

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN**

**APPROVED**

By the Admissions Committee of the  
Kyiv National University of  
Technologies and Design

April 14, 2026, Minutes No. 4

Head of the Admissions Committee

Talia BIELIALOV



**PROGRAM OF THE ENTRANCE EXAM**

**«Presentation of the research proposal»**

(Full-time, Part-time (evening) and Intermittent (Off-Campus) mode of study)

**For a Doctor of Philosophy degree  
for 2026 year**

Kyiv 2026

## **INTRODUCTION**

The presentation of the research proposal is a scientific report of an entrant to graduate school, which is accompanied by an electronic presentation.

The purpose of the exam is to establish the level of possession of the necessary theoretical and practical knowledge in the chosen field of scientific research; the ability to formulate and justify the original scientific propositions and ideas that will form the basis of the future dissertation research; inclination of the student to independent analysis of fundamental and applied scientific problems.

The scientific report of graduate student need to be accompanied by an electronic presentation, which contains information about the justification of the topic of the future dissertation research, its relevance, scientific idea and hypothesis, the state of development in domestic and foreign science; possible ways of solving the tasks, achievements of the entrant, etc.

The duration of the presentation of the research proposal should be up to 15 minutes.

The electronic presentation should be made by using the Microsoft PowerPoint program. The material which is presented should be in Ukrainian language.

The printed version of the electronic presentation should be kept in the personal file of the graduate student.

## **RECOMMENDATIONS FOR THE REGARDING THE DESIGN OF THE PRESENTATION**

### **General requirements for the presentation**

A presentation is an electronic document, which has a set of slides, the purpose of which is a visual representation of the author's idea, which is as convenient as possible for the perception of a specific audience and encourages it to interact with the author.

To conduct a successful presentation, it is necessary to determine the structure of the speech, prepare the accompanying speech and design the slides.

During the preparing a presentation, you can use fragments of Word documents, spreadsheets and Excel charts, etc.

Basic information should be displayed on each slide. The number of slides approximately corresponds to the length of the report. If there are more slides than time, the presenter will not have time to show all the slides.

The first slide should have the title, the last slide should contain information that the report is over. The remaining slides of the presentation should contain the justification of the topic of the future dissertation research, its relevance, scientific idea and hypothesis, the state of development in domestic and foreign science;

possible ways of solving the tasks, achievements of the entrant.

The presentation is accompanied by a speaker's report. The report should be consistent and logical.

It is not recommended to use slide transition effects. It is enough to simply switch slides with the appropriate keys or a manipulator.

### **Practical recommendations for preparing the presentation**

The creation of a presentation consists of three stages: planning, development and rehearsal.

Planning a presentation is a multi-step procedure that includes defining the goal, forming the structure and logic of presenting the material. Presentation planning includes:

- determination of the purpose of the speech;
- definition of the main idea of the presentation;
- performance planning;
- construction of material supply logic;
- creating a presentation structure;
- preparation of the conclusion.

The development of a presentation is the preparation of presentation slides, determination of the structure of the slides and their design.

Rehearsing the presentation is checking and editing the created presentation. The presentation should contain the following logical blocks:

- title page. It indicates the institution in which the work is planned to be carried out, the name of the topic of future scientific research, the surname and initials of the author, the academic degree, rank, surname and initials of the intended scientific supervisor;
- introduction (presentation content). The second slide should contain a short list of all the main issues that will be discussed in the report. This disciplines the speaker and concentrates the listeners' attention. When creating such a slide, the author is required to very clearly highlight and formulate the key issues of the report;
- the main part, which substantiates the topic of the future dissertation research, its relevance, scientific idea and hypothesis, the state of development in domestic and foreign science. The author's specific proposals for improving a certain sphere of activity, as well as directions and ways of solving the investigated problem, are given here. Content information should be presented by speaker, and the main theses, lists, diagrams, drawings, tables, diagrams should be indicated on the slide;
- the conclusion(s) should include the applicant's own position on the problems that arise and ways to solve them.

- a list of scientific works of the entrant is also included in the presentation.

### **Requirements for the design of the presentation**

The entire text spoken by the speaker which is not written on the presentation slides. The text on the slide should contain only key phrases, words that the speaker develops and comments on orally.

The presentation should be made using a single design template for all slides. The design should be simple and concise.

It is necessary to use the maximum space of the screen (slide).

Slides should be numbered indicating the total number of slides in the presentation.

The entire text spoken by the speaker is not written on the presentation slides. The text on the slide should contain only key phrases, words that the speaker develops and comments on orally.

The presentation should be made using a single design template for all slides. The design should be simple and concise.

It is necessary to use the maximum space of the screen (slide).

Slides should be numbered indicating the total number of slides in the presentation.

The use of solid text should be avoided. It is recommended to use numbered and bulleted lists. It is preferable to use short sentences or phrases. It is not recommended to transfer words.

To design the presentation, you should use standard, widely distributed fonts, for example, such as Arial, Tahoma, Verdana, Times New Roman. It is recommended to use only one font in one presentation. The font size for informational text is at least 22-24 points.

List items should be separated by semicolons. A full stop must be placed at the end. After a colon, all list items should be written with a lowercase letter.

During creating a slide, remember that:

- image sharpness on a large screen should be lower than on a monitor;
  - excessively large font size have to complicate the process of quick reading;
  - uppercase letters should be more difficult to perceive than lowercase letters.
- Bold, italics and CAPS LOCK are used only for highlighting;
- slides can have a monotonous background, as well as background-gradient or background-image. However, backgrounds overloaded with graphic elements should be avoided. It is advisable to choose two or three different background designs in order to be able to replace the background in case of poor projection before the performance;
  - for the presentation, it is first necessary to choose a color scheme - up to three colors, each of which should be perfectly readable on the selected background;

- it should assigned each of the text elements its own color (large headings, small headings, captions), you need to follow this scheme on all slides;
- the main text should be dark on a light background, or light on a dark background. You should also avoid using red text elements;
- text and graphics animation effects should be avoided, except when justified. For example, you can use an animation effect to explain system dynamics, algorithms, etc.;
- illustrations must be signed in the language of the presentation of the work. Signatures are recommended to be placed under the image, or on the side, if it, for example, has a vertical orientation. The font size of signatures must be at least 12 points;
- the image should be given as large size as possible. It is better to distribute illustrations on slides than to place them on one, but in a reduced form;
- photos can be in color, and vector graphics (diagrams, diagrams, graphs) must correspond to the main color scheme;
- diagrams, tables, schemes, graphs must have a name or the title of the slide can serve as such name. Lines and signatures must be clear.

## ASSESSMENT CRITERIA OF THE SCIENTIFIC REPORT OF THE GRADUATE STUDENT

Evaluation of the scientific report of the entrant is carried out on a 200-point scale.

### The scale of evaluation of the graduate student's scientific report

| Scientific evaluation scale reports of the graduate student | Evaluation criteria                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 180-200                                                     | A correct and comprehensive report, demonstrating deep knowledge of the conceptual apparatus and literary sources, the ability to formulate and substantiate the initial scientific propositions and ideas that will form the basis of the future dissertation research, and the ability to argue one's answer. The presentation is accompanied by an electronic slide deck that clearly defines the goal, object, subject, and research methods, while outlining the scientific novelty and practical significance of the results to be obtained during the course of the dissertation research. |
| 150-179                                                     | The report is generally correct, though it contains minor inaccuracies. It is accompanied by an electronic presentation that includes minor inaccuracies in the formulation of the goal, object, subject, and research methods.                                                                                                                                                                                                                                                                                                                                                                   |
| 120-149                                                     | The report is generally presented, but does not have a convincing argumentation of the report, the initial scientific provisions and ideas that will form the basis of the future dissertation research are not clearly formulated and not systematized. The presentation is accompanied by an electronic slide deck containing significant inaccuracies in the formulation of the research goal, object, subject, and methods.                                                                                                                                                                   |
| 100-119                                                     | The report shows mediocre knowledge of the material, contains significant errors in the interpretation of the initial scientific provisions and ideas that will form the basis of the future dissertation research. It is accompanied by an electronic presentation that contains substantial errors in the formulation of the research goal, object, subject, and methods                                                                                                                                                                                                                        |
| 0-99                                                        | The report is superficial and incomplete, and it contains significant errors. The accompanying electronic presentation fails to provide a substantiation for the underlying scientific premises and ideas.                                                                                                                                                                                                                                                                                                                                                                                        |

### Final rating score

| Score in points | Mark by the national Scale |
|-----------------|----------------------------|
| 180-200         | Excellent                  |
| 150-179         | Good                       |
| 120-149         |                            |
| 100-119         | Satisfy                    |
| 0-99            | Fail                       |