

## The list of academic disciplines of the university component

**6B02 - Arts and Humanities**  
(Code and classification of the field of education)

**6B021 - Arts**  
(Code and classification of the direction of training)

**0210**  
(Code in the International Standard Classification of Education)

**B031 - Fashion, design**  
(Code and classification of the educational program group)

**6B02101 - Design**  
(Code and name of the educational program)

**bachelor**  
(Level of preparation)

**set of 2024**

**Developed**

By the Academic Committee of EP 6B02101 "DESIGN"  
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**Reviewed**

at the meeting of the Commission on Academic Quality  
of the Faculty of Humanities and Economics by Protocol No. 3 dated January 11, 2024.  
at the meeting of the Commission on Academic Quality of Higher Education  
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**Approved**

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## Bases of economics, law and ecological knowledge

Discipline cycle	General educational disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The integrated discipline includes the main issues and principles in the field of fundamentals of law and anti-corruption culture, economics, entrepreneurship and leadership, ecology and life safety. Features of the use of regulatory legal acts, the ability to use the business, ethical, social, economic, entrepreneurial and environmental standards of society. Specifics of environmental-legal, economic, entrepreneurial relations, leadership qualities and principles of combating corruption.*

### Purpose of studying of the discipline

*It consists in studying the basic patterns of the functioning of living organisms, the biosphere as a whole and the mechanisms of their sustainable development under the conditions of anthropogenic impact and emergency situations; in understanding the concept of corruption, the legitimacy of the fight against it, the content of the state penal policy; in the formation of students' basic fundamental stable knowledge on the basics of economic theory, in instilling the skills and abilities of economic thinking; in introducing students to the theory and practice of entrepreneurship, to the basics of creating their own business; in the formation of theoretical knowledge and practical skills for the development and improvement of leadership qualities.*

### Learning Outcomes

*ON1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.*

### Learning outcomes by discipline

- 1) Analyzes the issues of safety and preservation of the natural environment as the most important priorities of life;*
- 2) Shows knowledge of the basics of environmental management and sustainable development, assesses the impact of man-made systems on the environment;*
- 3) Shows knowledge of the main regulatory legal acts of the Republic of Kazakhstan, their understanding and application;*
- 4) Demonstrates knowledge of the laws of the development of economic processes, clearly formulates his own position, finds and clearly sets out arguments in its defense;*
- 5) Is able to characterize the types of entrepreneurial activity and the entrepreneurial environment, draw up a business plan, create an entrepreneurial structure and organize its activities;*
- 6) Knows the fundamental provisions about the role of leadership in managing large and small social groups.*

### Prerequisites

*School course*

### Postrequisites

*Bases of economics, law and ecological knowledge*

## Introduction to the Design Profession

Discipline cycle	Basic disciplines
Course	1
Credits count	3
Knowledge control form	Examination

### Short description of discipline

*The discipline introduces the student to the profession of design. To study the main types of profession: interior design, fashion design, graphic design, landscape design, Web design, furniture design, industrial design, etc. It will help you use your skills in a special graphic program, designing on a tablet, or with a pencil or other technique for visualizing fantasy. The discipline will give a general idea of the profession and will contribute to the choice of a narrow specialization*

### Purpose of studying of the discipline

*Formation of students' professional space-Visual Thinking, development of aesthetic taste, sense of shape and space. The development of the student's personal qualities and familiarization of specialists with the theoretical part, full improvement of practical training in the field of modern design. Training of professional-oriented types with full mastery of modern design types and acquisition of special knowledge-based skills*

### Learning Outcomes

*ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.*

*ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.*

### Learning outcomes by discipline

*In the discipline:*

- ensuring the solution of topical social environmental problems for creating a healthy, accessible and comfortable environment for understanding the tasks and trends in the development of composite law, know the types and specifics of modern design;*
- know the features and drawing design sketches within the framework of professional conditions;*
- know the types of modern design materials, their composition and stylistic features;*
- know the directions and styles of modern design*

### Prerequisites

*School course*

### Postrequisites

*Design basics*

## Painting I

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The discipline is devoted to the creation of a portrait and semi-human means of oil painting.*

*The student gets acquainted with the main, the most characteristic features in the technology of oil painting, mastering the techniques of oil, gets an idea of the laws of creating a pictorial image. During the creative work, the development of certain aspects of color studies continues, the emotional and meaningful properties of expressive means of painting are studied.*

### Purpose of studying of the discipline

*Familiarization with the main, most characteristic features in the technology of oil painting, mastering the techniques of working with oil, getting an idea of the laws of creating a pictorial image.*

### Learning Outcomes

*ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.*

*ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.*

### Learning outcomes by discipline

*1) Demonstrate the methods and methods used in the image of body parts.*

*2) Apply theories and methods of depicting anatomical structures when performing creative work by means of painting.*

*3) Master the techniques of the image of a semi-figure and a human figure.*

### Prerequisites

*School course*

### Postrequisites

*Painting II*

## Drawing I

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*At the heart of any complex form are geometric bodies, the study of which begins the teaching of the art of drawing. Training begins with the construction of simple forms and compositions, which gradually become more complex. With the complication of forms, new tasks and goals are set. During the training period, the student studies the laws of perspective, technical skills and the laws of chiaroscuro modeling of the object. Ability to depict still lifes consisting of geometric bodies, household items*

### Purpose of studying of the discipline

*Mastering the techniques of using various materials; simple and colored pencil, ink, pen, charcoal, sanguine, pastel, sauce.*

### Learning Outcomes

*ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.*

*ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.*

### Learning outcomes by discipline

*To draw from nature, from memory, from representation, from imagination, objects of real reality, to master the techniques of graphic drawing techniques.*

*1. Apply the laws of graphic image formation; image laws and expressive means of drawing;*

*2. To develop a methodology for working on the graphic composition of the drawing;*

*3. Master the basic proportions and patterns of human body construction.*

### Prerequisites

*School course*

### Postrequisites

*Drawing II*

## Painting II

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*To study the principles of creating still lifes in the technique of oil painting. On the material of the still life, the student gets acquainted with the main, most characteristic features of the technology of oil painting, learns technical methods of working with oil, gets an idea of the laws of creating an artistic image. In the course of creative work, the assimilation of certain aspects of color knowledge continues, the emotional-substantive properties of expressive means of painting are studied, the acquired knowledge is applied in practice.*

### Purpose of studying of the discipline

*Study of the basics of creating a pictorial image on the example of a portrait and a half-figure of a person.*

### Learning Outcomes

*ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.*

ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.

### Learning outcomes by discipline

1. The Basic Laws of creating a realistic image through watercolor, gouache painting and the study of colors. drawing up a picture in the picture plane; transmitting volume by chiaroscuro; achieving the integrity of the coloristic solution;
2. Basic Laws of perspective; the ability to use the emotional and meaningful aspects of expressive painting tools; the ability to apply watercolor and gouache technology in practice.
3. Basic methods of working with watercolors and gouache; development of their own artistic writing method. Kiy

### Prerequisites

Painting II

### Postrequisites

Painting III

## Drawing II

Discipline cycle	Basic disciplines
Course	1
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The student will master technical techniques for mastering various materials, such as simple and colored pencil, mascara, pen, charcoal, Sangina, pastel, sauce. The order of execution of the task is divided from simple to complex according to the principle. The requirements for academic performance are determined by the program, but depending on the level of training of students, the teacher may reduce or extend the time for performing the performance within the number of hours.

### Purpose of studying of the discipline

Study of the method of constructive analysis. Understanding of basic rules and laws concerning the anatomy and perspective of the design.

### Learning Outcomes

- ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.
- ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.

### Learning outcomes by discipline

1. Theory of drawing, composition, spatial thinking, linear and aerial perspective.
2. Drawing a three-dimensional volumetric shape on a two-dimensional plane of a sheet of paper with graphic means.
3. Perseverance, analytical thinking, the desire for self-knowledge, self-esteem of the acquired knowledge, self-improvement..

### Prerequisites

Drawing I

### Postrequisites

Drawing III

## Painting III

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The discipline is devoted to the creation of a portrait and semi-figure of a person using oil painting. In this material, the student will get acquainted with the main, most characteristic features of oil painting technology, master the technical methods of working with oil, get an idea of the laws of creating an artistic image. During creative work, the assimilation of certain aspects of the study of color continues, the emotional-substantive properties of expressive means of painting are studied, the knowledge gained is applied in practice.

### Purpose of studying of the discipline

The study of the pictorial properties of color and color-tone relations of objects and phenomena of the surrounding reality, the identification of patterns of color harmony and color unity to create an artistic image in painting and design.

### Learning Outcomes

- ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.
- ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.

### Learning outcomes by discipline

1. methods for creating a composition;
2. principles of choosing the technique of performing a real picture, linear-constructive construction and the basics of painting and modern painting techniques;
3. professional skills of a sculptor; modern font culture; ways of working with color and color compositions.

### Prerequisites

Painting III

### Postrequisites

Decorative painting

## Engineering Graphics

Discipline cycle	Basic disciplines
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Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The main objectives of the discipline are the development and study of methods for constructing images of spatial figures on a plane, the study of geometric properties of spatial figures based on their planar images, the study of ways to solve and study spatial problems using drawings. At the same time, it serves as a means of developing spatial thinking in its geometric and logical form. The acquired knowledge is necessary when solving professional engineering problems.

### Purpose of studying of the discipline

Formation of a system of knowledge and skills for the development and study of land management schemes in accordance with the requirements of State ESKD standards.

### Learning Outcomes

ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.

### Learning outcomes by discipline

1. Methods of projecting geometric objects onto a plane;
2. Developed spatial imagination capable of mental analysis and synthesis of geometric models of space and their graphic images;
3. On the representation of complex surfaces in the drawing;

### Prerequisites

School course

### Postrequisites

Drafting

## Composition

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

This discipline is aimed at studying the basic laws of composition, the rules of visual perception, the properties and principles of compositions. Students will master the questions in compositional schemes when grouping elements, find the compositional center. In the process of studying the discipline, students will analyze compositional patterns such as contrast and nuance, symmetry and asymmetry, balance, rhythm, etc., for further use of their skills and knowledge in other disciplines, or to create design projects.

### Purpose of studying of the discipline

formation of students' creative and professional abilities, development of skills for their implementation in the field of professional and artistic activity.

### Learning Outcomes

ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.

ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.

### Learning outcomes by discipline

1. Basic laws, techniques and means of composition;
2. Geometric composition construction, gain graphic skills and their further application in artistic design and design work;
3. By artistic means of constructing a composition, compose an image according to a given pattern. Classify the types and types of composition in design work, skillfully apply compositional techniques and means of depicting the composition by styles and design directions. Express aesthetic meaning and obey the general form of the projected object.

### Prerequisites

Painting I

### Postrequisites

Decorative painting

## World of Abai

Discipline cycle	Basic disciplines
Course	2
Credits count	3
Knowledge control form	Examination

### Short description of discipline

The discipline is aimed at studying historical facts, the philosophical and artistic foundations of the works of Abay Kunanbaev, Shakarim Kudaiberdiev, which form worldview and aesthetic values, the student's ability to express his opinion, practical skills and perception of such human qualities as morality, honesty, artistic character. The genius of the writers of Kazakh literature and the role of M. Auezov in the study and popularization of Abai's heritage, the significance of his works for history, literature and science are determined.

### Purpose of studying of the discipline

Formation of the meaning of philosophical and ideological being, understanding of the problems raised in the works of Abai Kunanbayuly, Shakarim Kudaiberdiuly, Mukhtar Auezov and application of the acquired knowledge in the practice of everyday life.

### Learning Outcomes

ON1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

### Learning outcomes by discipline

1) Analyzes the philosophical and artistic foundations of works, historical facts related to the creative heritage of Abai Kunanbayev, Shakarim Kudaiberdiyev, Mukhtar Auezov

2) Uses in practice the humanistic ideas of Abai's philosophical and artistic works

3) Assesses the place and significance of Abai's works in the history of literature and science

1. Methods of projecting geometric objects onto a plane;

2. Developed spatial imagination capable of mental analysis and synthesis of geometric models of space and their graphic images;

3. On the representation of complex surfaces in the drawing;

#### **Prerequisites**

Bases of economics, law and ecological knowledge

#### **Postrequisites**

Basic and profile disciplines of the EP

### **Drawing III**

Discipline cycle Basic disciplines

Course 2

Credits count 5

Knowledge control form Examination

#### **Short description of discipline**

*In the process of studying the discipline, the teacher sets the following tasks: rules and laws related to anatomy, prospects for tone design. The student independently learns about the true reflection of the surrounding reality, revealing the specifics of drawing from nature. Solving problems of artistic creativity at the methodological aspects and practical levels: the correct construction of a person's head; conveying portrait similarity; determining the character of the sitter; generalizing the picture.*

#### **Purpose of studying of the discipline**

*Further deepening and improving the holistic artistic and figurative perception of reality, mastering various graphic techniques, and professional consciousness among students.*

#### **Learning Outcomes**

*ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.*

*ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.*

#### **Learning outcomes by discipline**

1. To present the basic principles of nature transfer, transforming it in accordance with a consciously set artistic image.

2. Apply the acquired knowledge of working out the details of the image.

3. Offer the acquired skills of art education to solve professional problems.

#### **Prerequisites**

Drawing II

#### **Postrequisites**

Special drawing Font

### **Art History**

Discipline cycle Basic disciplines

Course 2

Credits count 3

Knowledge control form Examination

#### **Short description of discipline**

*The content of the academic discipline presented in the program provides students with a full-scale formation of types and genres of art, features of Fine Art, the main stages of the development of art of foreign countries, the history of Russian Fine Art and features of Modern Art. The lecture course of this discipline includes the study of material by historical periods: the art of the ancient world, the art of the Middle Ages, the art of the Renaissance, the art of the new age, the art of modernity, the art of modernity.*

#### **Purpose of studying of the discipline**

*formation of students' general cultural competencies and skills of their implementation in practice*

#### **Learning Outcomes**

*ON1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.*

#### **Learning outcomes by discipline**

1. The main problems of the historical process in the world and in Russia, realizing the importance of humanistic values for the preservation and development of modern civilization

2. Highlight historical information to solve current problems in the field of Design;

3. Basic skills of analyzing historical materials, abstracting sources and scientific literature.

#### **Prerequisites**

School course

#### **Postrequisites**

History of material culture and design

### **History of material culture and design**

Discipline cycle Basic disciplines

Course 2

Credits count 3

Knowledge control form Examination

## Short description of discipline

The discipline is the main basic discipline in the training of designers. In this course, along with other artistic and historical disciplines, students study the stages and history of the development of material culture, art, industry, the subject world and design. At each stage of development, it is necessary to take into account the role of socio-cultural, political-economic, engineering-technical and artistic factors in the formation of material and subject culture and design.

## Purpose of studying of the discipline

The study of the history of material culture and design: the material culture of pre-industrial civilizations, the subject world of pre-industrial civilizations; the emergence of design as a new universal creative profession; the development of design of industrial and post-industrial society.

## Learning Outcomes

ON1 Demonstrate socio-cultural, economic, legal, environmental knowledge, communication skills, apply information technology, taking into account modern trends in the development of society.

## Learning outcomes by discipline

1. the main stages of design development; characteristics of the main styles; principles of stylization; knowledge of the authors of the main developments in the field of design; main trends in the field of design;
2. use special literature on the history and Theory Of Design; identify and work with the components of the style; identify stages and design methods inherent in them;
3. analysis of methods; analysis of approaches and approaches to solving the subject-spatial environment;

## Prerequisites

Art History

## Postrequisites

History of costume and fashion

## Design basics

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

## Short description of discipline

The discipline allows the student to get acquainted with the basics of design. Perform practical classes: learn to create perspective in the interior, observe ergonomic regularity, scale, correct construction of the composition in the student. He learns to choose the right geometric shapes, combinations of textures and textures, and observe the laws of maak.

## Purpose of studying of the discipline

Creating a comfortable artistic-meaningful, spatial-subject environment, as well as printed, advertising and other products.

## Learning Outcomes

ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.

## Learning outcomes by discipline

1. the main stages of design in design; pre-design analysis in design; theoretical foundations of visual design.
2. Apply the acquired knowledge of the basics of Design in practice; "program" the vision and emotions of the viewer with the help of visual aids in the design projects being developed; feel, see and create harmony.
3. skills and practical methods of working with different levels of colors, compositions; compositional techniques for performing professional work; knowledge that allows you to achieve success in commercial, artistic and educational design, Web design will help solve any specific problems associated with design.

## Prerequisites

Introduction to the Design Profession

## Postrequisites

Elements and processes of advertising design 1 Special types of advertising

## Plastic anatomy and sculpture

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

## Short description of discipline

Master the problems of plastic structure of a person, sculpting techniques and technology of sculptural materials. The study of the basis of the human skeleton, the muscular system, sculptural materials and tools, sculpting techniques and technology for the manufacture of sculptural products. Knowledge of the anatomical structure of a person, the history of sculpture, techniques and technology of sculptural materials. Sculpting the head and other parts of a human figure, creating sculptural products from solid materials.

## Purpose of studying of the discipline

To study in detail the anatomical structure of the body, to learn to perceive it as a plastic form, an object of inspiration.

## Learning Outcomes

ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.

## Learning outcomes by discipline

1. Determine the proportions of the head and face, make anatomical sketches of the skull and head; perform anatomical sketches of parts of the head;
2. Structure of the human musculoskeletal system, plasticity of the human musculoskeletal system;
3. Plastic features of appearance, proportions of the face and head, body types, types of Constitution.



## Prerequisites

*Plastic anatomy and sculpture*

## Postrequisites

*Designing and modeling of clothing*

## Training Practice

Discipline cycle	Basic disciplines
Course	2
Credits count	2
Knowledge control form	Total mark on practice

### Short description of discipline

*Conducting educational practice plays a huge role in the creative activity of students, enriches the imagination and serves as a source of inspiration, promotes the development of types of thinking: spatial, figurative, logical, technical, as well as artistic taste and aesthetic sensitivity. Only through training practice, you can vividly and fully convey the features of natural light and light-air environment.*

### Purpose of studying of the discipline

*Development of types of thinking: spatial, figurative, logical, technical, as well as artistic taste and aesthetic sensitivity.*

### Learning Outcomes

*ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.*

### Learning outcomes by discipline

*Apply the laws of composition and color science in drawing; master the techniques of drawing and watercolor painting; perform rapid sketches and sketches;*

## Prerequisites

*Painting III*

## Postrequisites

*Decorative painting*

## Color vision

Discipline cycle	Basic disciplines
Course	2
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*During the course of studying the discipline, the student will know the basic laws of color science and their practical application during the performance of special tasks and creative works, the basic theoretical concepts and specific terms of color science. He will master the theory of pictorial possibilities of two-, three-, multi-tone achromatic and chromatic compositions. Will be able to perform creative compositions using the laws of color science, the skills of organizing achromatic tones and harmonious combinations of colors of different types*

### Purpose of studying of the discipline

*Students acquire the skills of color perception and composition of color vision; students develop artistic taste, creative thinking and imagination.*

### Learning Outcomes

*ON3 Possess the skills of realistic depiction from nature: still life, landscape, portrait, human figure, modern painting techniques; professional skills of a sculptor; font culture, critically comprehend the knowledge of the ESCD standards.*

### Learning outcomes by discipline

- 1. basic theoretical concepts and specific terms about color;*
- 2. Create creative compositions using the laws of color research.*
- 3. skills in organizing achromatic tones and harmonious combinations of different colors;*

## Prerequisites

*Painting I*

## Postrequisites

*Decorative painting*

## Special types of advertising

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*The discipline is the relationship between the disciplines of professional training, which provides a methodological basis for understanding the essence of advertising, the principles of its creation and purpose. The knowledge gained expands, deepens ideas about the visual meaning of design. The purpose of the discipline is to form an idea of the specifics of the expressive means of visual advertising. The task is a theoretical acquaintance with advertising from the point of view of communication and marketing, disclosure of the functional purpose of advertising with visual aids.*

### Purpose of studying of the discipline

*Students` assimilation of a system of knowledge in the field of advertising technologies and public relations, which allows them to build effective communicative behavior in professional and personal spheres, taking into account Russian and foreign experience.*

### Learning Outcomes

*ON4 Design printing products with skills in solving creative problems in the style and design of advertising, methods for creating projects*

with the novelty of their own conceptual solutions.

### **Learning outcomes by discipline**

1. the concept of technology and technologization of the field of professional activity; basic tools of public relations and advertising technologies;
2. attracting public relations and advertising technologies to solve professional tasks, including adapting previously developed technologies and releasing new technologies in accordance with the requirements of the situation; using psychological mechanisms for influencing the consumer of information within the framework of public relations and advertising technologies; using basic means of public relations and advertising technologies;
3. ability to control professional functions in the field of advertising and public relations in state and public organizations, in the social sphere, in the field of politics, economics, production, Trade, Science, Culture, Sports; the ability to participate in the creation of an effective communication infrastructure of the organization, in the provision of internal and external communications, including with state institutions, public organizations, commercial structures, mass media; and support corporate culture.

### **Prerequisites**

Design basics

### **Postrequisites**

Creative thinking Project Management Business Communications

## **Manufacturing Practice I**

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Total mark on practice

### **Short description of discipline**

Production practice involves the direct participation of the student in the work of a specific project organization, which provides for entering the circle of professional, social, organizational relations and solving specific production tasks of a practical nature. During the internship, students learn the principles, methods, technologies, standards of specific work, get acquainted with the personal experience of design designers, and are guided in methodological approaches and techniques of professional training.

### **Purpose of studying of the discipline**

Study of the principles, methods, technologies, standards of specific work, familiarization with the personal experience of design designers, orientation in methodological approaches and techniques of professional activity, expansion of their own experience

### **Learning Outcomes**

ON4 Design printing products with skills in solving creative problems in the style and design of advertising, methods for creating projects with the novelty of their own conceptual solutions.

ON5 To develop professionally important qualities of the personality of the future graphic designer in the design, in the illustration and design of books, methods of visualization of advertising images.

### **Learning outcomes by discipline**

Master the basic techniques of graphic design; apply in practice theoretical information about composition and color science in advertising design

### **Prerequisites**

Training Practice

### **Postrequisites**

Manufacturing Practice II

## **Font**

Discipline cycle	Basic disciplines
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

During the study of the discipline, the student gets acquainted with the basics, types, styles of fonts and creates a font composition. The development of accuracy, eyes, the correct and uniform placement of image elements, the formation of a sense of style with a decorative solution, adherence to the chosen style, the development of originality of the style. The use of decorative techniques in decoration, the development and preservation of aesthetic taste and the use of modern font culture. Development of different types of decorative fonts

### **Purpose of studying of the discipline**

Mastering the necessary practical skills of font graphics as an essential component of design design and other basic professional competencies of designers.

### **Learning Outcomes**

ON5 To develop professionally important qualities of the personality of the future graphic designer in the design, in the illustration and design of books, methods of visualization of advertising images.

### **Learning outcomes by discipline**

1.regulatory framework for the technical rules of typesetting and layout; Cyrillic tradition of typography and its differences from continental European and Anglo-American systems; Continental and Anglo-American typometry systems.- design-modern hardware and software tools used in design; basic concepts of Computer Science; Basic Operating Systems, file structures and user interfaces, types of computer graphics;

2. calculation of traditional typographic units and strokes in millimeters, paragraph indents and sizes of the typesetting bar; understand the principles of creating aproschemy and use tracing and kerning;

understand the structure of the main formats of font files, synthesize a set of possible solutions or approaches to the implementation of a design project; analyze and determine the requirements for a design project; design a graphic product design and visual communication tools;

3. development of font compositions related to design tasks, skills in solving communicative problems, working with a modern

multitasking graphic operating system used on the wintel platform, with text and graphic editors; presentation editor, modern font culture; methods; Basic Rules and principles of typing and layout, analysis of complex graphic images, assessment of the quality of raster, vector images and fonts, creation of graphic design elements and processing of raster and vector images, the use of computer graphics software tools to create graphic projects and brand elements.

### **Prerequisites**

Engineering Graphics

### **Postrequisites**

Drafting

## **Elements and processes of advertising design 2**

Discipline cycle	Basic disciplines
Course	3
Credits count	10
Knowledge control form	Examination

### **Short description of discipline**

The content of the discipline affects the following topics: increasing sales, promoting products, how to properly distribute products: direct, in the press, Print, Screen, outdoor, etc. advertising. Understand the main factors of environmental impact, techniques and methods of persuasion, types of purchasing behavior, the use of advertising language, the correct formulation of the slogan, the style of advertising and its aspects, strokes and concepts.

### **Purpose of studying of the discipline**

#### **Learning Outcomes**

ON4 Design printing products with skills in solving creative problems in the style and design of advertising, methods for creating projects with the novelty of their own conceptual solutions.

#### **Learning outcomes by discipline**

1. elements of the brand style; features of the visual language of advertising: features of composition, color, shape; the ratio of illustration and text in advertising; coding methods in advertising; expressive features of different carriers of advertising;
2. formation of advertising turnover based on the correlation of the utilitarian purpose of advertising with aesthetic requirements for IT; development of an original design project of advertising turnover using computer technologies.
3. the skills of creative generalization of the knowledge gained to work on their design project using optimal methods of coding the informational, emotional and expressive components of advertising.

### **Prerequisites**

Design basics

### **Postrequisites**

Elements and processes of advertising design 2

## **Layout and modeling**

Discipline cycle	Profiling discipline
Course	3
Credits count	5
Knowledge control form	Examination

### **Short description of discipline**

Layout develops the basics of understanding architectural space. The layout provides visibility, allows you to change the point of view during inspection, analyze the features of the facades and the plan of the created shapes. The execution of layouts develops an original creative approach to work and spatial imagination. This is a volumetric physical simulation of any object. The layout provides general information about the structure, proportions and plasticity, size and character of the surface, texture and color scheme

### **Purpose of studying of the discipline**

Students' assimilation of a system of knowledge in the field of advertising technologies and public relations, which allows them to build effective communicative behavior in professional and personal spheres, taking into account Russian and foreign experience.

#### **Learning Outcomes**

ON4 Design printing products with skills in solving creative problems in the style and design of advertising, methods for creating projects with the novelty of their own conceptual solutions.

#### **Learning outcomes by discipline**

1. methods of pedagogical support when performing the main stages of work on the layout; methods of organizing cooperation of students when creating promising images; modern methods of diagnosing educational achievements of students, determining the psychological and pedagogical foundations of their individual educational routes.
2. implementation of pedagogical support in the implementation of the main stages of work on the layout; Organization of cooperation of students in the implementation of sketches of promising images of objects; conducting diagnostics of students' educational achievements, determining the psychological and pedagogical foundations of their individual educational routes.
3. methods of pedagogical support when performing the main stages of work on the layout; skills of organizing students' cooperation when creating perspective images of objects; the ability to use the results of diagnosing students' achievements when designing individual educational routes.

### **Prerequisites**

The designing objects of motion design Elements and processes of advertising design 1 The designing objects of the profile design

### **Postrequisites**

Design and construction of furniture

## **Management in advertising**

Discipline cycle	Profiling discipline
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Course	3
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The discipline studies the essence of advertising management, marketing management and advertising management of subjects and objects of advertising management. Choose the right functional direction, information support of advertising, plan an advertising event, create a situational analysis, determine the advertising goals of the company. Production of advertising media, to determine the effectiveness of an advertising event and analysis of growth rates, development of tactical and strategic plans, determination of the market segment and budget planning.

### Purpose of studying of the discipline

Introduction of students to the theory and practice of effective advertising management. To give an idea of the role and place of management in advertising, to teach students theoretical understanding and skills of professional work in the field of advertising management

### Learning Outcomes

ON4 Design printing products with skills in solving creative problems in the style and design of advertising, methods for creating projects with the novelty of their own conceptual solutions.

ON5 To develop professionally important qualities of the personality of the future graphic designer in the design, in the illustration and design of books, methods of visualization of advertising images.

### Learning outcomes by discipline

1. Patterns of formation of aggregate demand and aggregate supply for goods and factors of production in international circulation; tools for analyzing an open national economy in terms of their interaction with the economy of other countries;
2. Trends in the development of international financial markets and financial mechanisms that serve the functioning of the international economy; institutional structure and regulation of the international economy;
3. Knowledge of the laws and laws of the functioning of the international economy will allow students to put into practice the principles of micro and macro analysis in relations between states in order to obtain mutual benefits.

### Prerequisites

Bases of economics, law and ecological knowledge

### Postrequisites

Basic and profile disciplines of the EP

## Drafting

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The main task of the discipline is to form the student's technical thinking, spatial representations, as well as the ability to recognize techniques through graphic images. Basic information about the rules, methods of execution and execution of drawings. Projection methods, rectangular projection of geometric bodies and models. Know the types (main, additional and local), sections (simple and complex) and sections (extracted, constructed, located at the break).

### Purpose of studying of the discipline

Mastering the language of technology, the development of spatial representation, the formation of graphic literacy and polytechnic knowledge and skills of reading technical documents and performing drawings

### Learning Outcomes

ON2 Master the technique of layout, the correct construction of objects in perspective and space, the transfer of form and proportions, the ability to abstract thinking, analysis, synthesis, defining the features of style in the art of each epoch.

### Learning outcomes by discipline

1. To apply in practice the standards and rules of automation and electronics, the execution of drawings,
2. To use knowledge, skills and abilities in the field of descriptive geometry and engineering graphics.
3. Demonstrate knowledge of descriptive geometry techniques.

### Prerequisites

Engineering Graphics

### Postrequisites

Design and construction of furniture

## Modern materials in the interior design

Discipline cycle	Profiling discipline
Course	4
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The content of the discipline includes the following topics: classification, properties, quality of modern materials; metallic, non-metallic, non-ferrous metals and alloys, polymer materials, composite, powder materials and nanomaterials; coloristics in design; metaphysics of color; elements of shaping.

### Purpose of studying of the discipline

Obtaining theoretical knowledge and practical skills in the field of materials science in design, depending on the specialization. The knowledge gained in lectures and practical classes is necessary for the competent design of design objects. The discipline program provides for lectures and practical classes.

### Learning Outcomes

ON6 To design objects of various purposes, carrying out the authors supervision of the implementation of projects in the interior.

ON7 To know the specifics of the designers work, methods of computer modeling and development of design solutions for their implementation, practical skills in furniture production.

### Learning outcomes by discipline

1. the main types and types of structural and finishing materials used in the design of architectural, graphic, industrial and other design objects;

features and properties of the main modern materials in design – their structural structure, color; conditions of Use and durability.

2. Understand the features of structural and finishing materials; correctly select and use materials for the designed design objects; correctly combine the properties of different materials; predict the wear resistance of different materials.

3. design methods using modern materials; skills in choosing finishing materials for various types of material and material environment of a person.

### Prerequisites

Design basics

### Postrequisites

The designing objects of interior design 2 Special elements of model projects Three-dimensional graphics in the design.

## Design and construction of furniture

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Examination

### Short description of discipline

The discipline focuses on the study of furniture styles and their relationship to modern furniture, the basics of design design of furniture, construction materials and accessories the basics of designing the layout of parts and assembly units in products, the execution of design documentation and furniture design in the AutoCAD program.

### Purpose of studying of the discipline

Students gain knowledge about the basic principles of designing products made of wood and wood materials, the methodology of developing and executing design documentation,

the design features of functionally and aesthetically justified technological joinery and furniture made of economically feasible modern materials.

### Learning Outcomes

ON6 To design objects of various purposes, carrying out the authors supervision of the implementation of projects in the interior.

ON7 To know the specifics of the designers work, methods of computer modeling and development of design solutions for their implementation, practical skills in furniture production.

### Learning outcomes by discipline

1. the main goals and objectives of the discipline; features of the design of furniture and wood products of different historical eras; the main stages of the design of wood products; goals, objectives and principles of design and technological design;

2. classification of products made of wood and wood materials; types of design documentation; calculation methodology and Basic Rules for assembling products; principles and algorithm of work on the selection of computer-aided design systems depending on the task at hand;

3. development of product designs using an Computer- Aided Design System; Development, Training and design of technical documentation for products; performance of graphic work using an Computer-Aided Design System.

### Prerequisites

Drafting

### Postrequisites

Manufacturing Practice III

## Manufacturing Practice II

Discipline cycle	Basic disciplines
Course	4
Credits count	5
Knowledge control form	Total mark on practice

### Short description of discipline

Production practice involves the direct participation of the student in the work of a specific project organization, which provides for entering the circle of professional, social, organizational relations and solving specific production tasks of a practical nature. During the internship, students learn the principles, methods, technologies, standards of specific work, get acquainted with the personal experience of design designers, navigate the methodological approaches and techniques of professional activity, expand their own experience

### Purpose of studying of the discipline

Direct participation of the student in the work of a specific project organization, which provides for entering the circle of professional, social, organizational relations and solving specific production tasks of a practical nature.

### Learning Outcomes

ON6 To design objects of various purposes, carrying out the authors supervision of the implementation of projects in the interior.

ON7 To know the specifics of the designers work, methods of computer modeling and development of design solutions for their implementation, practical skills in furniture production.

### Learning outcomes by discipline

Possess professional computer programs; apply design skills in practice;

### Prerequisites

Manufacturing Practice I

### Postrequisites

Manufacturing Practice III

## Landscape design

Discipline cycle	Profiling discipline
Course	4
Credits count	5
Knowledge control form	Examination

### Short description of discipline

*During the study of the discipline, the student gets acquainted with the methods of pre-design research of the territory, the basics of design and construction of landscape architectural objects. Knowledge of the historical laws of the development of styles in horticultural art, compositional techniques inherent in historical styles, the theory and methodology of landscape design, the basics of horticultural construction. The ability to organize a spatial environment with the priority use of "natural" components: relief, water and plants*

### Purpose of studying of the discipline

*To develop a computer model of landscape design of a garden plot.*

### Learning Outcomes

*ON7 To know the specifics of the designers work, methods of computer modeling and development of design solutions for their implementation, practical skills in furniture production.*

### Learning outcomes by discipline

- 1. rules and norms of pre-design and post-project preparation for product promotion in the market of goods and services;*
- 2. presentation of the author's sample of the design object created on the material;*
- 3. skills in creating author's models of a design object on the material to solve professional problems.*

### Prerequisites

*Ergonomics Typology of the architectural environment Decor in the interior*

### Postrequisites

*Artistic processing of wood*

## Designing and modeling of clothing

Discipline cycle	Basic disciplines
Course	5
Credits count	8
Knowledge control form	Examination

### Short description of discipline

*In the course of mastering the discipline, the student will learn how to determine body types, take measurements, distribute gains in the development of product design by sections, determine the balance of the product, build the basic design of the product, make the necessary calculations, design individual parts of the product, build products of various silhouettes, build the base of the sleeve, calculate and build collars, build drawings of the basics of waist products (skirt, trousers), model (change, transfer construction lines) products.*

### Purpose of studying of the discipline

*Formation of ideas about the design and modeling of sewing products.*

### Learning Outcomes

*ON8 Apply knowledge of technical modeling with the application of knowledge about fashion trends, designing clothing collections and creating an authors collection.*

### Learning outcomes by discipline

- 1. Knows about the prospects of fashion development, the laws of costume creation, the principles and methods of modern clothing design.*
- 2. Has the skills of technical modeling, technical calculations, computational and graphic work; knows the techniques and techniques of design activity and design design.*
- 3. Designs costumes for various purposes and functional purposes.*

### Prerequisites

### Postrequisites

## Costume graphics

Discipline cycle	Profiling discipline
Course	5
Credits count	7
Knowledge control form	Examination

### Short description of discipline

*The content of the discipline consists of the following practical exercises: performing a graphic composition from the main elements: dots, strokes, lines, spots; sketches of a stylized human figure; performing sketches of clothing using contrasting, warm, cold colors; performing sketches of costumes from which materials of various textures are applied.*

### Purpose of studying of the discipline

*Creation of a knowledge system and development of analytical and creative abilities of students in the field of designing and sketching costumes and textiles*

### Learning Outcomes

*ON8 Apply knowledge of technical modeling with the application of knowledge about fashion trends, designing clothing collections and creating an authors collection.*

### Learning outcomes by discipline

- 1. technical methods of working with Graphic Materials; structure and proportions of the human figure; graphic image of the human figure and head; stylization of the image of the human figure in clothes; graphic sketch methods.*
- 2. convey the character of an object through graphics; use graphic techniques in a costume sketch; perform sketches in different ways;*

depict the figure of a person in clothes, creating an artistic image; perform sketches of models with stylized methods; depict shoes and accessories of different assortment.

3. with the methods of artistic graphics; with artistic technologies; with the skills of practical mastery of the methods and principles of costume sketching.

**Prerequisites**

**Postrequisites**

## **History of costume and fashion**

Discipline cycle	Profiling discipline
Course	5
Credits count	6
Knowledge control form	Examination

### **Short description of discipline**

*As a result of mastering the discipline, the student will study the characteristics of the forms, lines, decorative elements of the costume, the features of the costume of a certain historical period, its culture, the main directions of domestic and foreign fashion, receive information about the influence of the national costume on fashion in the country, learn how to use information from the history of the costume, understand the formation of the costume in different historical periods, will receive skills analysis of fashion trends, variety of assortment.*

### **Purpose of studying of the discipline**

*General familiarization of students (in the direction of "Art History") with ethnic, social and cultural features, elements, decorations and symbols of clothing and costume of various peoples of the world.*

### **Learning Outcomes**

*ON8 Apply knowledge of technical modeling with the application of knowledge about fashion trends, designing clothing collections and creating an authors collection.*

### **Learning outcomes by discipline**

- 1. The main types and features of costumes of the peoples of the world.*
- 2. Ethnic, social and cultural elements, jewelry, symbols of clothing of various peoples of the world.*
- 3. Historical factors influencing the evolution, shape and features of the costume of the peoples of the world.*

**Prerequisites**

**Postrequisites**