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

54.04.01 DESIGN

Course: Industrial Design
Degree awarded: Master
Tuition format: full-time
Standard course duration: 2 years

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 54.04.01 Design, and professional competences for a successful professional career allowing for the professional standards, employer needs and labour market requirements.

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);

40 End-to-end types of professional activity (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 degree programme, graduates prepare themselves for solving *professional activity tasks of the following types*:

artistic creativity **–** participate in the development of artistic design proposals; perform detailed elaboration of forms of industrial products; apply skills in compositional form-creation.

design **–** development of designs of industrial and household products, ensure a high level of consumer properties and aesthetic qualities of designed products, their conformity to technical and economic requirements and advanced production technologies, ergonomic requirements.

information and communication – ability to use modern databases and graphic software; visualise ideas using computer technologies.

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

- creative activity to produce aesthetically expressive physical spatial environment;
- integrating artistic and design activity directed at creating and improving innovative competitive domestic products, ensuring economic development, elevating the level of culture and improving quality of life;

- physical spatial environments and visual information systems satisfying human utilitarian and aesthetic requirements in their life;
- cultural phenomena, processes and relations;
- copyright designs, series and collections of industrial products, various cultural and household things: technology and equipment, transport vehicles, interior equipment, printed products, consumer goods;
- information space.

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

In the register of professional standards posted on the specialised website of the Ministry of Labour and Social Protection of the Russian Federation, there are no the professional standards corresponding to the professional activity of graduates completing the educational programme «Industrial Design» in the subjects area 54.04.01 Design.

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):

Category (group) of universal competences	***Code and description of universal competence***
Systemic and critical thinking	UC-1. Ability to perform critical analysis of problem situations on the basis of systems approach and develop action strategies
Development and realisation of projects	UC-2. Ability to manage a project at all stages of its life cycle
Team work and leadership	UC-3. Ability to organise and manage team work developing team strategies to achieve objectives
Communications	UC-4. Ability to apply modern communication technologies, including in foreign language(s), for academic and professional interaction
Intercultural interaction	UC-5. Ability to analyze and allow for cultural diversity in the course of intercultural interaction
Self-discipline and self-development (including health)	UC-6. Ability to determine and implement priorities in one's activity and methods to improve it on the basis of self-assessment

2) general professional competences (GPC):

Category (group) of general professional competences	***Code and description of general professional competences***
History and theory of art and design	GPC-1. Ability to apply knowledge in areas of history and theory of art, history and theory of design in professional activity; consider works of art and design in a wide cultural-historical context in close connection with religious, philosophical and aesthetic ideas of specific historical periods
Research	GPC-2. Ability to work with research literature; collect, analyze and generalise results of scientific studies; evaluate information; do specific kinds of work in carrying out of scientific research with the use of modern research methods; study independently; acquire and use new knowledge and skills in

	practical activities; participate in research and practice conferences; make reports and presentations
Design	GPC-3. Ability to develop a conceptual design idea; synthesise a set of possible solutions and provide research evidence to prove proposals when designing objects satisfying human utilitarian and aesthetic requirements (technology and equipment, transport vehicles, interiors, environment, polygraphy, consumer goods); put forwards and implement creative ideas
Organisational activity	GPC-4. Ability to organise, manage and participate in art exhibitions, competitions, festivals; develop and implement innovative creative artistic events, presentations, installations, demonstrate creative initiative
Pedagogical activity	GPC-5. Ability to deliver pedagogical activity under programs of vocational education and additional vocational training

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 markets:

PP objective	***Object or field of knowledge***	***Code and description of professional competence***	***Reference (PS, analysis of experiences)***
Type of task in professional activity: ***artistic creativity***			
Development of artistic design proposals; perform detailed elaboration of forms of industrial products; apply skills in compositional form-creation	Creative activity to produce aesthetically expressive physical spatial environment	PC 1. Ability to model compositional, artistic, coloristic design solution satisfying human emotional and aesthetic requirements	Analysis of experiences
Type of task in professional activity: ***design***			
Development of designs of industrial and household products, ensure a high level of consumer properties and aesthetic qualities of designed products, their conformity to technical and economic requirements and advanced production technologies, ergonomic requirements.	Integrating artistic and design activity directed at creating and improving innovative competitive domestic products, ensuring economic development, elevating the level of culture and improving quality of life; Physical spatial environments and visual information systems satisfying human utilitarian and aesthetic requirements in their life; cultural phenomena, processes and relations; copyright designs, series and collections of industrial products, various cultural and household things:	PC 2. Ability to conduct predesign research, develop an original idea and design concept using design methodology and theory	Analysis of experiences

	technology and equipment, transport vehicles, interior equipment, printed products, consumer goods.		
Type of task in professional activity: ***Information technologies***			
Ability to use modern databases and graphic software; visualise ideas using computer technologies.	Information space	PC 3. Ability to develop graphic and multimedia presentations and defend design projects including with the use of digital technologies	Analysis of experiences

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.