

BRIEF SYLLABUS OF THE MAJOR PROFESSIONAL EDUCATION PROGRAMME
FOR THE SUBJECT AREA

54.03.01 DESIGN

Course: Graphic Design

Degree awarded: Bachelor

Tuition format: full-time (part-time)

Standard course duration: 4 years (4 years 6 months)

1. Education Programme Objectives (Mission)

The major professional education programme aims to develop in undergraduate students personal qualities and universal, general professional competences in accordance with the requirements of the federal higher education standard for the subject area 54.03.01 Design, and professional competences for a successful professional career allowing for the professional standards, employer needs and labour market requirements.

In the area of personal development, the goal of the education programme is to facilitate students' personality development based on the set of values inherent in the Russian society, fostering personal qualities contributing to their creative activity, general cultural growth and social mobility, sense of purpose, self-discipline, responsibility, self-sufficiency and civic-consciousness.

The education programme is delivered in the official language of the Russian Federation.

2. Characteristics of Graduates' Professional Activities

2.1. General description of graduates' professional activities:

The areas of professional activity and spheres of professional activity within which graduates who have completed the master degree programme can practice professionally:

04 Culture, art (in the sphere of design);

201 Mass media, publishing and printing (in the sphere of design).

Graduates can practice in other areas of professional activity and (or) spheres of professional activity on condition that their level of education and acquired competences meet relevant qualification requirements.

In studying within the framework of the bachelor degree programme, graduates prepare themselves for solving *professional activity tasks of the following types:*

art – artistic modelling of graphic design objects;

design – development of systems of visual information, identification and communication by applying art and design methods;

information technology – development of graphic design objects using modern information technologies and computer modelling allowing for the technological specifics of the industry.

The list of basic objects (or fields of knowledge) dealt with by graduates in professional activity:

Systems of visual information, identification and communication.

2.2. List of professional standards linked to the federal higher education standard (FGOS VO)

FGOS VO for the subject area 54.03.01 Design is linked to the professional standard «Graphic Designer» approved by the order of the Ministry of Labour and Social Protection of the Russian Federation on 17 January 2017 № 40Н (registered by the Ministry of Justice of the Russian Federation on 27 January 2017 under № 45442).

3. Expected outcomes of the education programme

Completion of the education programme provides the graduate with the following competences established by the federal higher education standard:

1) universal competences (UC):

<i>Category (group) of universal competences</i>	<i>Code and description of universal competence</i>
Systemic and critical thinking	UC-1. Ability to perform information search, critical analysis and synthesis, apply systems approach to achieve objectives
Development and realisation of projects	UC-2. Ability to identify objectives within the framework of the goal to be achieved and choose optimal methods to solve them proceeding from legal norms, available resources, and restrictions
Team work and leadership	UC-3. Ability to engage in social interaction and one's role in the team
Communications	UC-4. Ability to conduct business communication in oral and written forms in the official language of the Russian Federation and in foreign language(s)
Intercultural interaction	UC-5. Ability to perceive intercultural diversity of society in socio-historical, ethical and philosophical contexts
Self-discipline and self-development (including health)	UC-6. Ability to manage time, build and implement a personal development trajectory on the basis of continuing life-long education
	UC-7. Ability to keep fit for performing fully functional social and professional activity
Health and safety	UC-8. Ability to create and maintain safe conditions in everyday life and in professional activity for preserving the natural environment and ensuring sustainable development of society, including under threats of and occurrence of emergency situations and military conflicts
Inclusive competence	UC-9. Ability to use basic defectology knowledge in social and professional spheres
Economic culture, including financial literacy	UC-9. Ability to make reasoned economic decisions in various walks of life
Civic consciousness	UC-10. Ability to form intolerance to corruption

2) general professional competences (GPC):

<i>Category (group) of general professional competences</i>	<i>Code and description of general professional competences</i>
Professional orientation	GPC-1. Ability to apply knowledge in the areas of history and theory of art, history and design theory in professional activity; consider works of art, design and technology in a wide cultural historical context in close connection with religious, philosophical and aesthetic ideas of specific historical periods
Scholarly research	GPC-2. Ability to work with research literature; collect, analyze and generalise research results; evaluate information; conduct independently research work; participate in research and practice conferences
Methods of the designer's creative process	GPC-3. Ability to perform sketching by artistic and design graphics methods; develop a design idea based on a conceptual, creative approach to solving the design task; synthesise possible solutions and provide research evidence to prove design proposals satisfying human utilitarian and aesthetic requirements (technology and equipment, transport vehicles, interiors, polygraphy, consumer goods)
Creation of copyright	GPC-4. Ability to design, model and construct objects, goods, industrial

designs	prototypes and collections, spatial art complexes, building interiors, architectural spatial environments, objects of landscape design, using linear-structure construction, composition colour treatment, modern font culture and design graphics methods
Organisational activity	GPC-5. Ability to organise, manage and participate in exhibitions, competitions, festivals and other creativity events
Information communication technologies	GPC-6. Ability to understand the operating principles of modern information technologies and use them for the professional problem solving
Pedagogical activity	GPC-7. Ability to perform pedagogical activity in the sphere of preschool, primary general, basic general and secondary general education, vocational training and additional education
State cultural policy	GPC-8. Ability to orient oneself in the problematics of the Russian Federation's modern cultural policy

- 3) completion of the education programme also ensures the development in graduates of **professional competences** established by the University independently allowing for the requirements of the consumer, contemporary production and market on the basis of the professional standard 11.013 “Graphic Designer”.

<i>PP objective</i>	<i>Object or field of knowledge</i>	<i>Code and description of professional competence</i>	<i>Reference (PS, analysis of experiences)</i>
Type of task in professional activity: <i>art</i>			
Artistic modelling of objects of graphic design	The objects of graduates' professional activity after completing the bachelor degree programme are systems of visual information, identification and communication	PC 1 Ability to realise the design project concept in an original graphic solution with the use of manual sketching skills and various computer software	Professional standard 11.013
Type of task in professional activity: <i>design</i>			
Development of systems of visual information, identification and communication by applying art and design methods	The objects of graduates' professional activity after completing the bachelor degree programme are systems of visual information, identification and communication	PC-2 Ability to conduct predesign research with the use of various information sources and develop on their basis a creative idea and design concept in the sphere of visual communications	Professional standard 11.013
		PC-3 Ability to prepare analytical and presentation materials based on the results of design activity and defend the design project	Professional standard 11.013

Type of task in professional activity: <i>information technologies</i>			
Development of graphic design objects using modern information technologies and computer modelling allowing for the technological specifics of the industry	The objects of graduates' professional activity after completing the bachelor degree programme are systems of visual information, identification and communication	PC-4 Ability to design objects of graphic design taking into account the specifics of their production using corresponding digital technologies	Professional standard 11.013

4. Education programme delivery conditions

Physical resources

The University has:

- essential physical resources including specially equipped classrooms and lecture halls: computer classes, language laboratories, lecture halls equipped with teaching multimedia, etc.,
- a range of licensed software and freeware, including domestic products;
- electronic learning and information environment;
- online eLearning system <https://Moodle.usaaa.ru/>

The delivery of the education programme using exclusively online and distant learning technologies is not allowed.

Human resources

The educational program is taught by pedagogical staff who have an education background and/or academic degree corresponding to the subject area of the discipline taught and engage systematically in scientific research and (or) teaching methodology research activities. A considerable part of the teaching staff participating in the delivery of the education programme are members of creative associations such as Unions of Designers, Artists, or Architects.

Compliance with quality assurance requirements applicable to the education programme activities and teaching

The University's quality assurance system ensures a sufficient quality of education and training producing graduates equipped with required competences and meeting the requirements of educational authorities, employers, students, faculty, and international standards.

The quality of education and training delivered within the educational programme is verified by internal and external auditing of it. External auditing of education quality is performed within the framework of the state accreditation procedure for the purpose of verifying that the educational programme meets the requirements of the federal higher education standard with the participation of students and trainees in independent quality evaluation. When conducting an internal quality audit of the education programme, the University engages employers and (or) their associations, and other legal entities and (or) private individuals including out of the University's teaching staff.

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