

**Kyiv National University of Trade and Economics**  
**Faculty of Restaurant, Hotel and Tourism Business**

**INFORMATION PACKAGE**

**European Credit Transfer and Accumulation System (ECTS)**

**Sphere of knowledge**            **02 “Culture and Art”**

**Specialty**                            **022 “Design”**

**Specialization**                    **“Design”**

**Education level**                    **Bachelor**

**Dean of the Department**

**N.I.Vedmid**

**Head of the Chair**

**R.A.Rasulov**

**Head of the specialty support  
group**

**O.O.Zavarzin**

**O.O.Zavarzin**

**Guarantor of the educational  
programme**

**Kyiv 2021**

### 3. Educational Program.

Program team manager (program guarantor) – **Zavarzin O.O.**, Candidate of Technical Sciences, associate professor at the Department of engineering and technical disciplines, docent.

<b>1 – General information</b>	
<b>Full name of IHE and structural unit</b>	Kyiv National University of Trade and Economics Faculty of Restaurant, Hotel and Tourism Business Department of Engineering and technical disciplines
<b>Level of higher education and qualification name in the original language</b>	Level of higher education «Bachelor» Specialty «Design» Specialization «Design»
<b>Educational program official name</b>	«Design»
<b>Diploma type and volume of the program</b>	Bachelor Diploma single, 240 ECTS credits, training period 3 years 10 months
<b>Accreditation</b>	Ministry of Education and Science of Ukraine, Ukraine, valid to 01.07.2021 p.
<b>Cycle\Level</b>	NQF of Ukraine – 6 level, FQ-EHEA – the first cycle, EQF-LLL – 6 level
<b>Preconditions</b>	Comprehensive General Secondary Education/ Junior Specialist Degree
<b>Languages of instruction</b>	Ukrainian
<b>Duration period</b>	Valid up to 01.07.2022
<b>Internet address for permanent placement of the program description</b>	<a href="https://knteu.kiev.ua">https://knteu.kiev.ua</a>
<b>2 – Educational program aim</b>	
Formation of general and professional competencies sufficient for successful solution of complex specialized problems and practical problems in the field of design, characterized by complexity and uncertainty of conditions and involve the application of certain theories and methods of design.	

<b>3 - Educational program characteristics</b>	
<b>Subject area (sphere of knowledge, specialty, and specialization ( in the presence))</b>	Sphere of knowledge 02 «Culture and Art» Specialty 022 «Design» Specialization «Design»
<b>Educational program orientation</b>	Educational-Professional Program
<b>Main focus of the educational program and specialization</b>	To focus on the realization of educational trajectory with applied trend. Special education and professional training of specialists capable to perform creative projects of objects of the subject environment and solve organizational, economic and managerial issues in the field of design. Keywords: design, design object, design project, design, interior design, exterior design, furniture design, graphic design, marketing in design, design management
<b>Features of the program</b>	Interdisciplinary and multilateral preparation of experts on the design. To involve foreign scientists and practicing workers of design sphere into the training process. Emphasis on a high level of professional training required for practical activities in the field of design, in particular, on the application of modern techniques of working with a wide range of materials; design of single, complex, multi-functional design objects; ability to reproduce design ideas by means of artistic skill; application of professional software products of three-dimensional and web-design; ensuring and evaluating the quality of design work; organization and management of business in the field of design. Interactive field practical classes. Acquisition of practical skills in the application of technology in the management of the business entity in the field of design.
<b>4 – Graduate employability and further learning</b>	
<b>Employability</b>	DK 003: 2010 National Classifier of Ukraine. Classifier of professions 2213.2 Landscape design specialist 3471 Designer-performer 3471 Graphic designer. 3471 Designer-performer of multimedia objects. 3471 Executor of art and design works. 3471 Packaging designer 3471 Designer 3471 Colorist (artist); 3474 Designer; 4197 Model of model-model production. 13 Managers of small enterprises without management staff Manager or owner of a design studio, agency, salon, exhibition center, art gallery, children's art school, art studio; president (chairman) of professional associations and unions; chief artist / architect at city and district administrations; member of the

	town-planning council, member of the architectural chamber of Ukraine; private designer (individual entrepreneur) Obtaining professional certificates based on the results of internships
<b>Further learning</b>	The possibility to study by the programmer of the second cycle of FQ-EHEA, 7 level of EQF-LLL and 7 level of NQF of Ukraine

<b>5 – Training and assessment</b>	
<b>Teaching and learning</b>	Student-centered education, self-education, problem-oriented education. Lectures, practical lessons, independent work with textbooks, teaching books and lectures summaries, education via professional internship, tutorials, preparation for qualification exam
<b>Assessment</b>	Written exams, practice; essays, presentations, scientific presentations, current control, course projects, qualification work, etc. According to the Regulations on the organization of the educational process of students, the Regulations on the evaluation of learning outcomes of students and graduate students.
<b>6 – Program competence</b>	
<b>Integral competence (IC)</b>	The ability of a specialist to solve complex specialized problems and practical problems in the field of design or in the learning process, which involves the use of certain theories and methods of design and is characterized by complexity and uncertainty of conditions
<b>General competence (GC)</b>	<ol style="list-style-type: none"> <li>1. Knowledge and understanding of the subject area and understanding of professional activity.</li> <li>2. Ability to communicate in the state language both orally and in writing.</li> <li>3. Ability to communicate in a foreign language.</li> <li>4. Ability to search, process and analyze information from various sources.</li> <li>5. Ability to work in a team.</li> <li>6. Ability to evaluate and ensure the quality of work performed.</li> <li>7. Appreciation and respect for diversity and multiculturalism.</li> <li>8. The ability to exercise their rights and responsibilities as a member of society, to realize the values of civil (free democratic) society and the need for its sustainable development, the rule of law, human and civil rights and freedoms in Ukraine.</li> <li>9. Ability to preserve and increase cultural, artistic, environmental, moral, scientific values and achievements of society based on understanding the history and patterns of development of the subject area, its place in the general system of knowledge about nature and society and in the development of society, technology and technology.</li> <li>10. Ability to generate new ideas (creativity) and make informed</li> </ol>

	decisions.
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<p><b>Professional competence(PC)</b></p>	<ol style="list-style-type: none"> <li>1. Ability to apply modern methods of designing single, complex, multifunctional design objects.</li> <li>2. Ability to design, layout and model design objects.</li> <li>3. Ability to carry out compositional construction of design objects.</li> <li>4. Ability to apply project graphics skills in professional activities.</li> <li>5. Ability to apply knowledge of the history of Ukrainian and foreign art and design in art and design activities.</li> <li>6. Ability to apply in design and artistic activities special techniques and technologies of work in the relevant materials (by specialization).</li> <li>7. Ability to use modern software to create design objects.</li> <li>8. Ability to make a color solution of the future design object.</li> <li>9. The ability to depict objects of the environment and human figures by means of plastic anatomy, special drawing and painting (by specialization).</li> <li>10. Ability to apply knowledge of applied sciences in professional activities (by specializations).</li> <li>11. Ability to succeed in a professional career, to develop and present visual presentations, a portfolio of their own works, to have entrepreneurial skills to conduct design activities.</li> <li>12. Ability to improve existing design methods, models, algorithms.</li> <li>13. Ability to determine design objectives, performance criteria, limitations of applicability, requirements and specifications of components of visual systems and objects of professional activity.</li> <li>14. Ability to apply modern font culture in design.</li> <li>15. Ability to draw up documentation for all stages of artistic design of design objects by type of work.</li> <li>16. Ability to act in the legal field, guided by the law in the field of design.</li> <li>17. Ability to apply modern advances in materials science to design projects.</li> <li>18. Ability to analyze the results of economic entities in the field of design, to compare them with the factors of influence of the external and internal environment.</li> <li>19. Ability to determine the prospects for the development of economic entities in the field of design.</li> <li>20. Ability to manage a business entity in the field of design.</li> </ol>
<p align="center"><b>7 – Program learning outcomes (PLO)</b></p>	

	<p>1.To apply the acquired knowledge and understanding of the subject area and sphere of professional activity in practical situations.</p> <p>2. To communicate freely in the state and foreign languages orally and in writing on professional issues, to form different types of documents of professional orientation in accordance with the requirements of the culture of oral and written speech.</p> <p>3. To collect and analyze information to substantiate the design project, apply the theory and methodology of design, professional terminology (for professional purposes), the basics of scientific research.</p> <p>4.To define the purpose, objectives and stages of design.</p> <p>5.To understand and honestly perform the part of teamwork; determine the priorities of professional activity.</p>
	<p>6.To be aware of the responsibility for the quality of work performed, ensure the task at a high professional level.</p> <p>7. To analyze, style, interpret and transform objects to develop artistic and design solutions.</p> <p>8. To evaluate the design object, technological processes in the context of the project task, to form an artistic design concept.</p> <p>9. To create design objects by means of design and graphic modeling.</p> <p>10. To determine the functional and aesthetic specificity of design tools in the communicative space.</p> <p>11.To develop a compositional solution of design objects in appropriate techniques and materials.</p> <p>12. To adhere to the standards of design and manufacturing technologies of design objects in professional activities.</p> <p>13. To know the heritage of national and world cultural and artistic heritage, to develop eco-culture by means of design.</p> <p>14. To use in professional activities manifestations of the Ukrainian mentality, historical memory, national self-identification and creative self-expression; apply historical creative experience, as well as successful Ukrainian and foreign artistic practices.</p> <p>15. To understand the Ukrainian ethnocultural traditions in the stylistic solutions of design objects, take into account the regional features of ethnodesign in artistic practices.</p> <p>16. To take into account the properties of materials and constructions, apply the latest technologies in professional activities.</p> <p>17.To apply modern general and specialized software in professional activities (by specializations).</p> <p>18.To display morphological, stylistic and color-texture properties of design objects.</p>
	<p>19. To develop and present the results of work in a professional environment, understand the stages of success in professional careers, take into account current trends in the labor market, conduct market research, select the appropriate business model and develop a business plan for professional design.</p>

<b>8 – Resource support for program implementation</b>	
<b>Staff support</b>	95% of the teaching staff involved in teaching professionally-oriented disciplines have degrees in the specialty. Foreign specialists from the professional design environment are invited to conduct problem lectures.
<b>Material and technical support</b>	Laboratory of drawing and painting Laboratory of layout and modeling Study-exposition of competitive works Laboratory of computer-aided design systems Design laboratory Laboratory of integrated business process management systems Computer design class Laboratory of digital technologies in design VR-library
<b>Information and educational-methodical support</b>	Use of KNTEU virtual learning environment, software: Graphisoft ArchiCAD 23; Autodesk 3DS-max 2021; Autodesk AutoCAD 2021; Corel Draw 2020; SketchUp 19.2.222; Microsoft Vizio 2019; Adobe Photoshop 21.2.4 .; Adobe After Effects CC 2020; Authors' developments of the teaching staff.
<b>9 – Academic mobility</b>	
<b>National credit mobility</b>	On a general base within Ukraine. Short-term education of students according to the course specified beforehand at other higher education establishments
<b>International credit mobility</b>	Within the EU program Erasmus+ on the basis of mutual agreements between KNUTE and higher education establishments of partner-countries.
<b>Training of overseas students</b>	Education of foreigners is possible

## 2. List of educational program components and their logic sequence

### 2.1. List of components of EP

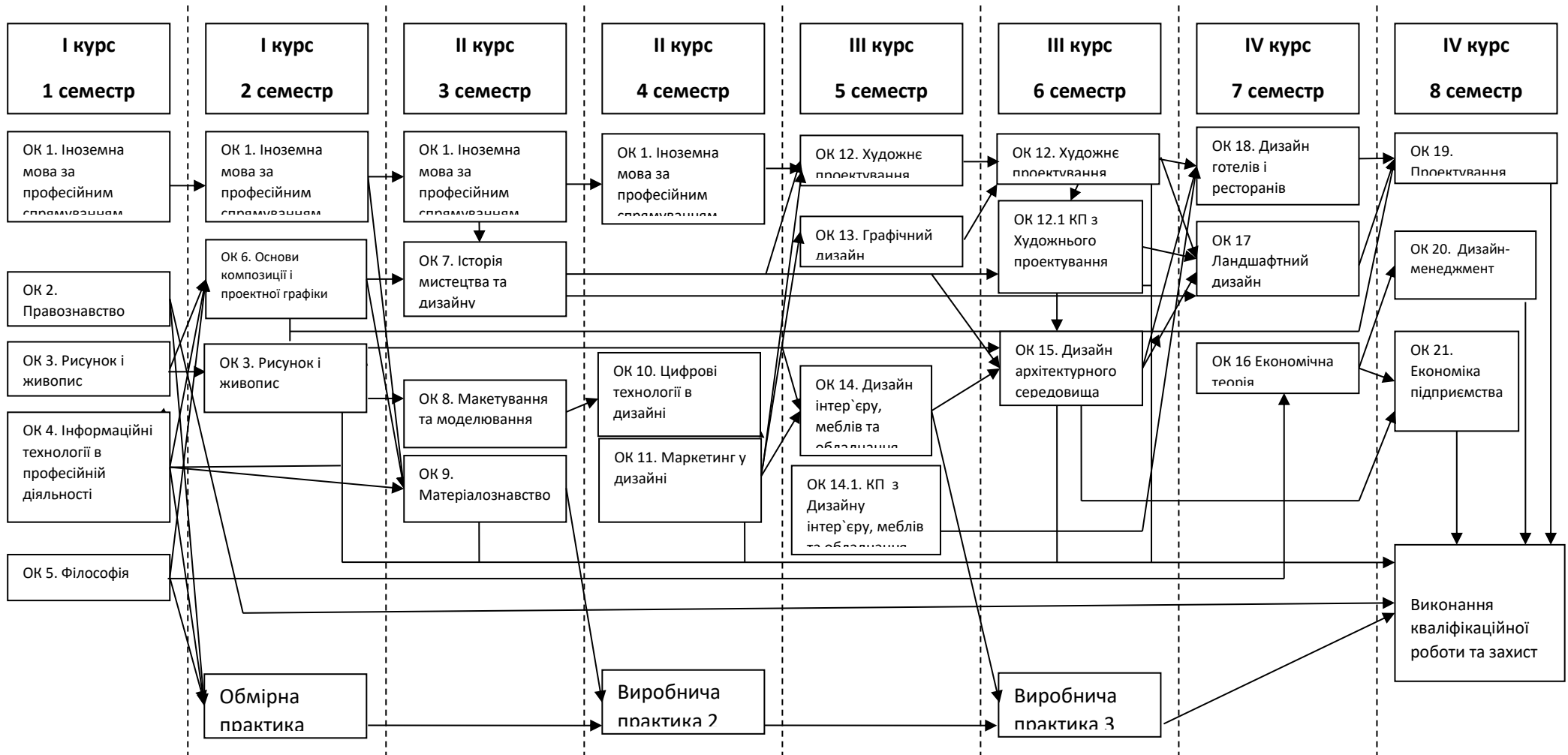
Code	Components of educational program (academic disciplines, term projects (papers), placement, qualification exam, final qualification work)	Amount of credits
1	2	3
CC 1.	Foreign language for specific purposes	24
CC 2.	Jurisprudence	6
CC 3.	Drawing and painting	12
CC 4.	Informational technology in professional activities	6
CC 5.	Philosophy	6
CC 6.	Basics of composition and project graphics	6
CC 7.	History of art and design	6
CC 8.	Layout and modeling	6
CC 9.	Materials science	6
CC 10.	Artistic design	12
CC 10.1	CP in Artistic design	
CC 11.	Interior design of furniture and equipment	6
CC 11.1	CP in Interior design of furniture and equipment	
CC 12.	Graphic design	6
CC 13.	Landscaping	6
CC 14.	Digital technologies in design	6
CC 15.	Architectural environment design	6
CC 16.	Economic theory	6
CC 17.	Marketing in design	6
CC 18.	Design of hotels and restaurants	6
CC 19.	Designing	6
CC 20.	Design management	4,5
CC 21.	Business Economics	4,5
<b>Total amount of compulsory components:</b>		<b>156</b>
OP 1.	WEB design and WEB programming	6
OP 2.	Architectonics and design in restaurant service	6
OP 3.	Life safety	6
OP 4.	Commercial Law	6



1	2	3
OP 5.	Animation and video design	6
OP 6.	Urban environment design	6
OP 7.	Character design	6
OP 8.	Examination of jewelry and antiques	6
OP 9.	Electrical design	6
OP 10.	Ergonomics	6
OP 11.	Product aesthetics and design	6
OP 12.	Business ethics	6
OP 13.	Engineering in design	6
OP 14.	Intellectual property	6
OP 15.	Communicative management	6
OP 16.	Cultural heritage of Ukraine	6
OP 17.	Logic	6
OP 18.	Greenery interiors and winter gardens	6
OP 19.	Public speaking	6
OP 20.	Politology	6
OP 21.	Psychology	6
OP 22.	World culture	6
OP 23.	Sociology	6
OP 24.	Theory and methods of design	6
OP 25.	Startup technology	6
OP 26.	Typology of public buildings design	6
OP 27.	Commodity. Cultural values.	6
OP 28.	Labor Law	6
OP 29.	Universal design	6
OP 30.	Equipment for design	6
OP 31.	Physics for designers	6
OP 32.	Photojournalistic and photographic	6
OP 33.	Food design	6
<b>Total volume of optional components:</b>		60
<b>Practical Training</b>		
	Measurement practice	6
	Industrial placement 1	6
	Industrial placement 2	6
	Preparation for qualification exam and attestation	6
<b>TOTAL VOLUME OF EDUCATIONAL PROGRAM</b>		240

For all components of the educational program, the form of final control is an exam.

## 2.1. Structural-Logic Scheme of EP



### **3. Form of certification of applicants for higher education**

Attestation of applicants for the degree of "Bachelor" is carried out in the form of public defense of qualifying work.

Qualification work involves solving a complex specialized problem or practical problem in the field of design, characterized by the complexity and uncertainty of the conditions, using certain theories and methods of design.

Qualification work should not contain academic plagiarism, fabrication and falsification.

Qualification work should be posted on the website of the higher education institution or its structural unit, or in the repository of the higher education institution.





**5.1. Matrix for providing learning outcomes (RN)  
relevant compulsory components of the educational program**

<b>Компоненти</b>  <b>Програмні результати навчання</b>	<b>ОК 1.</b>	<b>ОК 2.</b>	<b>ОК 3.</b>	<b>ОК 4.</b>	<b>ОК 5.</b>	<b>ОК 6.</b>	<b>ОК 7.</b>	<b>ОК 8.</b>	<b>ОК 9.</b>	<b>ОК 10.</b>	<b>ОК 11.</b>	<b>ОК 12.</b>	<b>ОК 13.</b>	<b>ОК 14.</b>	<b>ОК 15.</b>	<b>ОК 16.</b>	<b>ОК 17.</b>	<b>ОК 18.</b>	<b>ОК 19.</b>	<b>ОК 20.</b>	<b>ОК 21.</b>
<b>1</b>			+	+		+	+	+	+	+	+	+			+			+			
<b>2</b>	+	+			+		+	+	+	+							+				+
<b>3</b>					+		+	+	+	+	+				+						
<b>4</b>										+	+				+					+	
<b>5</b>										+			+			+	+		+	+	
<b>6</b>		+	+			+		+	+	+	+	+		+		+					+
<b>7</b>			+			+	+	+	+		+		+		+			+			
<b>8</b>								+	+	+	+	+		+			+	+	+	+	+
<b>9</b>						+		+		+		+	+	+	+			+	+		
<b>10</b>						+				+	+	+			+				+		
<b>11</b>			+			+		+	+	+	+		+		+			+	+		
<b>12</b>										+		+		+	+			+	+		
<b>13</b>	+						+	+			+		+							+	
<b>14</b>							+	+			+	+	+		+						
<b>15</b>							+	+	+		+		+		+			+			
<b>16</b>									+	+		+		+							
<b>17</b>				+						+	+	+	+	+	+			+	+		+
<b>18</b>			+			+	+	+	+	+	+	+	+	+	+				+		
<b>19</b>	+	+		+			+	+		+	+					+	+	+		+	+

