

REVIEW

for the educational and professional program "Graphic Design", developed by the working group of Kyiv National University of Technology and Design, level of higher education - first (bachelor's)

The educational and professional program "Graphic Design" presented for review is a set of requirements that are mandatory for the formation of professional characteristics of specialists in the specialty B2 "Design" (field of knowledge B Culture, art and Humanities).

This program highlights the results of training graphic design specialists in various areas of project activity, using conceptual approaches to the professional training of specialists in accordance with the integral description of qualifications. On the basis of the competency approach, a model of integral competencies has been developed as part of the educational and professional program for all the above-mentioned areas of professional activity in the field of design and projecting.

The program includes a list of organizations and institutions in which a bachelor of graphic design - a graduate of a higher education institution can work, a description of program competencies (integrated, general, professional) and program learning outcomes that the graduate must master.

When developing the educational and professional program "Graphic Design", the authors paid considerable attention to the development of a system of educational components, both mandatory for high-quality training of a bachelor of graphic design, and free choice of students, which expand the general competence of the specialist and the competence of his special professional training.

It should be noted that the developed system of educational components is based on the principles of a modular approach, and the peculiarities of the system include the fact that the bachelor of design qualification is common to all types and objects of project activity, and accordingly is valid and relevant.

The program is classified as applied, aimed at the development of current areas of activity in the field of graphic design. It is focused on modern scientific research in the field of graphic design; takes into account the specifics of the work of organizations, institutions and enterprises in the specified field, orients to the directions of project creativity, within the framework of which the student defines a professional and scientific career; is based on well-known project results, taking into account the current state of design, orients to current areas of professional activity, within the framework of which a further professional career is possible.

The educational and professional program "Graphic Design" (level of higher education - first (bachelor's)) was developed in accordance with the National Framework of Qualifications and determines the quality assessment system of the content and results of educational activities of the Kyiv National University of Technology and Design in the specialty B2 "Design" (field of knowledge B Culture, art and Humanities).

Taking into account the declared autonomy of higher education institutions, the authors of the educational and professional program "Graphic Design" provide for the certification of higher education applicants in the form of defense of the

qualification work in the specialty. Requirements for qualifying work are logical and comprehensive.

Summarizing the above, the reviewer believes that the educational program "Graphic Design", developed by the working group of the Kyiv National University of Technologies and Design for the training of specialists at the first (bachelor's) level of higher education, is a completed normative document, developed in accordance with the Law of Ukraine "On Higher Education ", the Standard of Higher Education of Ukraine and the National Framework of Qualifications of Ukraine and can be implemented for the training of bachelors in the specialty B2 "Design".

Reviewer

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A handwritten signature in black ink, appearing to read 'Kateryna Chrichlow' in a cursive script.