PASSPORT OF THE EDUCATIONAL PROGRAM

6B02120 - Grapfcal Design

EDUCATIONAL PROGRAM GOAL	Training of specialists "graphic designers" who have professional competencies and have the creative potential of independent progressive thinking and critically evaluate their work. Increase of competitiveness as a specialty in Graphic design and advertising, development of marketing culture, blogging, capable of creating modern highly professional content at the level of world standards.
PROFESSIONAL AREA	Bachelor of this profile are designed for the following types of work in the field of: - graphic design and advertising; - culture and art; - education and science systems;

LEARNING OUTCOMES (LO)	**LO1**-classify modern processes of historical and political character in the global and national context, assessing the socio-political prospects of development and the policy of forming a new historical consciousness of the student on the materials of graphic design; **LO2**-to present and argue your own opinion in the course of conversation, business communication and discussion on the problems and prospects of graphic design development in the state (including Latin), Russian and foreign languages; **LO3**-to model the educational process in design design based on technical achievements with the use of the latest software tools and capabilities of various information resources; **LO4**-to adapt the philosophical, sociological, political, cultural and psychological aspects of modern science, as well as issues of national consciousness and techniques of effective intercultural communication; **LO5**-analyze material on the basics of Economics and business, entrepreneurship and leadership, life safety and healthy lifestyle, ecology and sustainable development, legal and anti-corruption culture for the field of graphic design; **LO6**-conduct an economic assessment and control the cost of project solutions, be aware of the dangers and threats that arise in this process, and comply with the basic requirements of information security, including the protection of state secrets; **LO7**-develop your own professional skills, increase interest in professional training, provide opportunities for self-expression, monitor news and innovation during training in order to adapt to the rapidly changing trends of graphic design; **LO8**-have practical skills of drawing, project graphics, painting, composition, color studies in order to create a project and its implementation using various modern materials and means of expressing the idea; **LO9**-to organize design and experimental, demonstration and other research in the field of promotion of design and architecture, modern technologies, as well as to design ways of organizing various types of design and management activities; **LO10**-carry out teaching and teaching activities in colleges and universities and other educational organizations in the field of graphic design, **LO11**-to use various methods of studying and analyzing the diversity of art manifestations with all its specific patterns in professional scientific activities, including evaluation, project expertise; **LO12**-understand computer and engineering graphics and apply modern computer technologies for architects and designers in 2D drawing and 3D modeling, focused on architectural design.