

## Brief Description of the Program

### Profession

A graphic designer is a specialist who implements a visual-graphic display of any ideas in design, advertising, and visual communications. Graphic designer's area of activity includes a wide range of printing, advertising and urban environment: cards or flyers, showbills or posters, websites or web applications, booklets or leaflets, billboards or banners, logos or trademarks, corporate identity or product branding. Graphic designer's job implies both office work, and remote employment and self-planning of the work process. Graphic designer is a specialist who forms visual-graphic communications of the whole society.

### Educational process

Grasping professional and general competences in the field of graphic design is based on a triad: academic art education, design engineering and science. The consequence of this organic synthesis is the original execution of design-engineering tasks by students, which are manifested in practical skills of artists, algorithm of design-engineering of graphic designers and the preparation of scientific research. Students acquire basic knowledge, skills and abilities of academic drawing, painting, composition and three-dimensional thinking, and art history; they perform their original artistic works of art and art objects: painting, drawing and design. In the third and fourth years of their studies, design students are actively involved in practical design engineering, participating in city, regional, All-Russian and international competitions and exhibitions. Studying the language of graphic design, students master the design-engineering algorithm, solving the problems of comfortable human life.

### Disciplines

- ✓ Art history
- ✓ Academic drawing
- ✓ Design
- ✓ Academic painting
- ✓ History of design, science and technology
- ✓ Theory of art
- ✓ Techniques and technology in graphic design
- ✓ Academic sculpture and plastic modeling
- ✓ Propaedeutics
- ✓ Technical drawing
- ✓ Basics of mastership
- ✓ Decorative painting
- ✓ Computer technologies in graphic design
- ✓ Basics of composition in design
- ✓ Computer graphics

### Practical training

In the educational process there are three types of practical trainings.

1. Creative practical training.
2. Practical training in obtaining professional skills and professional experience.
3. Pre-graduation practical training.

The result of practical design-engineering is a design project of printed products, including magazines, books; objects of visual communications in the environment,

showbills, posters, media; animation and video. Testing of practical and theoretical results of student design projects takes place at All-Russian and international scientific conferences, competitions, festivals and exhibitions, including those held on the basis of the Faculty of Culture and Arts. Practical skills of academic art education are consolidated in summer plein air. Practical training in design takes place at enterprises and design studios of our city. During pre-graduation practical training, professional competencies are fixed in practice-oriented design-engineering in real conditions of a design bureau and printing and advertising companies.

### **Career**

Professional use of graphic editors along with artistic creativity allows you to realize yourself in large corporate companies, and to create a personal customer base and develop as an independent graphic designer.

Graduates will be able to develop their corporate identity, brand elements, design of printed materials, web applications, develop visual and graphic information.

The acquired fundamental artistic and design base will serve as a stimulus for the development of a creative personality. Graduates have a chance to realize themselves in the visual and design art, in the field of graphic design.