MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE

KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

APPROVED
Decision of the Academic Council of KNUTD
dated "22" June 2022, protocol No. 8
Chairman of the Academic Council
Ivan GRYSHCHENKO

EDUCATIONAL AND PROFESSIONAL PROGRAM

DESIGN (BY TYPES)

Level of higher education	(master's degree)
Higher education degree:	Master
Field of knowledge	B Culture, Arts and Humanities
Specialty	B2 Design
Educational qualification	Master of Design

Kyiv
2022

1. Educational and professional program profile Design (by types)

1.1 – General information	
Full name of the higher education institution and structural unit	Kyiv National University of Technologies and Design Department of Graphic Design
Level of higher education	Second (Master's)
Educational qualification	Master of Design
Qualification in diploma	Higher education degree – Master's degree Specialty B2 Design Educational program – Design (by types)
Form of obtaining higher education	Daily
Type of diploma and scope of educational program	Master's degree, single, 90 ECTS credits.
Estimated time frame for completing the educational program	1.5 years
Availability of accreditation	Certificate of accreditation of the educational program No. 7416 dated 04/11/2024
Cycle/level	National Qualifications Framework of Ukraine – Level 7
Prerequisites	Bachelor's degree or specialist's educational and qualification level.
Language(s) of instruction	Ukrainian, English.
Validity period of the certificate of accreditation of the educational program	Until July 1, 2028
Internet address of permanent placement of the educational program description	http://knutd.edu.ua/ekts/

1.2 – Purpose of the educational program
The main goals of the program are: to form specialists capable of solving complex tasks and practical problems in the field of design or in the process of learning, which involves conducting scientific and project research and/or implementing innovations and is characterized by uncertainty of conditions and requirements.

1.3 – Educational program characteristics	
Subject area	*Object* : objects and design processes in the industrial, domestic, social, socio-cultural spheres of human life. *Learning objectives* : formation of specialists capable of solving complex tasks and practical problems in the field of design or in the learning process, which involves conducting scientific and project research and/or implementing innovations and is characterized by uncertainty of conditions and requirements. *Theoretical content of the subject area* : concepts, notions, principles of design and their use to ensure the quality of the subject-spatial and visual-information environment, specified properties and aesthetic characteristics of design objects. *Methods, techniques and technologies* : theory and methodology of conducting scientific and project research in the field of design; innovative strategies for designing design objects; methods of teaching artistic (design) disciplines. *Tools and equipment* : equipment, techniques and technologies for working with relevant materials, modern software products used in the field of design. competencies in students to acquire in-depth knowledge, skills, and abilities in the specialty. Mandatory educational components – 73%, of which: practical training – 23%, foreign language study – 4.5%, development of qualification work –

	32%. Disciplines of free choice of the student – 27% are selected from the general university catalog in accordance with the approved procedure at the University.
Orientation of the educational program	An educational and professional program for the preparation of a master's degree; has an academic, research and applied focus.
The main focus of the educational program	The program is based on well-known design results, taking into account the current state of design, and focuses on current areas of design activity, within which further professional and scientific careers are possible. The program develops the ability of analytical, experimental and associative creative work in generating fundamentally new design ideas in various areas of design and forming modern ideas about the main patterns and achievements in the development and implementation of complex design objects and design projects (in various areas of design). The emphasis is on the formation, development of professional competencies and the study of theoretical and methodological provisions, organizational and practical tools in various areas of design, in particular in graphic and multimedia design, environmental design, clothing design. Keywords: projection, design, concept, styles in design, art, visual communications.
Features of the educational program	The program is focused on relevant areas of design, within which further professional and scientific activities are possible. The program develops prospects for participation and internships within the structure of National Creative and Design Foundations, such as the National Union of Artists of Ukraine, the Union of Designers of Ukraine, the Union of Architects of Ukraine, etc. Applicants have prospects for internships and presentation of their creative works within the framework of international creative and competitive projects.
1.4 – Graduate employability and further education	
Employment eligibility	Applicants are able to work in educational institutions of artistic direction, design institutions in various fields of design, creative and production companies, institutions of creative and artistic profile. Specialists are able to perform professional work as a designer, art director, professional consultant , artist, fashion designer, art historian in design and architectural bureaus, advertising agencies, mass media, companies, small enterprises operating in the field of textile production, fashion industry, industrial design, printing activities, information and telecommunications, in the fields of art, scientific and technical activities, education. A designer can hold the following primary positions: chief designer (designer), designer-researcher, landscape design specialist, designer (designer-artist), graphic designer, multimedia object designer , furniture designer, interior designer, clothing designer, packaging designer, industrial product and object designer, fabric designer, modeling expert, fashion designer, style maker , fashion designer-designer, head of an amateur association of applied and decorative arts, folk crafts artist, television graphic artist, member of the board (artistic and expert), head (of a studio for types of art and artistic creativity, amateur association, hobby club, etc.), teacher at a higher education institution, assistant, teacher at a vocational and technical education institution, researcher (teaching methods), researcher (in other fields of study), photographer, costume designer, stylist, set designer, television type designer.
Academic rights of graduates	Lifelong learning to improve professional, scientific and other activities.

	The possibility of continuing education in programs of the third (educational and scientific) level of higher education (Doctor of Philosophy). The opportunity to obtain education at the second (master's) level of higher education, which expands the prospects of a specialist's professional career.	
1.5 – Teaching and Assessment		
Teaching and learning	Student-centered, practice-oriented learning, self-study, problem-oriented learning are used . The system of methods of problem-based learning is based on the principles of purposefulness, direct interaction between the teacher and the applicant for higher education; it consists of visual, dialogic, heuristic, research methods. When teaching thematic material of the relevant disciplines, historical, terminological, functional, systemic, cognitive approaches are used, as well as generalization, modeling. Forms of organizing the educational process: lecture, practical lesson; independent work; consultations, development of professional complex design projects; practical training.	
Evaluation	Exams, tests, polls-discussions, oral presentations, reports, written essays, course (project) papers, qualification work.	
1.6 – Software competencies		
Integral competence (IC)	The ability to solve complex tasks and problems in the field of design or in the process of learning, which involves conducting research and/or implementing innovations and is characterized by uncertainty of conditions and requirements.	
General competencies (GC)	GC 1	The ability to generate new ideas (creativity).
	GC 2	The ability to identify, pose, and solve problems.
	GC 3	Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity).
	GC 4	To work in an international context.
	GC 5	Ability to develop and manage projects .
	GC 6	The ability to act socially responsible and conscious.
	GC 7	*Ability to communicate in a foreign language.*
Professional competencies (PC)	PC 1	The ability to carry out conceptual design of design objects taking into account functional, technical, technological, environmental and aesthetic requirements (by specialization).
	PC 2	The ability to conduct a design analysis of all influential factors and components of design and form the author's concept of the project.
	PC 3	The ability to understand and use cause-and-effect relationships in the development of design and contemporary arts.
	PC 4	Ability to ensure intellectual property protection for works of fine art and design.
	PC 5	Possession of theoretical and methodological principles of training and integrated approaches to professional training of designers; planning of one's own scientific and pedagogical activities.
	PC 6	The ability to apply the expressive artistic and plastic properties of various types of materials, innovative methods and technologies in design practice.
	PC 7	The ability to use special drawing and painting tools (according to specializations), as well as methods of using hardware and software tools of computer technologies .
	PC 8	The ability to conduct effective economic activities in the field of design.

	PC 9	The ability to create a marketable and socially responsible design product (goods and services).
	PC 10	The ability to convincingly demonstrate to the consumer the attractive cultural value and economic value of the created creative product.
	PC 11	Ability to apply scientific research methodology at theoretical and practical levels.
1.7 – Program learning outcomes		
PLO 1	Apply the conceptual design methodology and carry out the design process taking into account modern technologies and design solutions, as well as functional and aesthetic requirements for the design object.	
PLO 2	Critically evaluate theories, principles, methods, and concepts from different subject areas to solve design tasks and problems.	
PLO 3	Identify the aesthetic problems of design schools and trends, taking into account the genesis of the modern artistic process in design; have a synthetic understanding of the history of the formation of modern visual culture.	
PLO 4	Possess basic methods of intellectual property protection; apply the rules for registering intellectual property rights.	
PLO 5	Choose optimal methods of teaching material to the student audience within the framework of professional competencies; program, organize and implement educational and methodological support for professional disciplines.	
PLO 6	Develop a scientifically sound concept for solving a professional problem.	
PLO 7	Generate ideas for developing creative design proposals, build a high-quality and extensive communications system, and apply the basic concepts of visual communication in the artistic and cultural spheres.	
PLO 8	Develop, shape and control the main stages of project implementation.	
PLO 9	To form project components within the framework of project concepts; to possess artistic and artistic forms of social responsibility.	
PLO 10	Carry out a pre-project analysis taking into account all significant factors affecting the design object ; formulate the author's concept of the project.	
PLO 11	Apply innovative methods and technologies for working with materials (according to specializations).	
PLO 12	Present the conceptual solution of design objects using the latest technologies, apply graphic presentation techniques when solving artistic and design tasks (according to specializations).	
PLO 13	Manage the process of creating a design product at various stages of branding and rebranding (by specialization).	
PLO 14	Possess foreign language communicative skills in situations of oral and written professional and business communication in a foreign language	
PLO 15	To present the results of activities in the scientific and professional environment in Ukraine and beyond.	
PLO 16	Choose a certain model of behavior when communicating with representatives of other professional groups at different levels.	
PLO 17	Critically study the artistic and design achievements of Ukrainian and foreign specialists, applying modern methods and technologies of scientific analysis to form an author's concept and search for a Ukrainian national style.	
PLO 18	To form a design marketing strategy for positioning and promoting design products in domestic and global markets.	
PLO 19	*Argue your point of view regarding current problems in formal and informal conversations on professional topics.*	
1.8 – Resource provision for program implementation		
Human resources	All scientific and pedagogical workers providing the educational and professional program have qualifications corresponding to the profile and	

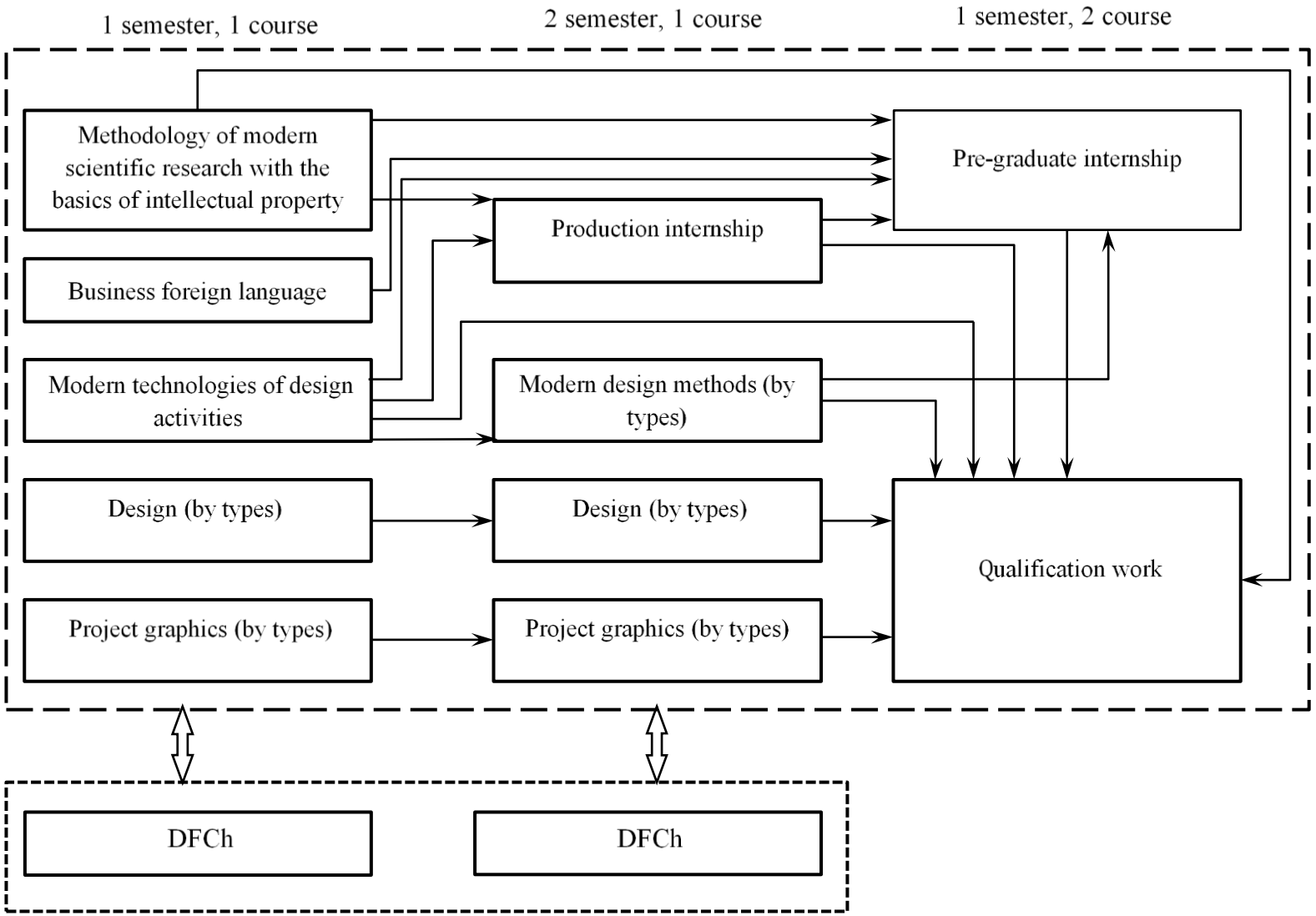
	direction of the disciplines taught, have the necessary teaching experience and practical work experience. In the process of organizing the educational process, professionals with experience in research, management, innovation, creative work and/or work in the specialty, as well as foreign lecturers, are involved.
Logistics and technical support	Material and technical support allows us to fully ensure the educational process throughout the entire training cycle according to the educational and professional program. The condition of the premises is certified by sanitary and technical passports that comply with current regulations.
Information and educational and methodological support	The program is fully equipped with educational and methodological complexes of all educational components, the availability of which is presented in the modular environment of the University's educational process.
1.9 – Academic mobility	
National credit mobility	The program provides for the possibility of national credit mobility for some training modules that ensure the acquisition of general and professional competencies.
International credit mobility	The program develops prospects for participation and internships in research projects and academic mobility programs. It is carried out in an active research environment.
Education of foreign higher education applicants	Education of foreign higher education applicants is carried out according to accredited educational programs.

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

2.1 List of components of the educational and professional program of the second (master's) level of higher education

Code	Components of the educational program (courses, coursework, internships, qualification work)	Number of credits	Final control form
1	2	3	4
Required components of the educational program			
EK 1	Methodology of modern scientific research with the basics of intellectual property	3	exam
EK 2	Business foreign language (English, German, French)	3	test
EK 3	Modern technologies of design activities	4	exam
EK 4	Design (by types)	9	exam
EK 5	Project graphics (by types)	7	exam
EK 6	Modern design methods (by types)	4	test
	Total	**30**	
Practical training			
EK 7	Production internship	6	test
EK 8	Pre-graduate internship	9	test
	Total	**15**	
EK 9	Preparation and defense of qualification work	21	certification
	Total volume of mandatory components	**66**	
Selective components of the OP			
DFCh	Disciplines of free choice of a higher education applicant	24	test
	Total volume of sample components	24	
	TOTAL SCOPE OF THE EDUCATIONAL AND VOCATIONAL PROGRAM	**90**	

2.2 Structural and logical diagram of the educational and professional program Design by (types) in the specialty B2 Design



3. Certification form for higher education applicants

Forms of certification of higher education applicants	Certification of a graduate of the educational program is carried out in the form of a public defense of the qualification work (research and project parts).
Requirements for qualifying work	The qualification work involves the independent solution of a complex task or complex problem in the field of design, which involves conducting research and implementing innovations and is characterized by uncertainty of conditions and requirements. The qualification work must not contain academic plagiarism, fabrication and falsification. The qualification work is placed in the University repository .

4. Matrix of correspondence of program competencies to components of the educational and professional program

	IC	GC 1	GC 2	GC 3	GC 4	GC 5	GC 6	GC 7	PC 1	PC 2	PC 3	PC 4	PC 5	PC 6	PC 7	PC 8	PC 9	PC 10	PC 11
EK 1	*											*	*						*
EK 2	*				*			*											
EK 3	*		*	*		*					*								
EK 4	*	*					*			*									
EK 5	*													*	*				
EK 6	*								*							*	*	*	
EK 7	*			*		*				*						*	*	*	
EK 8	*		*		*					*		*	*					*	*
EK 9	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*

5. Matrix of ensuring program learning outcomes by corresponding components of the educational program

	PLO 1	PLO 2	PLO 3	PLO 4	PLO 5	PLO 6	PLO 7	PLO 8	PLO 9	PLO 10	PLO 11	PLO 12	PLO 13	PLO 14	PLO 15	PLO 16	PLO 17	PLO 18	PLO 19
EK 1		*		*	*	*													*
EK 2														*	*				
EK 3								*		*			*			*			
EK 4									*								*		
EK 5			*				*					*							
EK 6	*										*							*	
EK 7				*							*				*				
EK 8				*											*			*	
EK 9	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*