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Higher and Postgraduate Educational Programs

☐ Project EP ☐ Participant of project EP

Date of registration in the Registry

28.07.2026

Registration number

6B06100415

Field of education

6B06 Information and Communication technologies

Direction of personnel training

6B061 Information and Communication technologies

Group of educational programs

B057 Information technologies

Educational program

6B06107 AI Design

EP purpose

To train bachelor-level specialists equipped with modern knowledge and practical skills in designing, developing, and testing user-oriented digital products and interfaces using artificial intelligence technologies, including machine learning, data science, and natural language processing.

EP type

New EP

Level on NQF

6

Level on SQF

6

EP distinctive features

No

Language of education

Russian

Kazakh

multilingual

Professional Standard for EP

Exists

Professional standards (career standards)	
№	Name of professional standard
1	Software architects
2	Graphic and multimedia design development
3	Development of artificial intelligence applications

Professional standards (career standards)

Professional standard has been used at developing EP



Professional standard №1

Professional standard

Разработка графического и мультимедийного дизайна



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CCEA

Professions

Profession №1

Profession

Графический дизайнер

Уровень по ОРК

6

Labor functions

- Проектирование, дизайн и эвристическая оценка графического пользовательского интерфейса
- Разработка и компоновка объектов визуальной информации
- Проектирование дизайна проекта
- Управление деятельностью по разработке объектов визуальной информации

Professional standard №2

Professional standard

Архитекторы программного обеспечения

Approval year

2024

CCEA

Professions

Profession №1

Profession

IT-дизайнер

Уровень по ОРК

6

Labor functions

- Осуществление дизайна БД
- Оценка требований к ПО и выбор варианта архитектуры программного средства
- Изучение и анализ спроектированной модели БД и планирование дизайна БД
- Создание вариантов архитектуры программного средства
- Документирование архитектуры программных средств и реализация программ

Professional standard №3

Professional standard

Разработка приложений искусственного интеллекта

Approval year

2022

CCEA

Professions

Profession №1

Profession

Программист приложений

Уровень по ОРК

6



- Разработка и программная реализация системы искусствен
- Организация процессов разработки экспертных систем
- Руководство процессами разработки экспертных систем
- Проектирование экспертных систем

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Volume of the credits

240

Degree to be conferred

Bachelor

Period of study

4

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

<https://enic-kazakhstan.edu.kz/files/1744378861/rl-k-kartasy-zhet-su-oblysy.pdf>

Цифровой дизайнер;

VR/AR Архитектор

The formed educational outcomes

№	Educational outcome	Code	Reflects the labor function
1	Evaluate the socio-economic,	ON1	Управление деятельностью по разработке объектов визуальной информац
2	Develop software solutions using	ON2	Осуществление дизайна БД Оценка требований к ПО и выбор варианта архитектуры программного ср Создание вариантов архитектуры программного средства Документирование архитектуры программных средств и реализация прог Изучение и анализ спроектированной модели БД и планирование дизайна
3	Design UX/UI for digital products (web	ON3	Проектирование дизайна проекта Проектирование, дизайн и эвристическая оценка графического пользоват Разработка и компоновка объектов визуальной информации
4	Collect, process, analyze, and visualize	ON4	Изучение и анализ спроектированной модели БД и планирование дизайна Осуществление дизайна БД
5	Apply machine learning methods and	ON5	Проектирование экспертных систем Проектирование систем искусств Разработка и программная реализация системы искусственного интеллект
6	Develop generative AI content (images,	ON6	Разработка и компоновка объектов визуальной информации Разработка и программная реализация системы искусственного интеллект
7	Select and justify the application of digital	ON7	Проектирование систем искусственного интеллекта Проектирование д Оценка требований к ПО и выбор варианта архитектуры программного ср

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8	Apply research methods, academic	ON8	Проектирование дизайна проекта
9	Design interactive digital solutions,	ON9	Создание вариантов архитектуры программного средства Документирование архитектуры программных средств и реализация прог Проектирование дизайна проекта
10	Apply computational models and modeling	ON10	Проектирование систем искусственного интеллекта Проектирование д
11	Implement computer vision tasks (image	ON11	Проектирование систем искусственного интеллекта Разработка и программная реализация системы искусственного интеллект
12	Develop integrated AI-driven digital	ON12	Управление деятельностью по разработке объектов визуальной информац Проектирование систем искусственного интеллекта Разработка и программная реализация системы искусственного интеллект Проектирование дизайна проекта Документирование архитектуры программных средств и реализация прог Руководство процессами разработки экспертных систем Организация процессов разработки экспертных систем

Data on disciplines

№	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

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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	Generative Design	The discipline is aimed at studying methods for creating digital visual solutions using algorithms and artificial intelligence. The course covers the fundamentals of parametric and generative design, working with AI tools, automation of design processes, and the creation of creative content for digital environments.	BD
8	Data Analysis	The discipline develops theoretical knowledge of modern principles, methods, and tools of data analysis, as well as practical skills in data collection, processing, visualization, and interpretation. During the course, students acquire methods of statistical analysis, intelligent information processing techniques, and the use of analytical tools to solve professional tasks in the field of AI design and digital technologies.	BD
9	Design Basics	The discipline is aimed at studying the basic concepts, principles, and directions of design, the laws of composition, color theory, typography, and visual communication. During the course, students master design methods, stages of developing a design product, and the fundamentals of working with graphic editors and digital tools. Special attention is given to the development of creativity, skills of analyzing the visual environment, and creating graphic and project solutions for various fields of professional activity.	BD
10	Design Styles	This course focuses on the study of art and its role in contemporary society. Students explore various fields of art, including painting, graphics, sculpture, and decorative arts. The course develops creative thinking, artistic perception, and an understanding of visual culture. It also covers the history of art, its major styles, and techniques.	BD
11	Prompt Engineering for Designers	This discipline is aimed at studying methods for creating effective text prompts for generative AI systems. The course covers the principles of generative design, the creation of visual content using artificial intelligence, prompt optimization, as well as the application of AI tools in graphic, web, and UX/UI design.	BD
12	Databases for Designers	Within the course "Databases for Designers," the fundamentals of working with databases are studied, including methods of data storage, processing, and retrieval, basics of SQL, database design, and approaches to efficient data organization for use in design and digital projects.	BD
13	Introduction to Artificial Intelligence	The course aims to develop students' basic understanding of the concepts, methods, and technologies of artificial intelligence (AI), as well as to enhance their skills in applying AI techniques to solve practical problems. It is designed to provide a theoretical and practical foundation for further study of specialized subjects such as machine learning, deep learning, natural language processing, and other AI-related fields.	BD
14	Computer Graphics	The discipline is aimed at studying methods of creating, processing, and modeling visual information using computer technologies, developing skills in 2D/3D modeling, animation, web design, and digital image processing tools, as well as fostering competencies in producing modern visual content for the gaming industry, architecture, film, and multimedia sectors.	BD
15	Fundamentals of Machine Learning	Developing students' theoretical knowledge and practical skills in machine learning, understanding the principles behind algorithm operation, and enhancing the ability to apply machine learning methods to solve real-world problems involving data analysis, forecasting, and decision automation.	BD
16	Fundamentals of Programming	The discipline is aimed at forming fundamental understanding of programming principles and algorithmic thinking. It covers basic constructs such as variables, data types, operators, conditional statements, loops, functions, as well as the fundamentals of algorithm design.	BD

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17	The Basics of UX/UI	interfaces and user experience. The course covers methods for analyzing user needs, building user scenarios, developing prototypes, as well as the basics of visual design, composition, typography, and responsive interfaces. The course develops skills for creating convenient, functional, and aesthetically appealing web and mobile applications.	BD
18	Web Technologies	This course is aimed at developing students' fundamental skills in web application development using core web languages and standards such as HTML, CSS, and JavaScript. It covers principles of semantic markup, responsive design, clientside logic, and interaction with the browser environment.	BD
19	Fundamentals of 3D Design	The course covers the fundamentals of modern 3D graphics and animation, including mastering the principles of operation and basics of modeling. A key objective of the course is to acquire solid knowledge and practical skills in using new technologies for collecting and processing spatial data, as well as creating threedimensional objects.	BD
20	Web Design Without Programming	The discipline is aimed at developing students' skills in creating websites and user interfaces without writing program code by using visual development tools such as website builders and interface design editors. The course covers methods for rapid web solution development, principles of working with templates, integration of external services, as well as the processes of project deployment and maintenance.	BD
21	Graphic Design	The discipline is aimed at studying the main types and classifications of graphic design and their application in modern visual communication, developing knowledge of corporate identity, advertising, packaging, print design, infographics, digital content, web design, and UI design, as well as fostering skills in analyzing the functions and stylistic features of design solutions and applying graphic design principles in creative projects.	BD
22	JavaScript for Designers	The discipline is aimed at studying the fundamentals of web programming and interactive interface design. Within the course, students learn JavaScript syntax, working with DOM elements, animation, event han-dling, and the creation of dynamic web components for modern digital and AI design projects.	BD
23	Computational Physics	Describes the tasks of modeling physical processes and phenomena, the main computational methods used in solving physical problems and processing experimental data, methods for their optimal implementation in a computer, and estimation of errors in calculation results.	BD
24	General Physics	The discipline is aimed at studying the fundamental laws and interactions governing the motion and development of matter, developing a modern scientific understanding of the physical picture of the world, fostering research skills, acquiring competencies in obtaining and processing experimental results, and applying physical process modeling methods to solve practical and professional tasks.	BD
25	Project Studies	The discipline is aimed at developing students' skills in applying research methods, academic writing, and analytical information processing in the development and defense of project solutions. The course covers the stages of organizing scientific research, selecting and justifying research methodologies, collecting and analyzing data, and presenting research findings in accordance with academic standards.	BD
26	Programming in a High-Level Language	The course involves the theoretical study and practical mastery of programming fundamentals using high-level programming languages. It covers the syntax and semantics of popular programming languages, as well as the development of skills for creating software solutions to address a variety of problems.	BD
27	Mobile App Design	The discipline is aimed at developing students' basic and applied competencies in the field of designing user interfaces for mobile systems. It covers the principles of UX/UI design, prototyping, visual composition, responsive interfaces, and modern design tools, taking into account user experience requirements and application functionality.	BD
28	Programming Technology	The course aims to develop competencies in programming technology and acquire practical skills in using modern programming methods and techniques, implementing and constructing algorithms, as well as the ability to effectively utilize information tools and resources. It provides an introduction to fundamental programming methods.	BD

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29	Digital Animation Technologies	technologies required for project implementation in various areas of design. It develops initial skills in using applied software in the fields of computer graphics, animation, as well as video and audio editing.	BD
30	Development of Electronic Courses	The course is aimed at studying methods for preparing and using electronic courses in the educational process, technologies for collaborative creation and sharing of electronic documents and audio-video materials for their application in teaching and scientific research.	BD
31	Web Design	The discipline is aimed at studying the fundamentals of web design, UX/UI, website structure and navigation, developing skills in designing landing pages, corporate websites, and e-commerce platforms, as well as creating prototypes and responsive layouts using modern tools. Special attention is given to usability, visual hierarchy, typography, and current trends in digital design.	BD
32	AI in Web Design	This course is focused on studying methods of applying artificial intelligence for creating, optimizing, and personalizing web interfaces. It covers generative models, adaptive design, user behavior analysis, and automation of design processes. Students develop skills in using AI tools in the development of modern digital products.	BD
33	Generative Graphics	The discipline is aimed at studying methods of visual content creation using artificial intelligence technologies, developing knowledge of neural network image generation models, diffusion-based approaches, algorithmic design, and automated design tools, as well as fostering skills in creating innovative solutions and applying generative technologies in digital design and the media industry.	PD
34	Data Visualization	This discipline is aimed at developing students' theoretical knowledge and practical skills in presenting, analyzing, and interpreting data using modern graphical and digital tools. It covers methods for creating charts, dashboards, and interactive visualizations to support decision-making in the field of artificial intelligence and data analysis.	PD
35	Deep Learning for Designers	This discipline is aimed at studying methods of artificial neural networks and their application in the field of design. It covers the fundamentals of deep learning, generative models, image processing, and the automation of creative processes. Special attention is given to the use of AI for creating visual content and optimizing design solutions.	PD
36	Project Management	This discipline develops a systematic understanding among students of the processes of planning, organizing, and controlling IT projects. It covers project management methodologies, resource allocation, risk management, and team collaboration. Special attention is given to practical tools for implementing projects in the fields of artificial intelligence and digital design.	PD
37	Computer Vision 1	The discipline is aimed at developing knowledge and practical skills in image analysis and processing, extracting and interpreting information from visual data, mastering image preprocessing techniques including noise reduction, color correction, and edge detection, as well as studying image classification methods and content-based image retrieval technologies using modern approaches to visual feature description and comparison.	PD
38	Computer Vision 2	The course is dedicated to an in-depth study of methods and technologies used to solve complex computer vision tasks, such as 3D image processing, real-time object detection, as well as enhancement and optimization of algorithms for handling large datasets. The course covers advanced approaches, including the use of convolutional neural networks (CNNs), generative models, and deep learning techniques to address more complex problems.	PD
39	AI Video Generation	The discipline is aimed at studying video content creation technologies based on generative artificial intelligence, developing knowledge of image and video generation, text-to-video synthesis, visual content stylization and animation methods, as well as fostering skills in the application of AI tools for media product development in education, design, marketing, and media, while considering the ethical and technological aspects of generative models.	PD

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ЕДИНАЯ ПЛАТФОРМА
ВЫСШЕГО ОБРАЗОВАНИЯ

English

40	AI Image Processing	intelligence. It covers image processing, computer vision (convolutional neural networks, object detection, segmentation), and generative models. In practice, students implement algorithms using AI libraries and platforms.	PD
41	IoT Solutions	The discipline is aimed at studying Internet of Things technologies, designing intelligent devices, and developing interaction systems between physical objects and the digital environment. Students learn the fundamentals of sensor networks, automation, data visualization, and user interface development for smart devices in the field of AI design.	PD
42	AI in 3D and Animation	This discipline is focused on studying methods of applying artificial intelligence in the creation of 3D graphics and animation. It covers generative models, rigging automation, motion capture, procedural animation, and optimization of visual content for digital media and interactive applications.	PD
43	Data and Security	The discipline is aimed at studying the principles of information protection in intelligent systems. It covers methods for ensuring confidentiality, integrity, and availability of data, fundamentals of cryptography, access control, as well as modern cybersecurity threats and approaches to their prevention in the context of artificial intelligence applications.	PD
44	AI in Media and Advertising	The discipline is aimed at studying the application of artificial intelligence methods in audience analysis, content generation, and advertising campaign optimization, developing knowledge of machine learning technologies, recommender systems, and generative models, as well as fostering skills in media content personalization, marketing automation, and evaluation of the effectiveness of digital communications.	PD
45	Ethics and Law in AI	This discipline is focused on studying the legal regulatory frameworks and ethical principles of developing and applying AI systems. It covers issues of responsibility, data protection, intellectual property, and technology regulation. It develops skills in risk assessment and compliance with legal norms in the digital environment.	PD