

# REVIEW

of the Educational and Professional Program “Multimedia Design”  
of the First (Bachelor’s) Level of Higher Education,  
developed at Kyiv National University of Technologies and Design  
(Field: Culture, Arts and Humanities, Specialty: B2 Design)

The “Multimedia Design” Bachelor’s Degree Program (first level) offers a timely and relevant response to the demands of today’s digital society and the evolving needs of the design industry. It is designed to prepare professionals who can effectively engage with a wide range of visual content formats, including graphics, animation, interactive media, and fully integrated multimedia products.

The program places particular emphasis on developing both theoretical knowledge and practical skills across key areas such as UI/UX design, web design, motion graphics, video production, and visual communication — reflecting the increasingly specialized nature of the multimedia design field. Students gain hands-on experience with contemporary tools and methods for digital content creation, while also exploring the principles of aesthetics, functionality, interactivity, and technical execution.

Aligned with the educational standards of specialty B2 Design, the curriculum ensures a strong foundation in multimedia design, with a practice-oriented approach that equips students with the competencies required to design comprehensive and professional multimedia solutions.

In addition to fostering creative thinking and proficiency in industry-standard software, the program provides an understanding of design history and current trends, ensuring graduates are able to produce work that is both innovative and relevant. A strong focus on interdisciplinary collaboration and teamwork further supports students in developing the skills necessary for success in real-world design environments.

In the reviewer’s opinion, the “Multimedia Design” program is coherent, forward-thinking, and well-structured, fully meeting higher education standards and the expectations of the modern job market. It provides an appropriate and competitive level of professional training for future multimedia designers and is highly recommended for implementation in the education of next-generation creative professionals.

## **Reviewer**

lecturer at Birmingham City University,  
CEO XR-FASHION SPACE  
member of the Royal Society of Arts (FRSA, UK)



Kateryna Chrichlow