> <p><b>GC4 Tool skills.</b> Skills of written and oral presentations of scientific and practical material.</p> <p><b>GC5</b> Ability to write a scientific, scientific and journalistic article on the results of research concerning contemporary design concepts.</p> <p><b>GC6 Social and personal skills.</b> Achievement of the necessary knowledge and understanding of the role of modern theater in society in order to adequately work on future professions and taking into account the influence on social problems.</p>
<b>Professional competencies</b>	<p><b>PC1</b> The competence to implement a personal idea by expressive means of art.</p> <p><b>PC2</b> Ability to plan the organization of the design process, to carry out a step-by-step search for an artistic solution of the design object at a high artistic level.</p> <p><b>PC3</b> Ability to form students' and HES skills and abilities to use the artistic language, decorative and applied art and design, to perform the tasks provided by the curriculum from the field of design.</p> <p><b>PC4</b> Ability to select the methods, forms and means of design teaching aimed at developing students' and HES competencies and their education; to control and evaluate students' and HES learning achievements in professional disciplines; the ability to manage students' and HES research activities in out-class and extracurricular work; the ability to use information technology in learning.</p> <p><b>PC5</b> Ability to show understanding of the subject, structure and role of art in formation of the modern scientific global picture; a clear idea of the historical basis of art, the principles and mechanisms of its functioning and development, systematic and anthropocentric approaches in culture and art; awareness of the role of art in the life of society; the ability to develop of students' and HES necessary artistic competencies.</p> <p><b>PC6</b> Ability to use subject matter knowledge in the field of design</p>

	<p>and art to assess the contemporary art process in Ukraine and in the world; the ability to use artistic generalizations, distinguish tendencies in the development of design and art, to understand the aesthetic phenomenon of Ukrainian design.</p> <p><b>PC7</b> The ability to reveal the idea and composition of the design object by means of various artistic techniques in various types of design and art.</p> <p><b>PC8</b> Ability to work creatively according to the laws of beauty, visual thinking and analysis of the surrounding, self-improvement of creative competencies, aesthetic taste, aesthetic needs.</p> <p><b>PC9</b> The ability to reflect static and dynamic models in three-dimensional compositions using traditional and non-traditional materials in a variety of genres.</p> <p><b>PC10</b> The ability to use creative professional theoretical and practical knowledge and skills in contemporary art and ethno-design.</p> <p><b>PC11</b> The ability to organize cultural and artistic actions on the basis of the modern amateur and professional artistic practices.</p> <p><b>PC12</b> Ability to carry out the reasoned critical analysis of analogues, to prepare the source materials of different design directions. Ability to express clearly and understandably the personal intention.</p> <p><b>PC13</b> Ability to use practical skills of harmonious compositional arrangement of the image, construction of the form in space.</p> <p><b>PC14</b> Tutorial and Leadership Skills. Ability to conduct the theater team, create conditions for constant creative growth and increase artistic level of participants. Ability to determine the creative possibilities and prospects of the team's development.</p> <p><b>PC15</b> Ability to use the possibilities of network software systems and Internet resources in order to solve theoretical and practical problems in the field of professional activity.</p>
<b>7 - Program outcomes of studying</b>	
<b>General knowledge, understanding and skills</b>	<p><b>POS1</b> Graduates will obtain adequate knowledge and understanding of the philosophical aspects of science, in particular the philosophy of science and design theory.</p> <p><b>POS2</b> Critical reflection on learning and / or professional issues and on the subject matter boundaries.</p> <p><b>POS3</b> Graduates will use foreign languages to manage complex actions or projects; they will be able to be responsible for making decisions in unpredictable conditions during professional activities.</p> <p><b>POS4</b> Graduates have sufficient scientific knowledge and skills of the theory and methodology of design, history and the theory of art in order to successfully conduct research under the supervision of a mentor.</p> <p><b>POS5</b> Graduates will acquire the fundamental knowledge and understanding of relevant areas of scientific research in the field of culture and art, in general, and design, in particular, such as artistic</p>

	anthropology, theory and practice of contemporary trends in modern design, cultural aspects of art, and the basis of scientific research. The amount of the knowledge will be sufficient to successfully practice in one of the scientific groups.
<b>Knowledge, understanding and skills of the subject area</b>	<p><b>POS1</b> Graduates will be aware of the psychology of rehearsals and methods of working with various types of professional and amateur design teams.</p> <p><b>POS2</b> Graduates will be able to use different types of design in the design work.</p> <p><b>POS3</b> Graduates will receive professional training in the field of art to provide the spiritual and aesthetic needs of the society.</p> <p><b>POS4</b> Graduates will be able to develop a conceptual idea of the project.</p> <p><b>POS5</b> Graduates will be able to use their skills and competencies in developing a design project, and for the implementation of the project-planning timetable.</p> <p><b>POS6</b> Graduates will know the basics of the perspective, cultural studies, compositions, modeling and prototype.</p> <p><b>POS7</b> Graduates will be able to understand scientific publications in the chosen specialization and monitor the latest achievements in this specialization, communicating with colleagues.</p> <p><b>POS8</b> Graduates will be able to find relevant scientific sources that refer to the professional activity.</p> <p><b>POS9</b> Graduates will be aware of different theories in the field of communications, which will allow them to critically analyze publications on this topic.</p> <p><b>POS10</b> Graduates will be aware of various pedagogical theories and technologies, which will allow them to present specialist disciplines successfully in educational institutions and critically analyze literature in the field of teaching methods.</p> <p><b>POS11</b> Graduates will be able to use semantic means (information of national, social, magical, character-based orientation), compositional means, colorful, technological elements in the works of visual art.</p> <p><b>POS12</b> Graduates will get a general idea and understanding of different theories in the field of design at a level that will enable them to practically respond to the pieces of advice in literary sources in this industry.</p> <p><b>POS13</b> Graduates will be aware of different tendencies of design activity.</p> <p><b>POS14</b> Graduates will be able to be engaged in scientific and teaching work, using methodologies and fundamental knowledge of modern information technologies.</p> <p><b>POS15</b> Graduates will be able to use the knowledge of the psychological and philosophical patterns of visual art.</p>

	<p><b>POS16</b> Graduates will be able to participate in the formation of the design object.</p> <p><b>POS17</b> Graduates will be able to use solid and soft graphic materials on different surfaces, using specific for graphic arts techniques.</p> <p><b>POS18</b> Graduates will be able to conduct lectures and educational work in the field of theatre art.</p>
<b>8 - Resource support for the implementation of the program</b>	
<b>Personnel support</b>	<p>The department of fine art, design and methodology of their teaching, which is the graduating chair for the specialty 022 Design, includes 14 highly skilled specialists. Among them: 3 candidates of pedagogical sciences, 4 candidates of art studies, 1 candidate of architecture, 1 Honored Artist of Ukraine, 1 Honored Art Critic of Ukraine and 1 Honored Architect of Ukraine. Thus, the share of scientific and pedagogical workers with academic degrees and titles is 73%. The teaching process will also be carried out by instructors of other departments who work at the main place of work. Among them: 3 doctors of pedagogical sciences, 1 doctor of art studies, 1 doctor of philosophical sciences; 5 candidates of sciences, assistant professors.</p> <p>Thus, conduction of lectures on educational disciplines by scientific and pedagogical (scientific) workers of the corresponding specialty at the main place of work, having a degree and / or an academic title is 100%, including those with a PhD degree or academic title of professor - 53.3%.</p>
<b>Material and technical support</b>	<p>Information on the total area of the placement used in the educational process; provision of educational and other placements; the equipment, facilities and software of the specialized computer labs are indicated in tables 2- 6.</p> <p>Teaching of the art concerned disciplines is carried out in specialized workshops and offices, among them: workshops of painting, drawing, sculpture, arts and crafts, rooms of methods of teaching fine arts, ethnography, rooms for creative discussions (Table 4).</p>
<b>Information and studying and methodological support</b>	<p>Information on the set of educational, methodological and informational provision of educational disciplines is contained in tables 7-12.</p>
<b>9 - Academic mobility</b>	
<b>National Credit Mobility</b>	
<b>International</b>	An agreement on the academic exchange between V. Hnatiuk

<b>Credit Mobility</b>	<p>TNPU and the Pomeranian Academy (Poland) (agreement of 03/02/2014, valid until 2020).</p> <p>An agreement on cooperation in obtaining a dual diploma with the Higher Linguistic School in Czestochowa (Poland) (agreement of 19/06/2013, valid until 2022).</p> <p>The University participates in the Erasmus + program with the ‘Alexandru Ioan Cuza’ University of Iași (Romania).</p>
<b>Studying of foreign applicants for higher education</b>	

## 2. List of components of the educational and professional program and their logical consistency

### 2.1. List of components of educational and professional program

Code	Components of the educational program (educational disciplines, course projects (work), practice, qualification work)	Credits	Assessment
1	2	3	4
<b>OBJECTIVE COMPONENTS OF EDUCATIONAL PROGRAM</b>			
OC1	History of Ukraine and national culture	3	Exam
OC2	Foreign language	7	Credit
OC3	Ukrainian language (for professional purpose)	3	Credit, Exam
OC4	Philosophy	3	Exam
OC5	Physical Education		Credit, Credit
OC6	Drawing	16	Exam, Credit, Credit, Exam
OC7	Painting	16	Credit, Exam, Credit, Exam
OC8	Composition and color studies	12	Exam, Exam, Exam,



OC9	History of Art and Architecture	10	Exam, Exam
OC10	Descriptive geometry and perspective	5	Credit, Exam
OC11	Modern information technologies and computer graphics	12	Credit, Credit, Credit, Credit
OC12	Sculpture and plastic anatomy	6	Credit, Exam
OC13	Environmental design	15	Credit, Credit, Exam, Exam, Exam
OC14	Practical training	24	Credit, Credit, Credit, Credit, Credit, Credit, Credit, Credit
<b>Total</b>			<b>144</b>
<b>Selective components of EP</b>			
SC1	Life safety, Civil protection and Labour protection	3	Credit, Credit
SC2	Pedagogy (Preparation of Youth for family life)	3	Credit, Credit
SC3	Psychology	3	Credit
SC4	Modern Information Technologies	3	Credit
SC5	Human and Environment	3	Credit
SC6	Political Studies	3	Credit
SC7	Sociology	3	Credit
SC8	Logic	3	Credit
SC9	Ethics and Aesthetics	3	Credit
SC10	Law Studies	3	Credit
SC11	Religious Studies	3	Credit
SC12	Economy of Culture and Art	3	Credit
SC13	Psychology	3	Credit
SC14	Fundamentals of scientific research	3	Credit
SC15	Arts and Crafts	6	Credit, Exam
SC16	Fundamentals of urban planning and planting of locality	6	Exam
SC17	Soil and Landscape science	4	Credit, Exam

SC18	Decorative dendrology and floriculture	5	Exam
SC19	Engineering equipment and technology of landscape construction	6	Exam
SC20	Volume-dimensional constructions	6	Credit, Exam
SC21	Materials science in design	3	Credit
SC22	Design	15	Credit, Credit, Exam, Exam, Exam
<b>Total</b>		96	
<b>General</b>		240	

### 3. Form of certification of higher education applicants

Certification of graduates of the educational program of specialty 022 Design is carried out in the form of defense of qualification paper and ends with the issuance of a standard document of awarding a bachelor's degree with a qualification: Bachelor of Design.

The certification is carried out in the form of public defense of qualification paper. The defense of qualification paper takes place in the form of a report of the HES in the presence of the members of the examination commission. The report should be accompanied by the demonstration of the graphic part in the form of a presentation or distributional material and creative work concerning corresponding subject.