

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**

**TERNOPIL VOLODYMYR HNATIUK NATIONAL PEDAGOGICAL UNIVERSITY**

**EDUCATIONAL AND PROFESSIONAL PROGRAM**

**The second level of higher education**

**in specialty 022 DESIGN**

**in the field of knowledge 02 CULTURE AND ARTS**

**Qualification: Master of Design,  
Lecturer of Professional Disciplines**

**APPROVED BY THE ACADEMIC COUNCIL**

**The Head of the Academic Council**

\_\_\_\_\_ /V. P. Kravets/

(protocol № \_\_ dated " \_\_ " \_\_\_\_\_ 2017)

**Educational program enacts from September «01» 2017**

**Ternopil 2017**

## 1. Profile of the educational and professional program in specialty 022 Design

<b>1 - General information</b>	
<b>Full name of higher educational institution and structural unit</b>	Ternopil Volodymyr Hnatyuk National Pedagogical University.
<b>The degree of higher education and the name of the qualification in the language of the original</b>	Master; Master of design, Lecturer of professional disciplines.
<b>The official name of the educational program</b>	Educational and professional program
<b>Type of diploma and the volume of the educational program</b>	The master's degree, unitary, 90 ECTS credits, the term of study – 1 year and 4 months
<b>Availability of accreditation</b>	—
<b>Cycle/Level</b>	FQ-EHEA – second cycle, EQF LLL – level 7, NRC (NQF - national qualifications framework) of Ukraine – level 7.
<b>Prerequisites</b>	Availability of the bachelor's degree, EQL «specialist».
<b>Teaching languages</b>	Ukrainian.
<b>The duration of the educational program</b>	—
<b>Internet address of the permanent description of the educational program</b>	<a href="http://www.tnpu.edu.ua/EKTS/Inf_pak.php">http://www.tnpu.edu.ua/EKTS/Inf_pak.php</a>
<b>2 - The purpose of the educational program</b>	
To provide the acquisition of knowledge, skills and competences from the branches of design and methods of teaching professional disciplines at the appropriate level, which will enable a higher education applicant (HEA) to freely access employment, further	

education and research activities.	
<b>3 - Characteristics of the educational program</b>	
<b>Subject area (branch of knowledge, specialty, specialization)</b>	02 Culture and Arts 022 Design
<b>Orientation of the educational program</b>	Educational and professional 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 and arts, 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 organizational, managerial, analytical and research activities in pedagogical education with an emphasis on research in the field of design and arts. Key words: design, methodology of teaching of professional disciplines, cultural studies.
<b>Peculiarities of the program</b>	The peculiarities lie in conducting workshops in specialized disciplines, aimed at getting acquainted with the latest methods and technologies of research in the field of design.
<b>4 - Eligibility of graduates for employment and further training</b>	
<b>Eligibility for employment</b>	<p><b>A specialist is able to perform the specified professional work (according to SC 003: 2010):</b></p> <ul style="list-style-type: none"> <li>1237.1 Chief engineer of the project</li> <li>1229.6 The head of the section (creative)</li> <li>1237.1 The main colorist</li> <li>1234 The main artist (advertising)</li> <li>2452.2 Designer (artist-constructor)</li> <li>2452.2 Graphic Designer</li> <li>2452.2 Interior Designer</li> <li>2452.2 Furniture Designer</li> <li>2452.2 Packaging Designer</li> <li>3471 Designer-performer of graphic artworks</li> <li>3471 Interior designer and performer</li> <li>2452.1 Designer-researcher</li> <li>2310.2 Lecturer of a higher educational institution</li> <li>2310.2 Assisntant</li> <li>2320 Teacher of a professional educational institution</li> <li>2351.1 Junior Researcher (teaching methods)</li> <li>2351.2 Lecturer (teaching methods)</li> <li>2340 Teachers of specialized educational institutions</li> <li>2452 Professionals in the field of design</li> <li>2452.2 Member of the board (art-expert)</li> </ul>

	1238 Project and program managers 1476.1 Managers of advertising
<b>Further training</b>	FQ-EHEA – third cycle, EQF LLL – level 8, NRC (NQF - national qualifications framework) of Ukraine – level 8.
<b>5 - Teaching and assessment</b>	
<b>Teaching and studying</b>	Student-centered studying, problem-oriented studying, e-studying in the MOODLE system, self-studying, studying through research, etc. Forms and teaching methods: traditional lectures, multimedia lectures, interactive lectures, seminars, practical and laboratory classes, self-study, distance learning, individual classes, etc.
<b>Assessment</b>	Assessment of the academic achievements of graduate students is carried out according to the ECTS system and the national assessment scale. <i>Current control</i> - (individual and frontal oral testing, written testing, test-control, essays, presentations, abstracts, revisions of practical classroom and creative works, round-table discussion, etc.). <i>Final control</i> - exams and credits based on the accumulated points in the process of current control, defence of course work. <i>State certification</i> - preparation and public defence of master's thesis
<b>6 – Program competencies</b>	
<b>Integral competency</b>	The ability to comprehensively solve complex professional and practical problems in the field of design and arts and methods of teaching fine arts that require sufficient intellectual potential, as well as advanced knowledge and skills of innovative character.
<b>General competencies</b>	<b>GC1 Synthesis and analysis</b> Ability to generalizations, abstract thinking, a combination of analysis and synthesis to understand processes and phenomena in different fields of science, the ability to clearly identify causal relationships. <b>GC2 Scientific research skills</b> Ability to formulate new hypotheses and solve scientific problems, to select appropriate methods for their solution; possession of the basic concepts and methods of the fine arts research and the ability to apply them in practice. <b>GC3 Interpersonal interaction</b> The ability to work in a team, conduct scientific discussions, persuade and influence other team members; the ability to find compromise solutions and take responsibility for their implementation. <b>GC4</b> The ability to motivate people, to set goals and substantiate the methods of research and move towards a common goal. <b>GC5 Instrumental skills</b> The ability to written and oral communication in the native language, knowledge of a foreign

	<p>language, skills of working with modern information technologies.</p> <p><b>GC6 Social and personal skills</b> Adaptability, communicability, creativity, tolerance, critical thinking, self-improvement, self-criticism, the presence of a stable outlook and persistence in achieving the goal.</p> <p><b>GC7</b> The ability to demonstrate initiative and entrepreneurship, to develop, organize and manage projects on artistic and exhibition activities.</p> <p><b>GC8 Ethical motives</b> Understanding and perceiving ethical principles. Compliance with the rules of professional ethics.</p> <p><b>GC9</b> The ability to assess and ensure the quality of work performed, act socially and consciously..</p>
<p><b>Professional competencies</b></p>	<p><b>PC1</b> The ability to carry out methodical activity in the teaching of students and HEA of fine arts and crafts.</p> <p><b>PC2</b> The ability to organize the educational process of design on the basis of personality-oriented, activity and competence approaches; to design and organize an educational process at the level of a course, a section, a topic, a lesson, a pedagogical situation.</p> <p><b>PC3</b> The ability to form students' and HEA skills to use the language of fine arts and crafts and design, to perform the tasks provided by the curriculum of different types of design.</p> <p><b>PC4</b> The ability to carry out the selection of methods, forms and means of teaching design aimed at the development of students' and HEAs abilities and their education; to control and evaluate student achievements and skills in professional disciplines; ; the ability to manage students' and HEAs research activities during extracurricular work; the ability to use information technology in learning.</p> <p><b>PC5</b> The ability to show understanding of the subject, structure and role of art in shaping the modern scientific picture of the world; a clear idea of the historical background of art, the principles and mechanisms of its functioning and development, systematic and anthropocentric approaches in the fine arts; awareness of the role of art in the life of society; the ability to develop in students and HEA necessary art expertise competencies.</p> <p><b>PC6</b> The ability to use specialized knowledge in the field of design and arts to assess the contemporary art study process in Ukraine and the world, artistic generalizations, to distinguish trends in the development of design and art, , to understand the phenomenon of aesthetic in Ukrainian design.</p> <p><b>PC7</b> The ability to disclose 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> The ability to creativity according to the laws of beauty, figurative perception and analysis of the surrounding, self-improvement of creative abilities, aesthetic taste, aesthetic needs.</p>

	<p><b>PC9</b> The ability to display 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 apply creative use of the acquired professional theoretical and practical knowledge and skills in modern decorative arts and ethno-design.</p> <p><b>PC11</b> The ability to organize cultural and artistic actions against the background of modern amateur and professional artistic practices.</p> <p><b>PC12</b> The ability to use the property of related disciplines in their own artistic and pedagogical activities.</p> <p><b>PC13</b> The ability to use practical skills of harmonious compositional arrangement of the image, construction of the form in space.</p> <p><b>PC14</b> The ability to organize work in accordance with the requirements of safety of life and labor protection within the functional duties of a teacher of professional disciplines and lecturer of artistic disciplines; the ability to conduct training in the workplace on safety and life safety issues.</p> <p><b>PC15</b> The ability to use the possibilities of network software systems and Internet resources to solve theoretical and practical problems in the field of professional activity.</p>
<p><b>7 - Program outcomes of studying</b></p>	
<p><b>General knowledge, understanding and skills</b></p>	<p><b>POS1</b> Understanding the essence of scientific knowledge.</p> <p><b>POS2</b> Knowledge and ability to apply methods of scientific processing of research results. Possessing a conceptual-terminology apparatus.</p> <p><b>POS3</b> Understanding the difference between scientific knowledge and pseudoscience. Understanding the causal relationships.</p> <p><b>POS4</b> To understand various problems of the development and functioning of science</p> <p><b>POS5</b> To evaluate the results of individual scientific and research activities</p> <p><b>POS6</b> The ability to classify information resources and software information technologies tools in scientific research</p> <p><b>POS7</b> To choose the topic for scientific research, select the forms and methods of research on a particular topic.</p> <p><b>POS8</b> To analyze theoretical sources and generalize the results of scientific research.</p> <p><b>POS9</b> The ability to use the acquired knowledge in own scientific and practical activity</p> <p><b>POS10</b> To demonstrate the possibility of issuing scientific reports with the help of modern software tools. To define the methodological base of information technologies in scientific researches</p>

	<p><b>POS11</b> The ability to manage information from primary and secondary informational sources, including reproduction of information through electronic search</p> <p><b>POS12</b> Ability to conduct scientific activity in the field of art studies and methods; to seek new forms and methods of training and to carry out their testing; conduct a pedagogical experiment; to develop nonconventional lesson notes; to analyze psychological and pedagogical peculiarities of different age groups.</p> <p><b>POS13</b> The ability to be able, based on the purpose of observation and properties of the research object, to choose the method and to develop a plan and method of observation; to predict the influence of various factors on the quality of the result</p> <p><b>POS14</b> To have interpersonal skills that are related to the ability to interact with other people and involve them in teamwork.</p> <p><b>POS15</b> The ability to communicate, including oral and written communication, is one of the most common European languages (English, German, Italian, French, Spanish), as well as the language of the home country for official business and scientific communication</p> <p><b>POS16</b> Acquiring the knowledge necessary to continue professional development, which also includes the ability to work independently</p> <p><b>POS17</b> The ability to adapt to new situations and make decisions; apply knowledge in practice, solve problems related to qualitative and quantitative information</p>
<p><b>Knowledge, understanding and skills in the subject area</b></p>	<p><b>POS18</b> Knowledge of the main aspects of the use of the terminology of design.</p> <p><b>POS19</b> To know the classification of types and genres of visual art, their main characteristics.</p> <p><b>POS20</b> To know the main manners of constructing design projects, principles of their construction.</p> <p><b>POS21</b> To know the basic semantic and compositional means of constructing objects of design and works of art of Ukraine.</p> <p><b>POS22</b> To know the basics of perspective, color studies, compositions, shaping, modeling.</p> <p><b>POS23</b> To know the history of domestic and foreign art of the past and present.</p> <p><b>POS24</b> To have knowledge about the specifics of work with pupils of different age groups in the integral pedagogical process in the conditions of individualization and differentiation of teaching design and professional disciplines.</p> <p><b>POS25</b> To have knowledge of psychological and philosophical regularities of visual art.</p> <p><b>POS26</b> Acquiring skills in designing an object.</p> <p><b>POS27</b> The ability to work with hard and soft graphic materials on</p>

	<p>various surfaces, specific for graphic arts techniques.</p> <p><b>POS28</b> The ability to work with classical plastic and hard materials with the basic methods of cutting and adding shapes.</p> <p><b>POS29</b> To be able to use in works of visual art semantic (information of national, social, magical, figurative orientation), as well as compositional means, colored, technological elements.</p> <p><b>POS30</b> The ability to apply specialized knowledge in preparation for the lesson; design the content of the lesson; to develop cognitive activity of students for the learning of the material; to carry out methodical activity on professional disciplines, apply basic knowledge in pedagogy and psychology, methods of teaching specialty disciplines; to design the activity of the subject circle, elective course, to create elective courses; to analyze textbooks, manuals, didactic materials, methodical literature for the purpose of designing a holistic educational process; to design the implementation of interdisciplinary connections; to cultivate a fully developed personality.</p> <p><b>POS31</b> The ability to select the methods, forms and means of training aimed at developing students' abilities and their education; development of students' abilities to work with creative and olympiad tasks in fine arts; to organize and conduct educational events; to organize work in accordance with the requirements of safety of life and labor protection within the functional duties of a lecturer and a teacher.</p> <p><b>POS32</b> The ability to monitor the educational achievements of subjects of study; develop different types of training tasks that are relevant to the monitoring results.</p> <p><b>POS33</b> The ability to use pedagogical technologies in the educational process; to develop lessons according to the chosen learning technology.</p> <p><b>POS34</b> The ability to select a system of tasks for controlling and correcting students' knowledge; to conduct oral, written and test control on the classes in professional disciplines; keep track of the results of the control of knowledge, skills and abilities.</p>
<p><b>8 - Resource support for the implementation of the program</b></p>	
<p><b>Personnel support</b></p>	<p>At the Department of Fine Arts, design and teaching methods, which is the graduation department for the specialty 022 Design 15 highly skilled specialists work. Among them: 3 candidates of pedagogical sciences, 4 candidates of art studies, 1 candidate of architecture, 1 Honored Worker of Arts of Ukraine, 1 Honored Artist 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 teachers from other departments who work at the main place of</p>



	<p>work. Among them: 3 doctors of pedagogical sciences, 1 doctor of art studies, 1 doctor of philosophical sciences; 5 candidates of sciences, associate professors.</p> <p>Thus, conducting 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 a scientific rank is 100%, including those with a Ph.D. degree or a professor's academic rank – 53.3%.</p>
<b>Material and technical support</b>	<p>Information on the total area of the facilities used in the educational process; provision of educational facilities and other facilities; equipment and software for the specialized computer labs are indicated in Tables 2-6.</p> <p>Teaching of the disciplines of the fine art cycle is carried out in specialized workshops and offices, among them: workshops of painting, drawing, sculpture, arts and crafts, cabinets of methods of teaching fine arts, ethnography, for creative discussions (Table 4).</p>
<b>Information and studying and methodological support</b>	<p>Information on the complex 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 Credit Mobility</b>	<p>An agreement was signed on the academic exchange between V. Hnatiuk TNPU and Pomeranian Academy (Poland) (agreement dated 02/03/2014, valid until 2020).</p> <p>An agreement on cooperation in obtaining a dual diploma with the Higher Linguistic School in Czestochowa (Poland) was signed (agreement dated 19/06/2013, valid until 2022).</p> <p>The University participates in the Erasmus + program with the University of Alexandru Ioan Cuza in Iasi (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 (works), practice, qualification work)	Number of credits	Assessment form
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1	2	3	4
<b>OBJECTIVE COMPONENTS OF EDUCATIONAL PROGRAM</b>			
OC1	Management in education	3	Exam
OC2	Philosophy of science	3	Exam
OC3	Computer information technologies in education and science (training)	3	Credit
OC4	Methodology of scientific research	3	Exam
OC5	Foreign language (in professional orientation)	3	Exam
OC6	Psychology and pedagogy of higher education	3	Exam
OC7	Methodology of teaching fine arts in HEI and profile school	6	Exam
OC8	Design-projecting	6	Credit, Exam
OC9	Programming design	6	Credit, Exam
OC10	Course work in design projecting	3	Credit
OC11	Ukrainian ethnology	3	Credit
OC12	Art anthropology	3	Credit
OC13	Pedagogical practice	6	Credit
OC14	Scientific and pedagogical practice	6	Credit
OC15	Master's thesis	8	-
<b>Total amount of objective components</b>		<b>67</b>	
<b>SELECTIVE COMPONENTS OF EDUCATIONAL PROGRAM</b>			
SC1	Plastics of small forms	4	Credit
SC2	Sculpture	4	Credit
SC3	Aesthetics of arts	4	Credit
SC4	Psychological analysis of art works	4	Credit
SC5	Marketing design	5	Credit
SC6	Patent design	5	Credit
SC7	Art epistemology	6	Credit
SC8	Folklore	6	Credit
SC9	History of visual arts	4	Credit
SC10	Organization of cultural and artistic actions	4	Credit
<b>Total amount of selective components:</b>		<b>23</b>	
<b>GENERAL AMOUNT OF EDUCATIONAL PROGRAM</b>		<b>90</b>	

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

Certification of graduates of the educational program in specialty 022 Design is conducted in the form of the defence of the master's thesis and ends with the issuance of the document of the established model for the award of the master's degree with qualification: Master of Design, Lecturer in professional disciplines.

The certification is carried out in the form of open public defense of the master's thesis. The defense of the master's thesis takes place in the form of a report of the HEA in the presence of the members of the Examination Board. The report should be accompanied by a demonstration of the graphic part in the form of a presentation or posters and creative work on relevant topics.