



announcement.title

Registry of the EP ▾

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

Back

Higher and Postgraduate Educational Programs

☐Project EP ☐Participant of project EP

Date of registration in the Registry

29.07.2019

Registration number

6B02100077

Date of EP passport updating

17.08.2026 17:56

Field of education

6B02 Arts and Humanities

Direction of personnel training

6B021 Arts

Group of educational programs

B031 Fashion design

Educational program

6B02101 Design

EP purpose

Training of highly professional personnel in the field of design (art designer, graphic designer), aimed at practice-oriented fundamental subject knowledge and a general integral methodology of professional activity of the designer, the development of qualities and needs for self-educational activities.

EP type

Acting EP

Level on NQF

6

Level on SQF

6

EP distinctive features

No

Language of education

Russian Kazakh

Professional Standard for EP

Exists

№	Name of professional standard
1	Designer in the fields of art (art designer, graphic designer, interior design, industrial designer and others)

Professional standards (career standards)

Professional standard has been used at developing EP ☒

Professional standard №1

Professional standard

Дизайнер по направлениям искусства



announcement.title

Registry of the EP

Submission of applications

Registry of educational
programs

OVPO passport

Administrative reports

Support

CCEA

Professions

Profession №1

Profession

Дизайнер по направлениям искусства

Уровень по ОРК

6

Labor
functions

Разработка дизайн-проектов с вариативностью решений и детализацией

Создание авторской дизайнерской идеи

Организация предпринимательской деятельности в сфере дизайна

Руководство работой творческого коллектива в процессе осуществления дизай

Volume of the credits

300

Degree to be conferred

Bachelor

Period of study

5

Date of approval EP on the Academic Council

27.04.2026

☒Existence of the annex to the license for the direction of personnel training

The license number on the direction of training

KZ49LAM00007465

☐The training format is online

☒EP accreditation existence

Atlas of new professions

не предусмотрено

Regional standard

не предусмотрено

The formed educational outcomes

№	Educational outcome	Code	Reflects the labor function
1	Carry out professional	ON1	Руководство работой творческого коллектива в процессе осуществления д
2	Analyze the historical,	ON2	Создание авторской дизайнерской идеи
3	Apply the fundamentals of	ON3	Организация предпринимательской деятельности в сфере дизайна
4	Apply the principles of composition, color	ON4	Разработка дизайн-проектов с вариативностью решений и детализацией
5	Demonstrate proficiency in	ON5	Разработка дизайн-проектов с вариативностью решений и детализацией

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

ЕДИНАЯ ПЛАТФОРМА
ВЫСШЕГО ОБРАЗОВАНИЯ

English

6	Plan graphic, advertising, print,	ON6	Разработка дизайн-проектов с вариативностью решений и детализацией
7	Use modern digital technologies,	ON7	Разработка дизайн-проектов с вариативностью решений и детализацией
8	Design graphic design products,	ON8	Руководство работой творческого коллектива в процессе осуществления д
9	Apply artistic, design, and conceptual	ON9	Создание авторской дизайнерской идеи
10	Compare global and Kazakh art, as well as	ON10	Создание авторской дизайнерской идеи
11	Plan design and creative activities,	ON11	Руководство работой творческого коллектива в процессе осуществления д
12	Present graphic design projects,	ON12	Руководство работой творческого коллектива в процессе осуществления д

Data on disciplines

Nº	Name of discipline	Short description of discipline	Cycle
1	Fundamentals of Scientific Research	The goal is to form knowledge about the principles, technologies, practical methods and techniques of conducting scientific research based on modern achievements of scientists. Forms the basic foundations of scientific culture and ethics, flexible perception of scientific texts, skills of effective application of acquired knowledge in planning and organizing research work, the ability to analyze and summarize research results.	GED
2	Ilyastanu	The purpose of the discipline is to develop a deep-thinking personality with high aesthetic taste, appreciating literature, art, traditions, culture and language of the Kazakh people through a deep and comprehensive study of the works of Ilyas Zhansugurov. Forms an understanding of the importance of the works of Ilyas Zhansugurov in the development of the Kazakh literary language; skills of intellectual and creative thinking, the ability to cherish the values of national and spiritual heritage.	GED
3	Fundamentals of Financial Literacy	The course is aimed at gaining knowledge and skills in the field of personal finance management. Also, as part of the course, students will learn how to use in practice all kinds of tools in the field of finance, save and increase savings, plan a budget competently, learn how to analyze financial information and navigate financial products to choose an adequate investment strategy.	GED
4	Basics of Law and Anti-Corruption Culture	The aim is to familiarize students with the main branches and institutions of law, the basics of an anti-corruption culture, as well as the laws of the emergence, development and functioning of the state and law. The course forms the skills of an anti-corruption culture and a high level of theoretical knowledge about the main functions of law in the state and society, its impact on the development of law-based state, civil society.	GED
5	Ecology and Life Safety Basics	Purpose – to form knowledge on the basics of ecology and life safety, allowing to analyze environmental processes, assess the socio-ecological consequences of anthropogenic activities, methods and technologies of protection in emergency situations. Develops skills to assess the impact of environmental factors on human health; predict environmental processes for planning and implementing measures to improve life safety; make decisions in adverse environmental and emergency situations, taking into account the possible consequences of accidents, catastrophes, natural disasters.	GED

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

	  ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ	English 	
6	Economics and Entrepreneurship	modern society, the formation of economic thinking and gaining knowledge in the field of theoretical foundations and practical skills in the field of entrepreneurship. It is focused on the formation of students' comprehensive understanding of the laws of the functioning of the economy, obtaining business education aimed at acquiring applied competencies in various fields of entrepreneurial activity, reveals the features of creating and successfully running their own business.	GED
7	Academic Painting	Purpose: to develop students' professional competencies in academic painting, as well as to enhance artistic perception, sense of color, compositional thinking, and skills in realistic representation of form, space, and atmosphere through the means of painting. Description: the discipline is aimed at the advanced study of the principles of academic painting, color and tonal relationships, composition, coloristics, and techniques of working with various painting materials. During the course, students master methods of depicting still life compositions, interiors, landscapes, architectural objects, and the human figure from nature. Special attention is given to conveying volume, lighting, texture, aerial perspective, and the harmony of color relationships, as well as to the development of artistic taste and professional mastery necessary for work in the field of design.	BD
8	Academic Drawing	Purpose: to develop students' professional competencies in academic drawing, as well as to enhance observation, spatial thinking, artistic perception, and skills in accurate graphic representation of the form, volume, and structure of objects. Description: the discipline is aimed at the advanced study of the principles of academic drawing, form construction, perspective, proportions, anatomical features, light and shade, and composition. During the course, students master methods of depicting geometric solids, still life compositions, architectural elements, plaster models, and the human figure from nature. Special attention is given to the development of visual estimation skills, precision in drawing, proficiency in various graphic materials, the representation of plasticity of form, and the formation of artistic mastery necessary for professional activity in the field of design.	BD
9	Web Design	Purpose: to develop students' professional competencies in web design, enhance their skills in designing modern digital interfaces, and create aesthetically appealing, user-friendly, accessible, and functional web resources. Description: the discipline is aimed at studying the principles of web design, user experience (UX), user interface (UI) design, website structure, and digital navigation. During the course, students master the methods of designing landing pages, corporate websites, online stores, and mobile web interfaces, as well as developing prototypes and responsive layouts using modern tools such as Figma, Adobe XD, and other digital platforms. Particular attention is paid to usability, digital accessibility, the principles of inclusive design, visual hierarchy, typography, responsiveness, interactivity, and compliance with current trends in digital design.	BD
10	Design Basics	Purpose: to provide students with fundamental knowledge and practical skills in the field of design, as well as to develop artistic and project-oriented thinking, creativity, and the ability to create aesthetically expressive and functional design solutions. Description: the discipline is aimed at studying the theoretical and practical foundations of design, the laws of composition, form-making, stylization, color solutions, and the visual organization of space. During the course, students master methods of concept development, creation of sketches, layouts, and project solutions in graphic, product, interior, and environmental design. Particular attention is paid to the development of creative potential, visual analysis skills, design culture, as well as the application of the principles of inclusive design, social responsibility, and sustainable development in the creation of contemporary design solutions.	BD

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

		ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ	English	
11	Digital Tools for Designers	modern digital technologies and software tools for the development, visualization, and implementation of design projects. Description: the discipline is aimed at studying digital tools used in the field of design, the principles of working with raster and vector graphics, digital image processing, layout design, and the creation of visual content. During the course, students master the capabilities of professional software such as Adobe Photoshop, Adobe Illustrator, CorelDRAW, Figma, and other digital platforms. Special attention is given to the development of skills in preparing graphic materials, creating layouts, digitally visualizing ideas, adapting designs for print and digital media, and fostering a professional approach to working in the modern digital industry.		BD
12	Fundamentals of Artificial Intelligence	The discipline is aimed at studying the basic concepts, methods and algorithms that underlie the creation and application of artificial intelligence. As part of this course, students will learn the theoretical foundations of machine learning, neural networks, natural language processing algorithms, and computer vision. They will also get acquainted with the ethical, social and legal aspects of the application of artificial intelligence in various areas of life.		BD
13	Infographics in Modern Design Projecting	Purpose: to develop students' professional competencies in the field of infographics, as well as to enhance skills in data visualization and the creation of clear informational solutions for contemporary design practice. Description: the discipline is aimed at studying the principles of infographics, methods of information structuring, visual hierarchy, composition, and techniques for graphical representation of data. During the course, students master the creation of statistical, analytical, navigational, educational, and marketing infographics for both print and digital media. Special attention is given to working with charts, pictograms, typography, color coding, user perception of information, and the application of modern digital tools in developing effective visual communication solutions.		BD
14	Engineering Graphics (AutoCAD)	Purpose: to develop students' professional competencies in the field of engineering graphics and digital design, as well as to master the principles of creating technical drawings, schemes, and project documentation using AutoCAD for application in the field of design. Description: the discipline is aimed at studying the fundamentals of engineering graphics, the rules for creating and formatting drawings, constructing geometric objects, projections, sections, and cross-sections. During the course, students master AutoCAD tools for developing two-dimensional and three-dimensional models, preparing working drawings, planning solutions, visualizing design concepts, and producing graphic documentation. Special attention is given to the application of digital technologies in interior, industrial, graphic, and environmental design, as well as to the development of accuracy, spatial thinking, and project-based skills.		BD
15	Fundamentals of Paintin	Purpose: to provide students with fundamental knowledge and practical skills in painting, as well as to develop artistic perception, sense of color, compositional thinking, and the ability to convey form, space, and emotional expression through the means of painting. Description: the discipline is aimed at studying the theoretical and practical foundations of painting, the laws of color relationships, tonal organization, composition, and techniques of working with various artistic materials. During the course, students master methods of depicting still life, landscape, interior scenes, and other objects both from nature and imagination. Special attention is given to the development of skills in conveying volume, lighting, texture, and spatial environment, as well as to fostering artistic taste and a creative approach essential for professional activity in the field of design.		BD

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ English			
16	Fundamentals of Drawing	drawing, as well as to enhance observation, spatial thinking, artistic perception, and the ability to graphically represent the form, volume, and structure of objects. Description: the discipline is aimed at studying the theoretical and practical foundations of drawing, the principles of form construction, perspective, proportions, light and shade, and composition. During the course, students master methods of depicting geometric solids, household objects, still life compositions, architectural elements, and the human figure from nature. Special attention is given to the development of visual estimation skills, accuracy in conveying proportions, proficiency in graphic materials, and the formation of artistic mastery necessary for further professional activity in the field of design.	BD
17	Tectonics and Combinatorics of Shaping	Purpose: to develop students' professional competencies in the field of tectonics and combinatorics of form generation, enhance spatial and constructive thinking, and build skills in creating expressive and functional design forms. Description: the discipline is aimed at studying the principles of form tectonics, methods of constructive organization of objects, the relationship between material, structure, and visual appearance, as well as combinatorial methods of form generation. During the course, students master techniques of transformation, modular combination, variable composition, and systematic development of form in design practice. Special attention is paid to the harmony of construction and aesthetics, the search for innovative solutions, the analysis of the plastic properties of objects, and the application of tectonic and combinatorial methods in contemporary design practice.	BD
18	Chromatics	Purpose: to develop students' comprehensive understanding of the nature of color, the principles of color perception, and the fundamentals of harmonious color combinations, as well as to enhance practical skills in applying color solutions in professional design practice. Description: the discipline is aimed at studying the theoretical foundations of color science, the physical and psychological properties of color, color models, the laws of contrast and harmony, and the peculiarities of human color perception. During the course, students learn methods of selecting color combinations, creating coloristic compositions, and using color as an expressive tool in graphic, interior, industrial, and environmental design. Special attention is given to the development of artistic taste, visual thinking, and the ability to create aesthetically integrated design solutions.	BD
19	Anatomy	Purpose: to provide students with systematic knowledge of the structure of the human body, its main systems and functional characteristics, as well as to develop an understanding of anatomical principles necessary for professional activity in design and artistic project development. Description: the discipline is aimed at studying the structure of the human body, including the musculoskeletal, muscular, nervous, and other body systems, as well as proportions and age-related changes. During the course, students become acquainted with anatomical terminology, the principles of the structure and interrelation of organs and systems, and the fundamentals of human plastic anatomy. Special attention is given to the application of anatomical knowledge in depicting the human figure, creating artistic images, designing ergonomic objects, and developing the professional visual thinking of a designer.	BD
20	Specialized Painting	Purpose: to develop students' professional competencies in the field of special painting, as well as to enhance artistic and imaginative thinking, sense of color, and skills in applying painting techniques in project and design activities. Description: the discipline is aimed at studying methods of special painting, the features of coloristic solutions, form stylization, composition, and the expressive possibilities of painting materials in the field of design. During the course, students master the creation of decorative, object-based, interior, thematic, and project-oriented painting works, as well as the development of color concepts and artistic images. Special attention is given to the development of skills in conveying mood, texture, and space, the use of painting as a means of visualizing design ideas, and the formation of an individual creative style.	BD

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

	  ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ		
21	Specialized Drawing	as to enhance project-oriented and imaginative thinking and the ability to use drawing as a means of visualizing design ideas and professional graphic communication. Description: the discipline is aimed at studying methods of special drawing used in the field of design, the principles of constructive form building, stylization, perspective, proportions, and graphic expressiveness. During the course, students master the creation of object, architectural, interior, decorative, and conceptual sketches, as well as project drawings and visual representations. Special attention is given to the development of rapid sketching skills, the depiction of materials and textures, work with various graphic media, and the use of drawing in the process of designing objects in the field of design.	BD
22	History of World Visual Arts	Purpose: to provide students with systematic knowledge of the development of world fine arts, artistic styles, movements, and cultural traditions of different historical periods, as well as to develop aesthetic taste and professional artistic thinking. Description: the discipline is aimed at studying the main stages in the formation and development of world fine arts from ancient civilizations to the present day. During the course, students become acquainted with outstanding artworks, the творчество of renowned masters, the characteristics of artistic schools, stylistic trends, and national traditions of various countries. Special attention is given to the analysis of artistic images, the relationship between art and historical and cultural processes, as well as the application of historical and artistic experience in the contemporary professional activity of a designer.	BD
23	Visual Communications and Media Design	Purpose: to develop students' professional competencies in the field of visual communications and media design, as well as to enhance skills in creating effective visual messages for modern digital and traditional media. Description: the discipline is aimed at studying the principles of visual communication, media design, the specifics of information perception, and methods of conveying meaning through graphics, imagery, typography, animation, and interactive content. During the course, students master the development of advertising materials, brand communications, digital publications, social media content, multimedia presentations, and interface solutions using modern software such as Adobe Photoshop, Adobe Illustrator, Figma, Adobe After Effects, and other digital platforms. Particular attention is paid to the creation of visual content that ensures information accessibility for diverse user groups and reflects the principles of sustainable development and social responsibility.	BD
24	Artificial Intelligence in Visual Creativity	Purpose: to develop students' professional competencies in the application of artificial intelligence technologies in visual creativity, as well as to enhance skills in using digital tools for generating, analyzing, and improving design solutions. Description: the discipline is aimed at studying the possibilities and limitations of artificial intelligence technologies in the field of visual art and design. During the course, students master methods of working with generative image systems, intelligent graphic processing, automation of creative processes, analysis of visual data, and the creation of conceptual solutions using AI tools. Special attention is given to issues of copyright, ethics, content originality, the integration of artificial intelligence into the professional design process, and the development of critical thinking in the use of modern digital technologies.	BD
25	History of Artistic Forms for Designers	Purpose: to provide students with systematic knowledge of the development of artistic forms, stylistic movements, and principles of form-making in art and design, as well as to develop professional thinking and the ability to apply historical experience in contemporary design practice. Description: the discipline is aimed at studying the evolution of artistic forms from antiquity to the present day, the characteristics of stylistic movements, decorative systems, compositional solutions, and aesthetic principles of different historical periods. During the course, students become acquainted with the development of form in architecture, decorative and applied arts, object environment, graphics, and design. Special attention is given to the analysis of the relationship between artistic form, cultural context, production technologies, and social needs, as well as to the application of historical knowledge in the creation of modern design projects.	BD

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ English				
26	Advertising and Print Graphics	design and print graphics, as well as to enhance skills in creating effective visual communication for printed and promotional materials. Description: the discipline is aimed at studying the principles of developing advertising products and print graphics, the specifics of visual impact, composition, typography, and preparation of materials for printing and reproduction. During the course, students master the creation of posters, brochures, catalogs, billboards, leaflets, packaging, outdoor advertising, and other printed products. Special attention is given to target audience analysis, the development of creative concepts, the use of modern graphic technologies, prepress preparation of layouts, and the creation of aesthetically expressive and functionally effective design solutions.	BD	
27	Photographics in Advertising	Purpose: to develop students’ professional competencies in the use of photographic design in advertising activities, as well as to enhance skills in creating visually expressive advertising images and effective communication solutions. Description: the discipline is aimed at studying the principles of using photography in advertising, methods of creating advertising imagery, composition, lighting, color, and visual impact on target audiences. During the course, students master advertising, product, image-based, and staged photography, photomontage, retouching, the creation of advertising layouts, and the integration of photographic design into print and digital advertising materials using modern software such as Adobe Photoshop, Adobe Lightroom, Adobe InDesign, and other digital platforms. Special attention is given to the formation of advertising imagery, the emotional impact of visual content, its relevance to target audiences, and current trends in advertising design.	BD	
28	Traditions and Transformations of Kazakh Art	Purpose: to provide students with systematic knowledge of the traditional foundations and contemporary transformations of the art of Kazakhstan, to develop the ability to analyze cultural processes, and to apply national artistic heritage in professional design practice. Description: the discipline is aimed at studying the traditional forms of the art of Kazakhstan, their historical development, and their transformation within contemporary society. During the course, students become acquainted with the features of decorative and applied arts, folk ornamentation, architecture, painting, graphics, sculpture, and contemporary visual art of the country. Special attention is given to the preservation of national identity, the interaction of traditional and innovative artistic approaches, the influence of global trends on the art of Kazakhstan, and the application of cultural heritage in modern design projects.	BD	
29	History of Art of Kazakhstan	Purpose: to provide students with systematic knowledge of the formation and development of the art of Kazakhstan, its national artistic traditions, cultural heritage, and contemporary trends, as well as to develop aesthetic taste and professional artistic thinking. Description: the discipline is aimed at studying the main stages in the development of the art of Kazakhstan from ancient times to the present day. During the course, students become acquainted with monuments of material culture, traditional decorative and applied arts, architecture, painting, graphics, sculpture, and contemporary artistic movements of the country. Special attention is given to the analysis of national artistic forms, the relationship between art and historical and cultural processes, as well as to the application of Kazakhstan’s cultural heritage in the modern professional activity of a designer.	BD	
30	Media Art and Visual Design	Purpose: to develop students’ professional competencies in the field of media art and visual design, as well as skills in creating artistic and design solutions using modern digital technologies, multimedia tools, and visual communication instruments. Description: the discipline is aimed at studying the fundamentals of media art, digital visual culture, and contemporary approaches to visual design. During the course, students master methods of creating graphic, animated, and multimedia content, principles of composition, visual storytelling, digital illustration, video art, and interactive media. Special attention is paid to the development of creative concepts, integration of various forms of visual communication, and the use of modern software tools and digital platforms in artistic and design practice. The course also addresses issues related to the aesthetics of media art, copyright, visual identity, and professional presentation of creative projects.	BD	

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ				English		
31	Multimedia Visualization	multimedia visualization, as well as to enhance skills in creating modern visual communication solutions using digital and interactive technologies. Description: the discipline is aimed at studying the principles of multimedia visualization, methods of presenting information in static, dynamic, and interactive forms, and the integration of graphics, animation, sound, and video into a unified visual product. During the course, students master the creation of presentations, animated videos, motion graphics, digital exhibitions, advertising materials, and interactive content using modern software such as Adobe After Effects, Adobe Premiere Pro, Blender, and other digital platforms. Special attention is given to visual storytelling, motion composition, user perception, the aesthetics of multimedia environments, and the application of visualization in the professional activity of a designer.	BD			
32	Sculpture and Plastic Anatomy	Purpose: to develop students' professional competencies in the field of sculpture and plastic anatomy, as well as to enhance volumetric-spatial thinking, artistic perception of form, and skills in the constructive representation of the human figure and objects in three-dimensional space. Description: the discipline is aimed at studying the theoretical and practical foundations of sculpture, the principles of constructing three-dimensional form, proportions, plasticity, and the anatomical structure of the human body. During the course, students master methods of sculpting, modeling, and creating volumetric compositions, while studying the structure of the skeleton, muscular system, and the representation of movement in artistic form. Special attention is given to the development of skills in working with various plastic materials, understanding the relationship between anatomy and artistic image, and applying volumetric-plastic thinking in the professional activity of a designer.	BD			
33	Decorative Painting	Purpose: to develop students' professional skills in decorative painting, as well as to enhance artistic and imaginative thinking, sense of color, and the ability to create expressive decorative compositions for design practice. Description: the discipline is aimed at studying the principles of decorative painting, methods of form stylization, image generalization, compositional organization of the plane, and coloristic solutions. During the course, students master the creation of ornamental, thematic, and narrative compositions, as well as working with various painting materials and decorative techniques. Special attention is given to the interaction of color, rhythm, silhouette, and texture, the development of an individual artistic style, and the application of decorative painting in graphic, interior, and environmental design.	BD			
34	Decorative Drawing	Purpose: to develop students' professional skills in decorative drawing, as well as to enhance artistic and imaginative thinking, sense of style, and the ability to create expressive decorative compositions through graphic means. Description: the discipline is aimed at studying the principles of decorative representation, form stylization, ornamental composition, rhythm, symmetry, and compositional organization of the plane. During the course, students master methods of transforming natural and object forms into decorative motifs, creating ornaments, thematic compositions, and original graphic solutions. Special attention is given to working with line, shape, color, and texture, developing a sense of harmony and national-cultural motifs, and applying decorative drawing in the professional activity of a designer.	BD			
35	Outdoor Advertising	Purpose: to develop students' professional competencies in the design and development of outdoor advertising objects, as well as to enhance skills in creating effective visual solutions for urban and commercial environments. Description: the discipline is aimed at studying the types and characteristics of outdoor advertising, the principles of visual perception in urban environments, composition, typography, and advertising communication in large-format media. During the course, students master the design of billboards, signage, banners, illuminated structures, navigation elements, branded facades, and other outdoor advertising objects. Special attention is given to the conciseness of visual messages, readability from a distance, the selection of materials and production technologies, and the creation of aesthetically expressive and functionally effective solutions for public spaces.	BD			

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ English			
36	Typography	well as to enhance skills in the грамотная organization of textual information and the creation of expressive typographic compositions in graphic design. Description: the discipline is aimed at studying the history and theory of typefaces, classification of font families, principles of text composition, page layout, and the visual hierarchy of textual information. During the course, students master methods of selecting font combinations, designing layouts for print and digital publications, and creating posters, advertising materials, brand communications, and interface solutions. Special attention is given to text readability, rhythm, leading, kerning, modular grids, and the use of typography as a key tool of visual communication in the professional activity of a designer.	BD
37	Photographics	Purpose: to develop students' professional competencies in the field of photographic design, as well as to enhance visual thinking and skills in using photography as a tool for artistic and design-oriented project development. Description: the discipline is aimed at studying the principles of photographics, methods of creating and processing photographic images, composition, lighting, color, and visual expressiveness. During the course, students master photography, digital retouching, photo collage, photomontage, advertising and product photography, as well as the integration of photographic materials into graphic and multimedia projects using modern software such as Adobe Photoshop, Adobe Lightroom, and other digital platforms. Special attention is given to artistic imagery, the quality of visual content, the combination of photography with graphic elements, contemporary trends in visual culture, and the application of photography in the professional activity of a designer.	BD
38	Art of Typeface	Purpose: to develop students' professional competencies in the art of typography and lettering, as well as to enhance artistic taste, calligraphic thinking, and skills in creating expressive typographic forms in design practice. Description: the discipline is aimed at studying the history of writing and type development, the artistic features of letterforms, the principles of sign construction, and the aesthetics of typographic composition. During the course, students master the fundamentals of calligraphy, lettering, manual and digital type design, and the creation of original inscriptions, logos, and decorative textual solutions. Special attention is given to the plasticity of line, letter proportions, rhythm, stylistic unity, and the use of typography as an independent artistic means in graphic design.	BD
39	Special Composition	Purpose: to develop students' advanced professional competencies in the field of compositional design, as well as to enhance imaginative thinking, artistic taste, and the ability to create expressive, functional, and cohesive design solutions. Description: the discipline is aimed at studying the principles of constructing complex compositional structures, organizing form, space, rhythm, scale, proportions, and visual balance. During the course, students master methods of creating original compositions, designing objects in graphic, product, and environmental design, as well as techniques for applying color, texture, and plastic means of artistic expression. Special attention is given to the development of creativity, conceptual thinking skills, artistic analysis, and the implementation of compositional solutions in professional design practice.	PD
40	Project of Graphic Design Objects	Purpose: to develop students' professional competencies in the design of graphic design objects, as well as to enhance creative thinking and skills in creating effective visual solutions for various fields of communication. Description: the discipline is aimed at studying the principles and stages of graphic design project development, methods of concept creation, compositional structure, and visual organization of information. During the course, students master the creation of logos, corporate identity, advertising products, packaging, printed materials, digital content, and elements of visual identification. Particular attention is paid to the development of design projects with due consideration of the principles of inclusivity, sustainable development, the needs of diverse user groups, and contemporary professional standards.	PD



 announcement.title

 Registry of the EP

Submission of applications

Registry of educational programs

 OVPO passport

 Administrative reports

 Support

41	Typology of Graphic Design	directions, and functional features of graphic design, as well as to develop professional thinking and skills in selecting effective visual solutions according to project objectives. Description: the discipline is aimed at studying the main types and classifications of graphic design and the особенности of their application in contemporary visual communication. During the course, students become acquainted with the typology of corporate identity, advertising design, packaging design, printed products, infographics, digital content, web design, and user interface design. Special attention is given to the analysis of functions, stylistic characteristics, and expressive means of various areas of graphic design, as well as to the application of typological knowledge in the development of professional design projects.	PD
42	Graphic Design Elements and Processes	Purpose: to provide students with systematic knowledge of the main elements and processes of graphic design, as well as to develop professional thinking and skills in creating cohesive visual communications. Description: the discipline is aimed at studying the basic elements of graphic design, including point, line, shape, color, typography, texture, composition, and visual hierarchy, as well as the sequence of design processes from concept to implementation. During the course, students master methods of task analysis, concept development, sketch creation, digital layout design, preparation of layouts for print and digital media, and placement in digital environments. Special attention is given to the interaction of visual elements, principles of information perception, organization of workflow, the use of modern software tools, and the creation of effective design solutions for various communication tasks.	PD
43	Structural Models and Elements of Graphic Design	Purpose: to develop students' professional competencies in the field of structural organization in graphic design, as well as to enhance analytical and visual thinking and skills in creating cohesive and functional graphic systems. Description: the discipline is aimed at studying structural models of graphic design, the principles of organizing visual elements, and the закономерности of constructing compositional systems. During the course, students master working with the basic elements of graphic design, including point, line, shape, form, color, typography, modular grids, and visual hierarchy. Special attention is given to information systematization, the interaction of elements within a composition, the creation of stable visual structures, and the application of a structural approach in the development of branding, printed materials, digital interfaces, and other objects of graphic design.	PD
44	Form Creation in Graphic Design	Purpose: to develop students' professional competencies in the field of form-making in graphic design, as well as to enhance compositional thinking and skills in creating expressive visual forms for solving design tasks. Description: the discipline is aimed at studying the principles of form-making, the construction of graphic forms, plasticity, rhythm, proportions, and the visual structure of graphic design objects. During the course, students master methods of form transformation, stylization, modular construction, and the creation of signs, symbols, corporate elements, and compositional systems. Special attention is given to the relationship between form and content, the expressiveness of visual imagery, experimental approaches to design, and the use of modern technologies in the development of graphic solutions.	PD
45	System Design of Graphic Objects	Purpose: to develop students' professional competencies in the field of systematic design of graphic objects, as well as to enhance analytical thinking and skills in creating integrated visual systems for solving complex design tasks. Description: the discipline is aimed at studying the principles of a systems approach in graphic design, methods of structuring visual information, modular construction, and the organization of elements into a unified graphic system. During the course, students master the design of corporate identity systems, navigation systems, series packaging, multi-page publications, digital interfaces, and other interconnected graphic objects. Special attention is given to the unity of visual language, scalability of solutions, standardization of elements, functionality, and the adaptation of graphic systems to various media and communication environments.	PD

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ English			
46	Elements and Principles of Graphic Form	and principles of graphic form, as well as to develop visual thinking and skills in creating expressive and functional design solutions. Description: the discipline is aimed at studying the basic elements of graphic form, including point, line, shape, silhouette, color, texture, typography, and space, as well as the principles of their organization into a cohesive composition. During the course, students master the principles of rhythm, contrast, balance, scale, proportions, emphasis, visual hierarchy, and unity of form. Special attention is given to the relationship between aesthetics and function, the perception of graphic objects, experimentation with visual expressive means, and the application of acquired knowledge in the project practice of graphic design.	PD
47	Critique and Editing of Design Works	Purpose: to develop students' professional competencies in the field of critique and editing of design works, enhance analytical thinking, visual literacy, and skills in the professional evaluation of the quality of design solutions. Description: the discipline is aimed at studying the principles of expert analysis of design works, methods of constructive criticism, visual auditing, and editing of project materials. During the course, students master the criteria for evaluating composition, typography, color solutions, functionality, compliance with target audience needs, and contemporary professional standards. Special attention is paid to identifying errors, refining visual solutions, justifying feedback, developing professional communication skills, and improving the quality of design projects through iterative editing processes.	PD
48	Design Seminar and Graduation Project	Purpose: to develop students' professional competencies in the field of integrated design project development, systematize acquired knowledge, and prepare students for independent professional practice through the completion of a final graduation project. Description: the discipline is focused on conducting design seminars, discussing актуал professional issues, and completing a final graduation project. During the course, students master methods of pre-design research, concept development, design implementation, visualization, presentation, and defense of an original design solution. Particular attention is paid to independent work, the integration of theoretical and practical knowledge, the application of modern technologies and software tools, the justification and substantiation of design solutions based on the principles of sustainable development, inclusivity, social responsibility, and professional ethics, as well as the preparation of competitive graduates for professional practice in the field of design.	PD
49	Visual Structures in Design	Purpose: to develop students' professional competencies in the field of visual structures in design, enhance systems and compositional thinking, and build skills in organizing expressive and functional visual environments. Description: the discipline is aimed at studying the principles of constructing visual structures, the patterns of organizing graphic elements, and methods for creating integrated compositional systems. During the course, students master working with grids, modules, rhythm, scale, proportions, visual hierarchy, and relationships between compositional elements. Special attention is paid to information perception, structuring visual space, harmonizing form and content, and applying a structural approach in the development of printed materials, digital interfaces, branding, and other design objects.	PD
50	Computer Technologies in Designer's Project and Artistic Activities	Purpose: to develop students' professional competencies in the application of computer technologies for the development, visualization, and implementation of project-artistic solutions, as well as to master modern digital tools in professional design practice. Description: the discipline is aimed at studying computer technologies used in project-artistic activities, the principles of digital modeling, graphic design, image processing, and the creation of visual content. During the course, students master the capabilities of professional software such as Adobe Photoshop, Adobe Illustrator, CorelDRAW, AutoCAD, and other digital platforms. Special attention is given to the creation of project documentation, development of layouts, visualization of design ideas, preparation of materials for print and digital media, and the integration of modern technologies into the professional practice of a designer.	PD

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

Support

ЕДИНАЯ ПЛАТФОРМА ВЫСШЕГО ОБРАЗОВАНИЯ English			
51	Digital Drawing and Painting (Working on a Graphics Tablet)	digital drawing and painting, as well as to enhance artistic and imaginative thinking and skills in creating visual works using graphic tablets and modern digital technologies. Description: the discipline is aimed at studying methods of digital drawing and painting, the specifics of working with graphic tablets, and the principles of form construction, composition, color, lighting, and texture in a digital environment. During the course, students master the creation of sketches, illustrations, concept art, characters, object studies, and design images using professional software such as Adobe Photoshop, Procreate, Corel Painter, and other graphic platforms. Special attention is given to working with brushes and layers, imitating traditional artistic techniques, developing an individual artistic style, and applying digital art in contemporary design practice.	PD
52	Printed Products	Purpose: to develop students' professional competencies in the field of print product design, as well as to enhance skills in creating high-quality visual materials for the printing and advertising industries. Description: the discipline is aimed at studying the types of printed products, principles of composition, typography, layout preparation, and printing production technologies. During the course, students master the creation of business cards, brochures, catalogs, magazines, packaging, posters, calendars, and other printed materials using modern software such as Adobe InDesign, Adobe Illustrator, CorelDRAW, and other digital platforms. Special attention is given to prepress preparation, the selection of materials and printing methods, color correction, the quality of visual execution, and the creation of aesthetically expressive and functional design solutions.	PD
53	Graphic Materials Design	Purpose: to develop students' professional competencies in the field of graphic material design, as well as to enhance creative thinking and skills in creating visually expressive and functional design solutions for various fields of communication. Description: the discipline is aimed at studying the principles of developing graphic materials, methods of visual organization of information, composition, typography, and color solutions. During the course, students master the creation of advertising layouts, printed products, brand materials, packaging, presentations, digital content, and other objects of visual communication using modern software such as Adobe Photoshop, Adobe Illustrator, CorelDRAW, and other digital platforms. Special attention is given to the correspondence of materials to the target audience, the quality of visual execution, preparation of layouts for print and digital distribution, and current trends in graphic design.	PD
54	Design Modeling and Animation	Purpose: to develop students' professional competencies in the field of design modeling and animation, as well as to enhance creative and spatial thinking and skills in creating dynamic visual solutions for the contemporary design environment. Description: the discipline is aimed at studying the principles of object modeling and animation creation, methods of constructing form, movement, visual effects, and the scenario organization of dynamic content. During the course, students master the development of 2D and 3D models, motion design, animated videos, advertising intros, visual presentations, and interactive content using modern software such as Blender, Adobe Photoshop, Autodesk (AutoCAD), and other digital platforms. Special attention is given to the plasticity of movement, visual expressiveness, frame composition, synchronization of elements, and the application of animation in graphic, advertising, and multimedia design.	PD
55	3D Modeling in Design	Purpose: to develop students' professional competencies in the field of 3D modeling, as well as to enhance spatial thinking and skills in creating three-dimensional objects for application in various areas of design. Description: the discipline is aimed at studying the principles of three-dimensional modeling, form construction, texturing, lighting, visualization, and preparation of models for further use in design practice. During the course, students master the creation of product, interior, architectural, and conceptual 3D models using modern software such as Blender, 3ds Max, SketchUp, Cinema 4D, and other digital platforms. Special attention is given to modeling accuracy, realistic visualization, working with materials and lighting, integration of 3D objects into graphic and multimedia projects, and the application of three-dimensional technologies in contemporary design practice.	PD

 announcement.title

 Registry of the EP

Submission of applications

Registry of educational programs

 OVPO passport

 Administrative reports

 Support

56	Ethnic Style in Design	ethnostyle in design, as well as to enhance skills in interpreting national artistic traditions and creating contemporary design solutions based on ethnocultural motifs. Description: the discipline is aimed at studying the features of ethnostyle as a direction of contemporary design, the principles of using national ornaments, symbolism, color schemes, materials, and decorative forms of various cultures, with particular emphasis on the traditions of Kazakhstan. During the course, students master methods of stylizing ethnic elements and developing graphic, interior, product, and souvenir projects that combine tradition with modern trends. Special attention is given to preserving cultural identity, harmoniously integrating historical heritage with innovative approaches, and applying ethnostyle in the professional practice of a designer.	PD
57	Advertising and Media Planning	Purpose: to develop students' professional competencies in the field of advertising and media planning, as well as to enhance skills in strategic brand promotion, selecting effective communication channels, and managing advertising resources efficiently. Description: the discipline is aimed at studying the fundamentals of advertising activities, the principles of developing advertising campaigns, target audience analysis, and planning advertising placement across various media platforms. During the course, students master methods of media planning, budget allocation, selection of optimal communication channels, evaluation of audience reach, and assessment of advertising effectiveness in both traditional and digital environments. Special attention is given to the creation of creative advertising concepts, the integration of visual solutions into marketing strategies, the use of digital platforms, and current trends in the media market.	PD
58	Special Types of Advertising	Purpose: to develop students' professional competencies in the field of special types of advertising, as well as to enhance skills in creating unconventional advertising solutions and using modern communication technologies for promoting products, services, and brands. Description: the discipline is aimed at studying special types of advertising, their classification, the specifics of their impact on target audiences, and methods of integration into the modern media environment. During the course, students master the development of souvenir advertising, event advertising, indoor and outdoor advertising, digital advertising, viral campaigns, BTL activities, promotional materials, and unconventional advertising media. Special attention is given to creative strategies, the selection of communication channels, visual expressiveness, interaction with consumers, and the evaluation of the effectiveness of advertising solutions in the professional activity of a designer.	PD
59	Pre-Project Conceptual Modeling	Purpose: to develop students' professional competencies in the field of pre-design conceptual modeling, enhance analytical and creative thinking, and build skills in developing well-grounded design concepts at the initial stages of project development. Description: the discipline is aimed at studying methods of pre-design analysis, research of target audience needs, identification of project objectives, and formation of conceptual ideas. During the course, students master techniques of idea generation, development of user scenarios, visual concepts, moodboard solutions, sketch models, and strategies for further design development. Special attention is paid to context analysis, the search for innovative approaches, justification of design decisions, structuring of project information, and preparation of a strong conceptual foundation for the subsequent implementation of the project.	PD
60	Project Activity Modeling	Purpose: to develop students' professional competencies in the field of project activity modeling, foster systems thinking, and enhance skills in organizing, planning, and implementing design projects. Description: the discipline is aimed at studying the principles of project activities, methods of workflow modeling, and the stages of development and management of design projects. During the course, students master the construction of project models, task analysis, concept development, resource planning, role distribution, deadline control, and evaluation of project outcomes. Special attention is paid to teamwork, the use of modern digital project management tools, professional decision-making, and the adaptation of project processes to the requirements of the contemporary design industry.	PD

announcement.title

Registry of the EP

Submission of applications

Registry of educational programs

OVPO passport

Administrative reports

61	Professional Portfolio Design	and presentation of a professional portfolio, as well as to enhance skills in self-presentation, visual positioning, and showcasing personal design achievements. Description: the discipline is aimed at studying the principles of professional portfolio development, methods of selecting and structuring works, visual presentation of projects, and building a designer's personal brand. During the course, students master the creation of print and digital portfolios, case study presentation, preparation of presentation materials, résumés, and personal portfolio pages using modern software such as Adobe InDesign, Figma, Adobe Photoshop, and other digital platforms. Special attention is given to the quality of visual communication, the logic of project presentation, individual style, graduate competitiveness, and preparation for professional activity in the labor market.	PD
62	Portfolio Design and Personal Branding	Purpose: to develop students' professional competencies in the field of design portfolio development and personal branding, as well as to enhance skills in self-presentation, strategic positioning, and effective self-promotion as a design professional. Description: the discipline is aimed at studying the principles of creating a professional portfolio, building a personal brand, developing visual identity, and communicating with potential employers and clients. During the course, students master methods of selecting and structuring projects, designing case studies, developing a personal style, and creating résumés, presentations, digital portfolios, and personal portfolio websites using modern software such as Adobe InDesign, Figma, Adobe Photoshop, and other digital platforms. Special attention is given to the uniqueness of visual identity, professional reputation, the quality of self-presentation, career development strategies, and the successful promotion of a designer in the contemporary labor market.	PD
63	Ethnodesign	Purpose: to develop students' professional competencies in the field of ethnodesign, as well as to enhance skills in the creative application of national cultural heritage and traditional artistic motifs in contemporary design solutions. Description: the discipline is aimed at studying the theoretical foundations of ethnodesign, the characteristics of folk art, decorative and applied traditions, ornament symbolism, and national artistic forms of various cultures, with particular emphasis on the heritage of Kazakhstan. During the course, students master methods of adapting ethnic motifs to contemporary design tasks and creating graphic, product, interior, and souvenir design solutions. Special attention is given to the preservation of cultural identity, the integration of tradition and innovation, the aesthetics of national forms, and the application of ethnocultural elements in modern design practice.	PD