

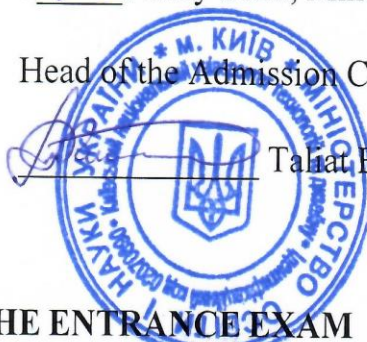
MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

«APPROVED»

By Admission Committee of the Kyiv
National University of Technologies and
design

« 04 » May 2026, Minutes № 4

Head of the Admission Committee

 Tahir BIELIALOV

**PROGRAM OF THE ENTRANCE EXAM
OF THE SPECIALTY B2 DESIGN**

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

**EDUCATIONAL AND SCIENTIFIC PROGRAM DESIGN
FOR THE DEGREE OF DOCTOR OF PHILOSOPHY IN 2025**

RECOMMENDED

By the Academic Council of the

Faculty of Design

dated « 16 » March, 2026

Protocol № 12

REVIEWED AND APPROVED

at the meeting of the AFD
Department

dated « 16 » March, 2026

Protocol № 12

at the meeting of the IFD
Department

dated « 12 » March, 2026

Protocol № 10 Protocol № 11

at the meeting of the GD
Department

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Protocol № 13

at the meeting of the MD
Department

dated « 17 » February, 2026

Protocol № 9

Kyiv 2026

INTRODUCTION

The purpose of the entrance exam for postgraduate studies in specialty B2 "Design" is to determine the actual compliance of the level of training of university graduates with the requirements of scientific training in the chosen specialty. Admission to graduate school in the specialty B2 "Design" is carried out based on entrance examinations on the general terms provided by the current legislation at the time of the entrance examinations. For the specialty B2 "Design", entrance examinations for postgraduate studies are held after completion of studies and obtaining a master's degree or a specialist's degree.

The entrance exam is conducted in a combined form (written and oral). It consists of three theoretical questions (written) and an interview. The applicant has 2 hours to provide a written answer.

DESCRIPTION OF THE MAIN SECTIONS AND THEIR BRIEF CONTENT

In order to pass the entrance exam for admission to the Doctor of Philosophy program, an applicant must prepare for the following fifteen sections.

SECTION 1. Characteristics of the design process

The concept of "design". Components of the design system. Differences between design and other design practices. Definition of the concept of "design". Initial information required for the design process of design objects. Pre-project analysis: stages of implementation. Methods of collecting information for a design project. Characteristics of the stages of work on a design project: drawing up terms of reference, pre-design stage, form sketches; preliminary design; selection of materials and equipment, layout; project implementation and author's supervision. Requirements for working drawings and demonstration material of the design project. Features of designing design objects for mass, serial, and individual production. The role of modeling and layout in the design of design objects. The importance of materials in modeling and layout. Methods of effective use of internal perception and spatial imagination in the design of complex design objects. The connection of design activity with thinking processes. Critical analysis of aspects of theories, principles, methods, and concepts from various subject areas to solve design problems and design problems. Criteria for generating a creative idea for the development of creative design proposals: development of a high-quality and extensive communication system, application of basic concepts of visual communication in the artistic and cultural spheres. Cause-and-effect relationships in the development of design and contemporary art. Peculiarities of design activities in the international context.

SECTION 2. Formation in design

Form as a basic concept of design. Principles of the relationship between the elements of the form. Principles and methods of developing the shape of design objects. Methods of modeling in the development of the form of design objects. Structure of the form of a design object. Stable and mobile elements. Internal structure and external form of design objects: principles of relationship. Tectonic construction of the form of design objects. The main characteristics of the tectonicity of the object. Determination of stable and mobile form elements in the

tectonics of design objects. Silhouette forms. Characterization of the geometric form. Volumetric-spatial and planar forms. Silhouette shape as the main characteristic of the shape of a design object. Size and weight of the form of the design object. Form division, leading structural and decorative divisions. The conditionality of the division of the design form. Influence of the directions of form division on its artistic expressiveness. The concept of the basic form, its features. Elements of the basic form. Silhouette; basic silhouettes. Logic and dynamics of the development of the silhouette of a design object. Tectonic properties of the characteristics of texture and pattern on the surface of materials in the construction of the form. Tectonic properties of colors in the construction of forms. Metro-rhythmic properties of the tectonic construction of the shape of design objects. Principles of tectonic construction of static and dynamic forms of design objects. Methods of working on the form of design objects.

SECTION 3. Composition in design

Basic laws of composition, their essence. Principles of the relationship between the main and secondary elements of the composition. Compositional means: symmetry, asymmetry, proportions, ratios, scale, rhythm, balance. Principles of composition: identity, contrast, nuance. Characteristics of concepts: statics, dynamics, balance. Tectonics and architectonics as aesthetic and structural categories of composition of design objects. The concept of scale in design. Basic methods of building proportions. Compositional proportioning. The golden ratio. Principles of building simple and irrational relationships in proportions. Types and role of metro-rhythmic patterns. Compositional equilibrium in the tectonics of forming. Tectonics of proportional construction and scale of the form of design objects. Patterns of coherence of composition elements in the tectonic construction of the form of design objects. Patterns of detection of the compositional center in the tectonic construction of the form of design objects. Laws of detection of the compositional center in the design object.

SECTION 4. Color and coloristics in the design of design objects

Artistic properties of color in design. Theories of color harmony. Stages of development of the doctrine of color. Basic laws of psychophysiological color perception. Terminology of color and color science (hue, intensity, depth, lightness, saturation, brightness). Harmonious color combinations in the formation of design objects. Basic rules of interaction between colors and color combinations (contrast, nuance). Color associations. Techniques of color and principles of color harmony in creating design objects. Symbolic properties of colors. Associative and optical properties of color in design projection. Color and texture of objects. Features of national traditions and color symbolism in different cultures. Color features in the style of historical eras; specificity of color within the traditions of a particular historical and cultural community.

SECTION 5. Ergonomics as a component of design

General characteristics of the concept of ergonomics. Characteristics of the system "person - object - environment". Factors influencing the variety of forms and approaches to the creation of products for various purposes. designs and methods of designing products for various purposes. Forms of human interaction

with the environment, human psychology and specific requirements for psychological comfort in the environment. Anthropometric characteristics of a person and features of taking into account anthropology in ergonomics. Key dimensional features for different consumer groups: men, women, and children. Features of design and construction of design objects for various purposes according to ergonomic requirements. Features of ergonomic design of industrial and individual products. Regulatory requirements for conducting design and ergonomic analysis of industrial products. Ergonomic requirements for the design of the workplace, industrial products, equipment, clothing design, packaging. The dynamics of changes in the functional state of a person in the process of work and the problems of reducing fatigue as a design task for a designer.

SECTION 6. Project methods in design

Features of creative thinking in design activity. Characteristics of creativity. Methods of finding new ideas. Scientific methods of activating creativity. Heuristic design methods in the work of a modern designer (on the example of the characteristics of 3-4 heuristic methods of creativity). Combinatorial methods of designing design objects. Features of designing an integral structure using combinatorial methods. Characteristics of modular design methods. Characteristics of the deconstruction method. Figurative and associative basis of the design solution of design objects. Principles of graphic design. The concept of "transformation"; the principles of using transformation in design. Features of designing design objects as a sign system. Features of designing by prototypes. Development of a science-based concept and a conscious approach to the production of a design product. Conceptual design of design objects taking into account functional, technical, technological, environmental, and aesthetic requirements. Principles and problems of creating a market-demanded and socially responsible design product (goods or services). Environmental issues and main trends in modern design.

SECTION 7. Computer design technologies

Types of computer graphics and types of software. Features and tools of vector graphics. Color models in the development of design objects. Types of fills: homogeneous, gradient, patterned, raster, drawing. Path parameters. The sequence of converting a vector image to a raster image. Basic conversion parameters. Tracing a raster image. Basic types of text: curly, plain. Basic parameters of character and paragraph text formatting. Features of style formatting. Basic drawing tools and their settings. Basic tools for local image retouching. Principles of global image correction. Techniques for creating collages. Basic filter groups. Specifics of 3D graphics in the design of design objects.

SECTION 8. Interior and furniture design

The spatial structure of the interior as a design object: opportunities and trends in organization. Typology of interiors. Specifics of designing living space. Specifics of designing public interiors. Special requirements in the design of industrial interiors. Modern research and design methods in interior design. Criteria for determining a style solution in interior design. Color and texture solutions in the interior. Finishing materials and their compliance with the style decision. Prediction of aesthetic and functional parameters of functioning as a stage in interior design. Scenario approach in the integrated design of interior objects and the specifics of

project management. Furniture and equipment in the interior. Historical experience and trends in furniture design. Requirements for furniture design. Specifics of designing furniture for people with special needs.

SECTION 9. Industrial design

Specifics of designing industrial design objects. Typology of industrial design objects. Criteria for determining the level of aesthetics, functionality, comfort, efficiency, and safety in the design of industrial design objects (household appliances, tableware, audio and video equipment, furniture, lighting, toys, etc.) Formation of a design marketing concept for positioning and promoting industrial design products in the domestic and global markets. Principles of application of the main means and methods of creating complex objects for industrial, social and domestic purposes in design work. Features of the project concept in the development of an industrial design object, its main components. Project image in industrial design, means of combining artistic and utilitarian characteristics. Compositional means of harmonizing the form of an industrial product. Aspects of managing the process of producing an industrial design product at different stages of branding and rebranding.

SECTION 10. Fashion and textile design

Artistic design systems in fashion design. Artistic system "ensemble": difference from other systems. Level of subordination of elements and scope of the system. Artistic system "kit". Requirements for its formation and use. Simple set; extended set. Artistic system "set", requirements for its design. Designing clothing models in an autonomous artistic system: possibilities of variability. Characterization of the stages of work on the "collection" system in fashion design. Definition of the structure and levels of the system. Conditions for a holistic perception of the system. Formation of the initial factors of the "collection" system. The structure of the collection concept. Means of harmonizing the collection system. Features of designing collections of different types. The "costume" system, its components, their interconnection and interdependence. "Costume" as an integral complex compositional system with a person in the center of attention. Influence of the figure type on the identification of the features of the costume form. Typology of textile products. Specifics of interior textile design. Specifics of designing textiles for clothing. Means of expression in textile design: composition, ornamentation, color, texture, material, decoration.

SECTION 11. Graphic design

Graphic means and methods of depicting design objects. Project graphics: composition (elements, components) and requirements. Peculiarities of design solutions for graphic design objects: book graphics, posters, corporate identity, printed products, packaging, web design. Corporate identity as a means of positioning a company in the market and a means of building trust. Characteristic features of corporate identity design for companies in various fields of activity. Logo as the main constant of corporate identity. Requirements for modeling the company's image in accordance with the general corporate identity. Souvenirs: design specifics. Printing products: typology and design specifications. Basic requirements for designing a booklet and prospectus. Infographics as a design object. Principles of designing an iconic sign. Monogram and principles of its design. The meaning of the concept of "corporate font". Specifics of packaging design. Principles of building an

information and advertising composition. Designing magazine publications (components: photos, texts, headlines, pictures). Specifics of presentation of advertising and presentation materials on three-dimensional media (banners, banners, aerial figures, interior items and elements, etc.) Poster graphics; typology of posters. Basic requirements for designing advertising and information posters. Graphic techniques and effects used in the depiction of design objects for various purposes (clothing, household items, textile toys, interior items, etc.) Visual means of conveying the texture of surfaces and materials.

SECTION 12. Multimedia design

Digital technologies in design. Criteria for determining convenience and aesthetics in communication between technology and the end user. Visualization as a means of increasing the efficiency of information perception. The use of color and font as tools for visualizing information in the modern multimedia space. Animation as a specific type of project practice. Types of animation: graphic, three-dimensional, their specificity. Types of technologies: by animation method (frame-by-frame technology, keyframe method); by the type of object parameters change (motion technology, shape technology, color animation). Coloristics and color harmony in computer programs. Colorimetry; unified color system. Tools and means of 3D modeling in design; creation of search sketch models using various modeling methods, types of project graphics with 3D visualization. Web design as an independent type of project creativity. Optimization of graphics for Web design. Features of work automation. Specifics of three-dimensional computer modeling. Types of standard objects and their parameters; basic material editors. Library of materials; creating your own material; basic types of materials. Basic image visualizers.

SECTION 13. Design of stone and metal products

Traditions of stone processing in world cultures and in Ukraine. Specifics of the use of artificial stone products in the interior (residential and office). Processing of natural stone in the jewelry and stone processing industries. Features of manufacturing products from natural and synthetic stone, specifics of manufacturing exclusive products from precious stones. Production of household items and jewelry from precious metals. The specifics of jewelry development in the world and in Ukraine. The sequence of designing stone and metal products: development of a technological map for the manufacture of a product made of stone or precious metal and alloys; performance of procurement, mechanical, and assembly operations; quality assessment of raw materials and products from it; development and execution of technical and technological documentation; development of cost estimates; manufacturing of the product in materials (performing sawing, grinding, polishing, cutting, and finishing works on stone processing machines, their maintenance); author's design. Characterization of different types of restoration work on jewelry and stone products.

SECTION 14. The importance of cultural and intangible cultural heritage in the development of design

Characterization of the main stages of development of artistic culture. Methods of studying material culture. Semiotics as a means of expressing cultural meanings. Features of the expression of aesthetic ideals of the era in design objects. General characteristics of the material culture of antiquity. General characteristics of the Gothic style. Features of the development of the Renaissance. Baroque and Rococo in European culture. General characteristics of the classicism style. Empire style as the final stage of development of classicism. The origin of the basic principles of modern design in the XIX century. Development of design in the late XIX - early XX century. General characteristics of the Art Nouveau style. Features of the artistic culture of the XX century. Activities and importance of the Bauhaus school. General characteristics of the modernist era. The influence of modernist trends on the development of design. General characteristics of the Art Deco style. Intangible cultural heritage and its importance in the development of design. Methods and principles of using the traditions of national culture in the design of modern design objects. The concept of "style"; characteristics of the concepts of "style of the era", "style in art", "style in design", "author's style", "direction", "trend", "school". Sources of inspiration in the design process. Historicism as a source of designer's creativity. Folk traditions as a source of designer's creativity.

SECTION 15. Methodology of scientific research in design

Leading scientific schools and representatives of Ukrainian art history. Current research topics. Design research: specific features. Design research in the system of art history. Combining theoretical and practical components in research. Methodology of research in design. Characteristics and features of defining and substantiating the research topic. General scientific research methods: historical, biographical, comparative analysis, typological, interview. Methods of art history research: figurative, stylistic and formal analysis, iconographic, iconological, interpretation. Features of scientific activity in design. Basic methodological paradigms of studying design objects. Features of the study of design objects in the context of cultural heritage development. Content of research work. Models of content. Research sources for research work: types of sources, specifics of working with them. Working with literary and Internet sources. Stages of research work on design.

LIST OF QUESTIONS FOR THE ENTRANCE EXAM IN THE SPECIALTY

1. Definition of the concept of "design". Requirements for the design object in design.
2. Requirements for working drawings and demonstration material of the design project.
3. Features of designing design objects for mass, serial and individual production.
4. Aspects of managing the design product development process at different stages of branding and rebranding.
5. Principles of using color and font as tools for visualizing information in the modern multimedia space.

6. Principles of harmonization of the "man-suit" system.
7. Influence of the figure on the identification of the features of the shape of the costume.
8. The main characteristics of the tectonicity of the object. Determination of stable and mobile elements of form in the tectonics of design objects.
9. Tectonic construction of the shape of design objects.
10. Types of fonts in graphic design. Forms of representation of font information.
11. Design activity as a three-stage process. The main stages in working on a project.
12. Heuristic methods of creativity of a modern designer, their essence. Definition of the terms "heuristics", "heuristic methods".
13. Characterization of the peculiarities of the development of European material culture of the late XIX - early XX century.
14. General characteristics of the aesthetic paradigm of the study of material culture. Features of the study of design objects in the context of the development of material culture.
15. Characterization of the semiotic paradigm as a means of expressing cultural meanings.
16. Basic principles of modern design.
17. Means of harmonization of the "collection" system. Harmonization factors and collection structure.
18. Visual means of conveying the texture of surfaces and materials.
19. Expressive means of graphics in the creation of industrial products.
20. Means of compositional expressiveness of design objects.
21. The relationship of color and shape in the composition. Color accent in the composition.
22. Combinatorial methods of designing design objects.
23. Characteristics of modular design methods.
24. Deconstruction method in design.
25. Pre-project analysis and its importance in design activities.
26. Designing surfaces of textile products using decorative and structural elements.
27. Features of the design of clothing and textile products of small forms for various purposes.
28. Conceptual design of design objects taking into account functional, technical, technological, environmental and aesthetic requirements.
29. Stages of designing industrial design objects.
30. Features of performing a critical analysis of aspects of theories, principles, methods and concepts from various subject areas to solve design problems and problems in the field of design.
31. Logo as a design object and a means of influencing the consumer.
32. Monogram and principles of its design.
33. The content of the concept of "corporate font". Corporate identity: constituent elements.
34. Methods of working on the shape of design objects.
35. The role of modeling and layout in the design of design objects.
36. The importance of materials in the implementation of interior design projects.
37. Characteristics of methods of shaping from textile materials.
38. The relationship of design activity with thinking processes.
39. Folk costume as a source of creativity of the designer.

40. Methods and principles of using intangible cultural heritage in the design of modern design objects.
41. Scientific methods of activating creativity.
42. Methods of finding new ideas in design.
43. Basic laws of composition, their essence. Compositional elements: shape, silhouette, lines, color, decor.
44. Universals of composition as signs of a harmonious whole work: nuance, contrast, identity, rhythm, proportion.
45. Figurative and associative basis of the design solution of design objects.
46. Sources of inspiration in design.
47. Transformation as a project method.
48. Historicism as a source of designer's creativity.
49. Basic requirements for the design of printed products.
50. Basic requirements for poster design. Types of posters.
51. Features of packaging design for different types of products.
52. Specifics of project graphics at the preparatory stage (sketches, tracings, diagrams). Types of sketches and features of sketch project graphics.
53. Features of the organization of design solutions in furniture design.
54. Graphic computer programs for converting photos, drawings and sketches into various formats of design solutions.
55. Features of design activities in the international context.
56. Presentation graphics: components, types, options, types of organization.
57. Features of designing clothing collections of different types.
58. Environmental issues and main trends in modern design.
59. Features of designing textile products for the interior.
60. The concept of interior decor. Features of designing furniture covers.
61. Features of the use of combinatorics in the design of design objects.
62. Features of designing design objects as a sign system.
63. Features of creative and creative thinking in design activities.
64. Features of European artistic culture of the XX century.
65. Activities of the Bauhaus School and its importance in the development of design.
66. Plastics, tectonics and architectonics as art and design categories.
67. The concept of scale in design.
68. The concept of "design". Components of the design system. Differences between design and other types of creativity.
69. Features of Ukrainian artistic culture of the XX century.
70. The concept of research methodology in design.
71. Features of scientific activity in design. The main methods of researching design objects.
72. The concept of "proportion". Basic methods of building proportions.
73. The concept of basic form in design, its features.
74. The structure of the form. Principles of the relationship between the elements of the form. Stable and mobile elements.
75. Principles and problems of creating a market-demanded and socially responsible design product (goods or services).
76. Principles of designing information and advertising posters.
77. Principles and tools of multimedia design.
78. Animation as a project practice in design.

79. Specifics of designing clothing models in an autonomous art system.
80. Realization of the aesthetic ideal of the era in design objects.
81. Visualization as a means of increasing the efficiency of information perception.
82. The system "costume", its components, their interconnection and interdependence.
83. General concepts of artistic and constructive means in the design of textile surfaces.
84. The specifics of preparing project documentation in design.
85. The relationship between the concepts of "style" and "fashion". Fashion and its functions. Stages of fashion evolution in the XX century.
86. The style of "modern". Characteristic features of the style.
87. General characteristics of the modernist era and its impact on the development of design.
88. Manifestations of pop art and op art styles in modern design.
89. Formalized methods and scenario approach in the design of complex environmental design objects.
90. Formation of a design marketing concept for positioning and promoting design products in the domestic and global markets.
91. Artistic system of "headsets", requirements for its design.
92. Artistic system "ensemble". Difference from other systems. Characteristic features.
93. Artistic system "set". Requirements for its formation and use. A simple set. Extended set.
94. Symbolism of color and features of the use of color in the design of different cultures.
95. Color traditions of Ukrainian culture in art and the use of color and color symbolism in modern design.
96. Methods of ergonomic analysis of the environment, interior, workplace.
97. Methods of designing interiors of industrial and civilian facilities according to ergonomic criteria.
98. Content of research work. Models of content.
99. Stages of the emergence and development of art history.
100. Research sources for research work: types of sources, specifics of working with them

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ANSWER EVALUATION CRITERIA

Assessment of answers to written questions and oral interview is carried out according to a scale. The maximum number of points for comprehensive answers to three written questions and an oral interview is 200 points.

Rating scale of answers to questions

Rating scale of answers to questions				Evaluation criteria
first question (written)	second question (written)	third question (written)	interview (oral)	
60	60	60	20	A correct comprehensive answer to the question posed, demonstrated in-depth knowledge of the conceptual apparatus and literary sources, the ability to argue one's answer, examples are given
48	48	48	16	Basically the answer to the question correct, but there are minor inaccuracies
36	36	36	12	The answer to the question is given in general, but does not have a convincing argumentation of the answer, the characteristics are certain objects
24	24	24	8	The answer shows a mediocre knowledge of the main program material, contains significant errors in the interpretation of concepts device
12	12	12	4	The answer to the question is incomplete and contains significant errors
0	0	0	0	The answer is incorrect or missing

Final rating scale

Score in points	Evaluation on a national scale
180-200	excellent
160-179	good
150-159	
120-149	satisfactory
100-119	
0-99	did not make