



MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
INTERNATIONAL HUMANITARIAN  
UNIVERSITY

"ACCEPTED"  
By the Academic Council  
of the International Humanitarian  
University  
Protocol No. 7  
dated 06.07 2023

Implemented by the order of the Rector  
of the International Humanitarian  
University

dated 07.07 № 7233

Rector K. V. Hromovenko



**EDUCATIONAL AND PROFESSIONAL PROGRAM  
"DESIGN"**

Branch of knowledge – 02 Culture and Arts

Specialty – 022 Design

Educational degree – Master

**Odesa 2023**

## APPROVAL AGREEMENT

Educational and Professional Program "Design"

Specialty 022 Design

Second (Master's) Level of Higher Education

**First Vice-Recto**



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**Lefterov V. O.**

**Head of the Academic  
Department**



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**Raycheva L. I.**

**Dean of the Faculty of Arts  
and Design**



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**Kravets N. V.**

**Head of the Design  
Department**



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**Tokarev O. V.**

**Supervisor**



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**Tokarev O. V.**

## INTRODUCTION

The educational and professional program "Design" is a document that regulates normative, competency, qualification, organizational, educational, and methodological requirements in the training of second-level (master's) higher education seekers in the field of knowledge 02 Culture and Arts, specializing in 022 Design.

### **Developed by the project team consisting of:**

**1. Oleksandr Vitaliyovych Tokaryev**, Honored Artist of Ukraine, Professor at the Department of Design of the International Humanitarian University, Program Guarantor, Head of the Project Team.

**2. Tetiana Mykhailivna Kaplun**, Candidate of Art Studies, Associate Professor, Head of the Department of Musical Arts and Sound Engineering at the International Humanitarian University, Member of the Project Team as part of the faculty support group.

**3. Hryhoriy Arkadiyovych Palatnikov**, Honored Artist of Ukraine, Associate Professor at the Department of Design of the International Humanitarian University, Member of the Project Team as part of the faculty support group.

**4. Svitlana Serhiivna Solodovnik**, Honored Cultural Worker of Ukraine, Associate Professor at the Department of Design of the International Humanitarian University, Member of the Project Team as part of the faculty support group.

**5. Hennadii Oleksandrovykh Harbuzov** – stakeholder, Director of the "ASTROPRINT" publishing house, Member of the Project Team, external stakeholder (employer).

**6. Mykola Yevhenovych Radyshevskiy** – second-level (master's) education seeker at the International Humanitarian University, Member of the Project Team, stakeholder representing the education seekers.

### **Reviews and feedback from external stakeholders:**

**Anatoliy Oleksandrovykh Horbenko** – Deputy Chairman of the National Union of Artists of Ukraine, Chairman of the Odessa Regional Organization of the National Union of Artists of Ukraine, People's Artist of Ukraine, Academician of the International Academy of Education and Science, Professor at the Department of Fine Arts of the Odessa State Academy of Construction and Architecture.

**Tetiana Anatoliivna Petukhova** – Candidate of Pedagogical Sciences, Associate Professor, Head of the Department of Technological and Vocational Education at the State Institution "South Ukrainian National Pedagogical University named after K. D. Ushynsky".

**Vitaliy Yevhenovych Lebedenko** – Director of the "TES" Publishing and Printing House.

**The educational and professional program has been developed in accordance with:**

- The Law of Ukraine "On Education" dated September 5, 2017. Access mode <https://zakon.rada.gov.ua/laws/show/2145-19#Text>
- The Law of Ukraine "On Higher Education" dated July 1, 2014, No. 1556-VII. Access mode: <https://zakon.rada.gov.ua/laws/show/1556-18#Text>
- The Cabinet of Ministers of Ukraine Resolution dated December 30, 2015, No. 1187, "On Approval of the Licensing Conditions for Educational Activities" (as amended by the Cabinet of Ministers of Ukraine Resolution dated March 24, 2021, No. 365). Access mode: <https://zakon.rada.gov.ua/laws/show/1187-2015-%D0%BF#Text>
- The Cabinet of Ministers of Ukraine Resolution dated November 23, 2011, No. 1341, "On Approval of the National Qualifications Framework" (as amended by the Cabinet of Ministers of Ukraine Resolution dated June 25, 2020, No. 519). Access mode: <https://zakon.rada.gov.ua/laws/show/1341-2011-%D0%BF#Text>
- The Cabinet of Ministers of Ukraine Resolution dated April 29, 2015, No. 266, "On the Features of Implementation of the List of Fields of Knowledge and Specialties for Higher Education Training" and the Order of the Ministry of Education and Science of Ukraine dated November 6, 2015, No. 1151. Access mode: <https://zakon.rada.gov.ua/laws/show/z1460-15#Text>
- Classifier of Professions DK 003:2010: The National Classifier of Ukraine approved by the Order of the State Standard of Ukraine dated July 28, 2010, No. 327 (with amendments dated December 29, 2022, No. 5573). Access mode: <https://zakon.rada.gov.ua/rada/show/va327609-10#Text>.
- Letter from the Ministry of Education and Science of Ukraine dated April 28, 2017, No. 1/9-239 (Sample Template of the Educational and Professional Program for the First (Bachelor's) and Second (Master's) Levels). Access mode: <https://udhtu.edu.ua/wp-content/uploads/2018/11/List-MON-1-9-239-vid-28-04-2017-zrazok-OP-bakalavr.pdf>
- Higher Education Standard of Ukraine for the Second (Master's) Level of Education in the field of knowledge 02 Culture and Arts, specializing in 022 Design, approved and implemented by the Order of the Ministry of Education and Science of Ukraine dated December 21, 2018, No. 1433. Access mode: <https://mon.gov.ua/storage/app/media/vishcha-osvita/zatverdzeni%20standarty/12/21/022-dizayn-magistr.pdf>

## 1. Profile of the Educational Program 'Design' for Specialization 022 Design.

<b>1.1. General Overview of the Program</b>	
<b>The full name of the higher education institution and its structural unit.</b>	International Humanitarian University Faculty of Arts and Design Department of Design
<b>Level of higher education</b>	Second (Master's) level
<b>Degree of higher education</b>	Master's degree
<b>Educational qualification</b>	Master of Design
<b>Professional qualification</b>	Designer, Higher Education Institution Instructor
<b>Qualification in the diploma</b>	Level of Higher Education – Master Specialty – 022 Design Educational Program – Design
<b>Branch of Knowledge</b>	02 Culture and Arts
<b>Specialty</b>	022 Design
<b>Official Program Title</b>	Design
<b>Diploma Type and Program Volume</b>	Master's Degree, Single, 90 ECTS Credits
<b>Form of Study</b>	Daytime
<b>Accreditation Status</b>	Initial Accreditation in 2023
<b>Cycle/Level</b>	National Qualifications Framework of Ukraine – Level 8, FQ-EHEA – Second Cycle, EQF-LLL – Level 7.
<b>Prerequisites</b>	Availability of a Bachelor's degree; Specialist, Master's degree (in a different specialty)
<b>Restrictions on Forms of Study</b>	No restrictions
<b>Language(s) of instruction</b>	Ukrainian
<b>Duration of the Educational Program</b>	1 year and 4 months
<b>Permanent URL for Program Description</b>	<a href="https://mgu.edu.ua/">https://mgu.edu.ua/</a>
<b>1.2. Objective of the Educational and Professional Program</b>	
<b>The goal of the educational program.</b>	The aim of the educational program is to prepare highly qualified professionals in the field of design, combining knowledge and skills in the design of objects, organizational and practical foundations of design activities, and artistic projects. The program also focuses on enabling graduates to engage in pedagogical activities in higher education institutions.

<b>1.3. Educational Program Description</b>	
<b>Subject Area (Field of Knowledge, Specialty, Specialization)</b>	<p><b>Subject Area:</b> Objects and processes of design in the industrial, domestic, social, and socio-cultural spheres of human activity.</p> <p><b>Educational Goals:</b> Formation of professionals capable of solving complex problems and practical issues in the field of design or in the learning process, involving the conduct of scientific and project research and/or implementation of innovations characterized by uncertainty of conditions and requirements.</p> <p><b>Theoretical Content of the Subject Area:</b> Concepts, concepts, principles of design and their use to ensure the quality of subject-spatial and visual-informational environment, specified properties, and aesthetic characteristics of design objects.</p> <p><b>Methods, Methodologies, and Technologies:</b> Theory and methodology of conducting scientific and project research in the field of design; innovative strategies for designing design objects; methodology of teaching design in higher education institutions</p> <p><b>Instruments and Equipment:</b> Equipment, techniques, and technologies for working with respective materials, modern software products applied in the field of design.</p>
<b>Orientation of the Educational Program</b>	Educational-professional, applied, providing comprehensive training for designers, instructors at higher education institutions.
<b>The main focus of the educational program and specialization.</b>	<p>Higher professional and pedagogical education in the field of design. The program is focused on modern professional and scientific achievements in the fields of design, art, and production, taking into account the specifics of the work of design professionals in contemporary conditions. It is oriented towards current trends, within which the learner defines their professional career.</p> <p>The emphasis is on providing a mastery of conceptual scientific and practical knowledge and skills in the field of design, geared towards implementing modern professional and scientific achievements, methodological ideas into the practical activities of higher education institutions in the field of design.</p> <p><b>Keywords:</b> higher education institution, design, advertising, exhibition and event design, design project</p>
<b>Program Features</b>	<p>Theoretical and practical training in advertising design, exhibition design, and mass events. Therefore, the program places special emphasis on specific exhibition design techniques adapted to the tasks encountered in real design practice.</p> <p>The educational program is oriented towards preparing professionals in advertising design, exhibition design, and mass events, as well as instructors in higher education institutions in the field of design. This broadens employment opportunities and enhances the mobility of graduates.</p>

<b>1.4. Graduates' employability and further education suitability.</b>	
<b>Employability</b>	<p>According to the National Classifier of Professions DK 003:2010, specialists who have completed education in the educational-professional program 'Design' can hold the following positions:</p> <p>2310.2 – Higher education institution instructor, assistant.  2452.2 – Graphic designer, multimedia designer, packaging designer.  2455.2 – Head (studio for types of arts and artistic creativity, amateur association, interest club) and others).  3476 – Organizers in the field of culture and art.  3479 – Other specialists in the field of culture and art.</p>
<b>Further Education (Academic Rights of Graduates)</b>	<p>The possibility of studying under the program of the third (educational-scientific, educational-creative) level of higher education. Acquisition of additional qualifications in the system of postgraduate education.</p>
<b>1.5. Teaching and Assessment</b>	
<b>Teaching and Learning</b>	<p>The educational process is based on the principles of competency, systemic, communicative-activity, and integrative approaches, utilizing innovative and interactive technologies, proprietary methods, and specialized courses; incorporating elements of distance learning (using platforms like Zoom, etc.), adhering to general scientific, didactic, and artistic-aesthetic principles; carrying out creative and scientific projects, creative and research tasks during production (assistantship) and pre-diploma practice, defining a humanistic-creative style of subject-subject interaction, student-centered and practice-oriented learning, and self-learning.</p> <p><i>Forms and methods of organizing the educational process:</i></p> <ul style="list-style-type: none"> <li>– Theoretical (lectures, seminars, self-study by students of theoretical educational material: working with textbooks, educational manuals, and methodological recommendations, searching for information on Internet resources, electronic learning courses);</li> <li>– practical (practical classes in small groups, training);</li> <li>– informational, operational, search, creative, and methods of independent learning, problem-based learning.</li> </ul> <p>Teaching and learning are carried out in accordance with the "Regulations on the internal quality assurance system for education" at the International Humanitarian University.</p> <p><a href="https://docs.mgu.edu.ua/docs/NormAkti/poloj_sistem.pdf">https://docs.mgu.edu.ua/docs/NormAkti/poloj_sistem.pdf</a></p>

<b>Assessment</b>	<p>Assessment of educational achievements of higher education seekers in all types of classroom and extracurricular activities is carried out using the national scale (excellent, good, satisfactory, unsatisfactory; passed, not passed), the 100-point scale, and the ECTS scale (A, B, C, D, E, FX, F).</p> <p>Continuous and final control is provided.</p> <p>Forms of control: exams, credits, tests, defense of production and pre-diploma practice, defense of the qualification (master's) work. Practical tasks of various kinds, presentations. The procedure and process of assessment are carried out in accordance with the Regulation on the procedure for assessing the results of educational activities of applicants for higher and postgraduate education.</p> <p><a href="https://docs.mgu.edu.ua/docs/NormAkti/poloj_poradok_ocinuva_n_result.pdf">https://docs.mgu.edu.ua/docs/NormAkti/poloj_poradok_ocinuva_n_result.pdf</a></p>
<b>1.6. Program Competencies</b>	
<b>Integrated Competence (IC)</b>	<b>(IC).</b> The ability to solve complex problems and issues in the field of design or in the learning process, which involves conducting research and/or implementing innovations and is characterized by the uncertainty of conditions and requirements.
<b>General Competencies (GC)</b>	<p><b>GC 1.</b> Ability to generate new ideas (creativity).</p> <p><b>GC 2.</b> Skill in identifying, posing, and solving problems.</p> <p><b>GC 3.</b> Ability to communicate with representatives of other professional groups at different levels (experts from other fields of knowledge/types of economic activities).</p> <p><b>GC 4.</b> Ability to work in an international context.</p> <p><b>GC 5.</b> Ability to develop and manage projects.</p> <p><b>GC 6.</b> Ability to act socially responsibly and consciously.</p> <p><b>GC 7.</b> Ability for oral and written communication in a foreign language.</p>
<b>Specialized (Professional, Subject) Competencies (SC)</b>	<p><b>SC 1.</b> Ability for conceptual design of design objects, taking into account functional, technical, technological, environmental, and aesthetic requirements in the field of design.</p> <p><b>SC 2.</b> Ability to conduct project analysis of all influential factors and components of design and formation of the author's project concept.</p> <p><b>SC 3.</b> Ability to understand and use cause-and-effect relationships in the development of design and modern forms of art.</p> <p><b>SC 4.</b> Ability to ensure the protection of intellectual property for works of fine arts and design.</p> <p><b>SC 5.</b> Mastery of theoretical and methodological foundations of</p>



	<p>teaching and integrated approaches to the professional training of designers; planning one's own scientific and pedagogical activities.</p> <p><b>SC 6.</b> Ability to apply the expressive artistic and plastic possibilities of various materials, innovative methods, and technologies in the practice of design.</p> <p><b>SC 7.</b> Ability to apply artistic means of graphic images, as well as methods of using hardware and software tools of computer technologies.</p> <p><b>SC 8.</b> Ability to conduct effective economic activity in the field of design.</p> <p><b>SC 9.</b> Ability to create a demanded and socially responsible design product (goods and services) on the market.</p> <p><b>SC 10.</b> Skills to convincingly demonstrate to the consumer the attractive cultural value and economic worth of the created creative product.</p> <p><b>SC 11.</b> Ability to teach professional disciplines in higher education institutions, taking into account the specifics of teaching and the creative characteristics of learners.</p> <p><b>SC 12.</b> Ability to interact with the audience to convey thematic material, freely and confidently present ideas (artistic interpretation) during public speaking.</p> <p><b>SC 13.</b> Ability to use modern communication technologies in professional educational and scientific activities in both the state and foreign languages.</p>
<b>1.7. Program learning outcomes</b>	
<p><b>Program learning outcomes (PLO)</b></p>	<p><b>PLO 1.</b> Generate ideas for creating creative design proposals, construct a qualitative and branched system of communication, apply fundamental concepts of visual communication in artistic and cultural spheres.</p> <p><b>PLO 2.</b> Develop a scientifically substantiated concept for solving a professional problem.</p> <p><b>PLO 3.</b> Choose a specific model of behavior when communicating with representatives of other professional groups of different levels.</p> <p><b>PLO 4</b> Present the results of activities in the scientific and professional environment in Ukraine and beyond its borders.</p> <p><b>PLO 5.</b> Develop, shape, and control the main stages of project implementation.</p> <p><b>PLO 6.</b> Form project components within project concepts; possess artistic and artistic forms of social responsibility.</p> <p><b>PLO 7.</b> Critically analyze theories, principles, methods, and concepts from various subject areas to solve tasks and problems in the field of design.</p> <p><b>PLO 8.</b> Conduct pre-project analysis, taking into account all significant factors influencing the project object; formulate the</p>

	<p>author's concept of the project.</p> <p><b>PLO 9.</b> Apply the methodology of conceptual design and carry out the design process, taking into account modern technologies and constructive solutions, as well as functional and aesthetic requirements for the design object.</p> <p><b>PLO 10.</b> Critically analyze the artistic and project work of Ukrainian and foreign experts, apply modern methodologies and technologies of scientific analysis to form an author's concept, and explore the Ukrainian national style.</p> <p><b>PLO 11.</b> Identify aesthetic problems of design schools and trends, considering the genesis of the contemporary artistic process in design; have a synthetic understanding of the history of forming modern visual culture.</p> <p><b>PLO 12.</b> Possess basic methods of intellectual property protection; apply rules for the registration of intellectual property rights.</p> <p><b>PLO 13.</b> Choose optimal teaching methods for the student audience within the scope of professional competencies; be able to plan, organize, and implement educational and methodological support for professional disciplines.</p> <p><b>PLO 14.</b> Apply innovative methods and technologies for working with materials in the field of design.</p> <p><b>PLO 15.</b> Present conceptual solutions for design objects using state-of-the-art technologies, applying graphic presentation techniques in solving artistic and design tasks in the field of design.</p> <p><b>PLO 16.</b> Develop a design marketing strategy for positioning and promoting design products (goods and services) in domestic and global markets.</p> <p><b>PLO 17.</b> Manage the process of producing design products (goods and services) at various stages of branding and rebranding in the field of design.</p> <p><b>PLO 18.</b> Plan professional activities in the field of design in accordance with the needs and demands of society and the market; engage in entrepreneurial activities in the field of design.</p> <p><b>PLO 19.</b> Apply the methodology of scientific research in the process of theoretical and practical analysis; generalize the results of research and implement them in design practice; identify practical and theoretical aspects of a scientific hypothesis.</p>
<b>1.8. Resource Provision for Program Implementation</b>	
<b>Staffing Provision</b>	The scientific and pedagogical staff involved in the implementation of the educational program meet licensing requirements and are recognized professionals with relevant work experience.

<p><b>Material and technical support</b></p>	<p>Availability of premises for conducting classes and control events (square meters per person for the actual contingent of higher education seekers and the declared volume taking into account classes in shifts) is not less than 2.4 sq. m.</p> <p>Availability of multimedia equipment for simultaneous use in classrooms (minimum percentage of the total number of classrooms) - more than 30%.</p> <p>Social and household infrastructure:</p> <ul style="list-style-type: none"> <li>-library, including reading room;</li> <li>-dining points;</li> <li>-assembly hall;</li> <li>-sports hall;</li> <li>-stadium and sports grounds;</li> <li>-medical office.</li> </ul> <p>Availability of dormitories for higher education seekers - 100%.</p> <p>Provision of lecture halls, computer workstations, creative workshops, equipment, and facilities necessary for the implementation of educational plans.</p>
<p><b>Information and educational-methodical support</b></p>	<p><b>The educational and methodological support</b> meets the requirements for informational and educational-methodical support as defined by the Ministry of Education and Science of Ukraine.</p> <p>Educational plan. Working educational plans. Working programs of academic disciplines. Syllabi. Comprehensive internship program. Working internship programs. Educational materials for educational components (disciplines). Methodological materials for organizing independent work of students. Methodological materials for internships. Methodological recommendations for the execution of the qualification (master's) work.</p> <p><b>Information support.</b></p> <p>Availability of the library with domestic and foreign specialized periodicals of the corresponding or related profile, including in electronic form. Access to databases of periodical scientific publications in English of the corresponding or related profile.</p> <p>Availability of the official website of the International Humanitarian University ( <a href="https://mgu.edu.ua/">https://mgu.edu.ua/</a> ), where basic information about its activities is posted (structure, license and accreditation certificates, educational/scientific/publishing/ attestation activities of scientific personnel, educational and scientific structural units and their composition, list of educational disciplines, admission rules for higher education, contact information).</p> <p>The availability of an electronic resource of the International Humanitarian University containing educational and methodological materials for academic disciplines, educational</p>

	and methodological complexes of disciplines, syllabi of disciplines, didactic materials for independent and individual work of second (master's) level students in disciplines, practice programs, methodological guidelines for the implementation of diploma projects (works), criteria for assessing the level of preparation. The use of the virtual learning environment of the International Humanitarian University and developments by the university's faculty.
<b>1.9. Academic mobility</b>	
<b>National credit mobility</b>	On the basis of bilateral agreements between the International Humanitarian University and Vasyl Stefanyk Precarpathian National University (Cooperation Agreement No. 15/1 dated June 20, 2023).
<b>International credit mobility</b>	On the basis of a bilateral agreement between the International Humanitarian University and the Ion Creangă State Pedagogical University (Moldova) (contract No. 15/2 dated June 23, 2023).
<b>Education of foreign students in higher education</b>	Possible, provided that the proficiency in the Ukrainian language is at a level sufficient for studying according to the Admission Rules for Higher Education in the International Humanitarian University.

## **2. Attestation forms for applicants of the second (master's) level of higher education**

<b>Forms of certification of higher education applicants</b>	The assessment of second (master's) level higher education seekers is carried out in the form of a public defense of the qualifying (master's) work.
<b>Requirements for the qualification work</b>	<p>Qualification (Master's) thesis is an independent research project that reflects the integrated competence and the quality of the acquired learning outcomes from the mandatory components of the program.</p> <p>The Qualification (Master's) thesis demonstrates the results of solving a complex problem in the field of design, requiring investigation, innovation implementation, and characterized by the complexity of requirements.</p> <p>The readiness of the second-level higher education degree seeker for the defense of the qualification work is determined by the academic supervisor. A mandatory condition for admission to defense is the successful completion of the individual study plan by the degree seeker.</p> <p>Theses admitted to defense are those completed by the degree seeker independently, adhering to the principles of academic integrity. The Qualification (Master's) thesis is checked for plagiarism using Unicheck.</p> <p>The Qualification (Master's) thesis is published on the official website or in the repository of the International Humanitarian University.</p>

### 3. Requirements for the Presence of an Internal Quality Assurance System in Higher Education

<p><b>Principles and Procedures for Ensuring the Quality of Education</b></p>	<p>The principles of ensuring the quality of education are implemented in accordance with the requirements of current legislation and internal regulations of the International Humanitarian University. The principles and procedures for ensuring the quality of higher education are defined in the Regulation on the Quality Assurance System of Education (internal quality assurance system), the Regulation on the Organization of the Educational Process, and the Regulations of the University's structural units (dean's office, department, educational and methodical department) and relevant advisory bodies: the Academic Council of the University, the Scientific and Methodological Council of the University, and the Faculty of Arts and Design. The established internal quality assurance system of higher education includes the following procedures and measures: monitoring and periodic review of the content of the educational program "Design" of the second (master's) level of higher education in the field of knowledge 02 Culture and Art, specialization 022 Design; annual assessment of academic staff (questionnaires, surveys, reporting on the results of educational, scientific, organizational activities); professional development of academic staff involved in the educational process for the educational program "Design" of the second (master's) level of higher education in the field of knowledge 02 Culture and Art, specialization 022 Design; educational and methodical support of the educational process; material and technical, informational support of the educational process; publication of information about the educational program "Design" of the second (master's) level of higher education in the field of knowledge 02 Culture and Art, specialization 022 Design, work programs of educational disciplines for public review on the faculty's page and the university's website; feedback from stakeholders.</p>
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<b>Monitoring and periodic review of the educational program</b>	Review and update of the educational program are carried out in accordance with the requirements of current legislation and internal regulations of the International Humanitarian University.
<b>Public availability of information on educational programs, higher education degrees, and qualifications.</b>	Placement on the official website of the university in open access: <a href="https://mgu.edu.ua/">https://mgu.edu.ua/</a>
<b>Prevention and detection of academic plagiarism</b>	The main principles of maintaining academic integrity are outlined in the Regulation on Academic Integrity at the International Humanitarian University <a href="https://docs.mgu.edu.ua/docs/NormAkti/poloj_akad_dobroch.pdf">https://docs.mgu.edu.ua/docs/NormAkti/poloj_akad_dobroch.pdf</a> And in the Code of Academic Integrity of the International Humanitarian University <a href="https://docs.mgu.edu.ua/docs/NormAkti/kodex_akad_dobr.pdf">https://docs.mgu.edu.ua/docs/NormAkti/kodex_akad_dobr.pdf</a>
<b>Requirements of professional standards (if available)</b>	
<b>The full name of the Professional Standard</b>	No professional standard available.

## 2. The list of components of the educational and professional program and their logical sequence

### 2.1. The list of components of the educational and professional program (EPP)

Cipher according to EPP	Components of the educational program include academic disciplines, coursework projects, practical training, and the qualifying work	Number of credits	Form of final control
1	2	3	4
<b>1. COMPULSORY EDUCATIONAL COMPONENTS</b>			
CC.01	Professional Communication in Foreign Language	6	Credit, Exam
CC.02	Methodology and Organization of Scientific Research	3	Exam
CC.03	Higher Education Pedagogy	4	Exam
CC.04	Psychology of Creativity	4	Exam
CC.05	Methodology of teaching design in a higher educational institution	4	Exam
CC.06	Philosophy of Art	4	Exam
CC.07	Management in the Field of Art	4	Credit
CC.08	Project Graphics	4	Exam
CC.09	Designing Advertising and Graphic Complexes	4	Credit
CC.10	Design of exhibitions and mass events	4	Exam
CC.11	Corporate Identity Design	4	Exam
CC.12	Modern equipment and technologies	4	Credit
CC.13	Computer Design	4	Credit
CC.14	Management of design projects	3	Credit
CC.15	Production (assistant) practice	4	Credit
CC.16	Pre graduate practice	4	Credit
CC.17	Execution and defense of Qualification (Master's) Work	2	Defense
<b>Total volume of required components:</b>		<b>66 ECTS credits</b>	
<b>Total volume of elective components:</b>		<b>24 ECTS credits</b>	
<b>TOTAL VOLUME OF THE EDUCATIONAL PROGRAM</b>		<b>90 ECTS credits</b>	

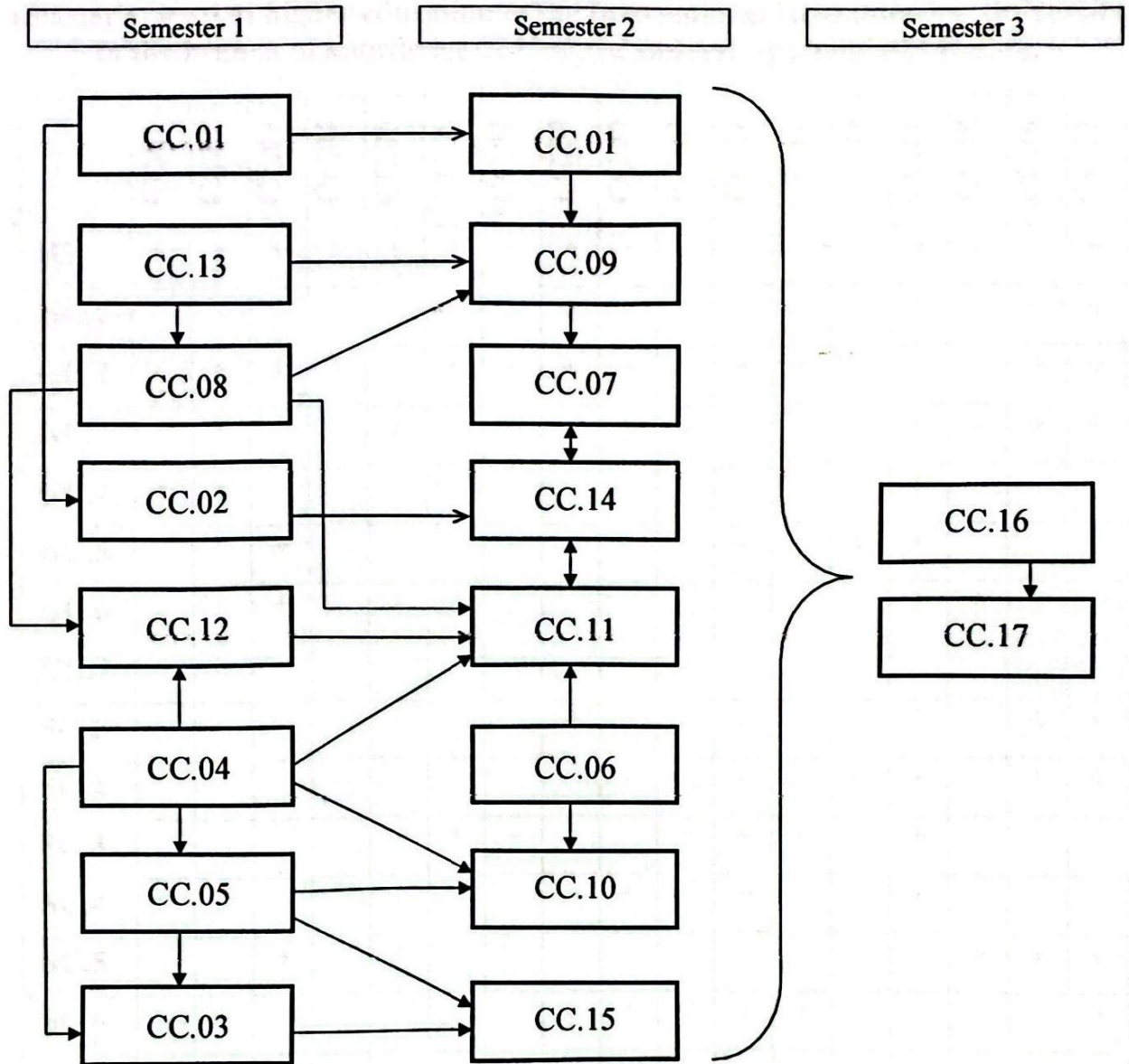
### List of Elective Disciplines

Appendix to the Educational Program for the Training of Master's Degree Students at the International Humanitarian University in the Branch of Knowledge 02 Culture and Arts, Specialty in 022 Design

Cipher according to EPP	Discipline Name	Number of Credits	Form of final control
<b>3rd Semester</b>			
<b>SUBJECT OF CHOICE (6 disciplines to be chosen)</b>			
SC.01	SC.01.1 Modern theory of advertising SC.01.2 Modern Branding Technologies	4	Credit
SC.02	SC.02.1 Organization of Integrated Project-Creative Process SC.02.2 Organization of co-working space design	4	Credit
SC.03	SC.03.1 Modern modeling in the field of design SC.03.2 Modern trends and technologies in the field of multimedia design	4	Credit
SC.04	SC.04.1 Visualization technologies of project graphics SC.04.2 Visualization technologies of multimedia graphics	4	Credit
SC.05	SC.05.1 Three-dimensional computer visualization of graphic projects SC.05.2 Three-dimensional computer visualization of environment design SC.05.3 Three-dimensional animation	4	Credit
SC.06	SC.06.1 Audio design of presentation promotions SC.06.2 Non-linear montage of presentational video content	4	Credit



## 2.2. Structural and logical scheme of OPP "Design"



**Matrix of correspondence of program competencies to educational components of the educational program for the preparation of applicants for the second (master's) level of higher education at the International Humanitarian University in the branch of knowledge 02 Culture and Art, specialty 022 Design.**

	CC.01	CC.02	CC.03	CC.04	CC.05	CC.06	CC.07	CC.08	CC.09	CC.10	CC.11	CC.12	CC.13	CC.14	CC.15	CC.16	CC.17
<b>IC</b>	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
<b>GC.1</b>								+	+	+	+	+	+	+		+	+
<b>GC.2</b>		+	+	+		+	+	+	+	+	+	+	+	+		+	+
<b>GC.3</b>	+	+			+		+		+	+				+	+	+	+
<b>GC.4</b>	+	+												+			
<b>GC.5</b>		+	+				+		+	+	+		+	+			
<b>GC.6</b>			+		+	+				+				+	+	+	+
<b>GC.7</b>	+												+				
<b>SC.1</b>								+	+	+	+	+	+	+		+	+
<b>SC.2</b>									+	+	+		+	+		+	+
<b>SC.3</b>						+	+			+	+	+		+			
<b>SC.4</b>		+					+		+		+			+			
<b>SC.5</b>			+		+										+	+	+
<b>SC.6</b>								+	+		+	+					+
<b>SC.7</b>								+	+			+	+			+	+
<b>SC.8</b>							+		+		+			+			
<b>SC.9</b>								+	+	+	+		+			+	+
<b>SC.10</b>		+		+	+		+		+	+	+		+	+	+	+	+
<b>SC.11</b>			+														
<b>SC.12</b>			+	+	+									+	+		
<b>SC.13</b>	+																

**Matrix of correspondence of program learning outcomes to educational components of the educational program for the preparation of applicants for the second (master's) level of higher education at the International Humanitarian University in the branch of knowledge 02 Culture and Art, specialty 022 Design.**

	CC.01	CC.02	CC.03	CC.04	CC.05	CC.06	CC.07	CC.08	CC.09	CC.10	CC.11	CC.12	CC.13	CC.14	CC.15	CC.16	CC.17
<b>PLO.1</b>								+	+	+	+	+	+	+		+	+
<b>PLO.2</b>		+	+	+		+	+	+	+		+	+	+	+		+	+
<b>PLO.3</b>	+	+	+	+	+		+		+	+	+		+	+	+	+	+
<b>PLO.4</b>	+	+												+			
<b>PLO.5</b>		+	+				+	+	+	+	+		+	+		+	+
<b>PLO.6</b>			+		+	+		+	+	+	+	+	+	+	+	+	+
<b>PLO.7</b>	+		+		+				+	+	+	+	+	+		+	+
<b>PLO.8</b>								+	+	+	+	+	+	+		+	+
<b>PLO.9</b>								+	+	+	+	+	+	+		+	+
<b>PLO.10</b>									+	+	+		+	+		+	+
<b>PLO.11</b>			+	+	+	+	+			+	+			+	+	+	+
<b>PLO.12</b>		+					+	+	+	+	+		+	+		+	+
<b>PLO.13</b>			+		+										+	+	+
<b>PLO.14</b>								+	+	+	+	+	+	+		+	+
<b>PLO.15</b>								+	+			+	+			+	+
<b>PLO.16</b>							+		+		+			+			
<b>PLO.17</b>								+	+	+	+		+			+	+
<b>PLO.18</b>		+	+	+	+		+		+	+	+		+	+	+	+	+
<b>PLO.19</b>		+	+	+	+	+	+				+	+		+			