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| Educational program  | 6В02101 Design |
| EP purpose  | Training of highly professional personnel in the field of design, aimed at practice-oriented training to achieve fundamental subject knowledge and a general integral methodology of professional activity of the designer, the development of creative qualities and needs for self-educational activities. |
| EP type | Acting EP |
| Level on NQF | 6 |
| Level on SQF | 6 |
| EP distinctive features | No |
| The awarded academic degree | Bachelor |
| Period of study | 5 |
| Volume of the credits | 300 |
| Language of education | Kazakh, russian |
| Date of approval of the OP at the Board meeting | 11.04.2023 |
| Professional standard |  |

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| № |  Learning outcomes: |
| 1 | To show an active civic position in interpersonal and intercultural communication in a multilingual environment based on fundamental knowledge and skills in the field of social, political, cultural, psychological sciences in the context of their role in the modernization and digitalization of Kazakh society; applying innovative approaches to understanding public socially significant phenomena and processes in legal, entrepreneurial, industrial, environmental environment |
| 2 | To possess the ability to evaluate and apply research methods and innovative approaches in analyzing socially significant phenomena and processes in the legal, economic, industrial, environmental and anti-corruption policy; |
| 3 | Analyze artistic processes, development trends and definitions of style, time and authorship of the most famous works of modern design in historical, cultural, theoretical and philosophical aspects; |
| 4 | Use the basic elements of visual language, expressiveness of form, feelings of composition, features of meaningful visual perception of natural reality and skills, plastic study of the surface of objects, depict the human figure, determine the movement and character of the model, proportions of sections of the human skeleton, rules for identifying the center of gravity of the figure and points of support, competently and constructively perform anatomical drawing; |
| 5 | Use plastic properties of color, pictorial techniques and color tones when mixing on the palette, coloristic solutions of visual perception of nature, form and image, pictorial features in the organization of plastic, coloristic structure; |
| 6 | Master the techniques of sketching and demonstration images of objects, objects and the environment in enclosed and open spaces, the skills of color and light transmission of states, moods, as well as the appearance (color and texture of materials) of projected objects, knowledge of the basic theories and methods of shaping, the laws of visual perception of images, volumes, spaces; |
| 7 | Apply artistic means and patterns of computer graphics, spatial and three-dimensional orientation, professionally use the interface of the studied programs, techniques of three-dimensional graphics, the main types of complex graphic presentation, illustrate models of three-dimensional images of deep-spatial composition; |
| 8 | Develop a design plan for pre-project material, technical documentation in solving artistic and design tasks, understand the specifics of working with color graphics, typography, photography, graphic tools and create competitive advertising products; |
| 9 | To model and design flat, three-dimensional and spatial forms in photo-clausors, to understand the strategies and tactics of advertising activities, the relationship between the publisher, advertiser, printing house and advertising agency, the distribution of printing and advertising, to embody a creative design idea at all stages of its development using graphic design of printed and advertising products; |
| 10 | To use the basic theoretical concepts and specific terms, typologies and basic concept models of industrial graphics, to find modern methods and techniques for the development of industrial graphics, types and types of objects of industrial graphics, modern technologies in the design of design and artistic tasks; |
| 11 | Develop the necessary means for the production of advertising, taking into account the features of functional, ergonomic, aesthetic design, the main technical and technological requirements for graphic design objects, justify the choice of materials for the implementation of a design project, interpret the material as a design element; |
| 12 | Design web pages using tables, design an HTML document by means of presentation, search, transmission and storage of information, selection of material for the site and enter it into the database, analyze site testing. |