

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
LVIV NATIONAL ACADEMY OF ARTS

EDUCATIONAL PROGRAMME

THE FIRST LEVEL OF HIGHER EDUCATION

Speciality 022 'Design'  
Specialization Graphic Design  
Field of Studies 02 'Culture and Art'  
Qualification: Graphic designer, teacher of higher education



Approved by Academic Board  
Head of Academic Board

V Odrekhivskiyi / *Ogryzko* /  
(protocol from « 20 » 12 2017)

Educational programme comes into force from 2017

Rector V Odrekhivskiyi / *Ogryzko* /  
Order 168 from 28.12.2017

« \_\_\_\_\_ 2017)»

## Profile of the programme

<b>1 – General information</b>	
<b>Higher educational institution and structural division</b>	Lviv National Academy of Arts, Department of Graphic Design
<b>Educational qualification level</b>	Bachelor of graphic design, graphic designer, teacher of higher education
<b>Type of diploma and number of credits</b>	
	Bachelor's Diploma, 240 ECTS credits, duration of programme 4 years
<b>Accreditation</b>	State License, series AE № 636052 from 9.02.2015 till 01.07.2024
<b>Cycle/Level</b>	NQF of Ukraine - level 6, FQ-EHEA – the 1 <sup>st</sup> cycle, EQF-LLL – the 6 <sup>th</sup> level
<b>Special requirements</b>	Full secondary education
<b>Language (s) of tuition</b>	Ukrainian
<b>Duration of programme</b>	to 01.07.2024
<b>Internet site</b>	<a href="http://lnam.edu.ua/uk/graphic/about.html">http://lnam.edu.ua/uk/graphic/about.html</a>
<b>2 – Programme objective</b>	
To form the necessary competencies of a graphic designer, aimed at solving problems of visual communication taking into account cognitive, socio and cultural, technological and aesthetic factors.	
<b>3 – Programme description</b>	
<b>Field of study (specialization and speciality)</b>	02 Culture and art 022 Design Specialization- 'Graphic Design'
<b>Orientation of the programme</b>	Educational programme with applied orientation
<b>Main focus of programme and specialization</b>	Special education in graphic design Keywords: graphic design, visual communication, branding, illustration, information technology
<b>Characteristic features of programme</b>	The programme is one of the most common in the modern educational market and it covers the technologies and spheres of professional activity of graphic designer.
• Access to labour market and further studies	
<b>Access to labour market</b>	Professional titles by the Occupational Classification of Professions": Graphic Designer (2452.2) Multimedia Object Designer (2452.2) Packaging Designer (2452.2) Specialist in computer graphics (design) (3121) Artist (2452.2) Multiplier Artist (2452.2-25253) Designer (3471-25256)

	Television Font Designer (3471-25271) Teacher of elementary specialized arts schools (3340)
<b>Further studies</b>	It is possible to continue education at the Master's degree according to this or a related speciality. Opportunity to study the programmes of the second level of higher education (NQF - the 7th level, FQ-EHEA - the second cycle, EQF-LLL - the 7th level)
<b>5 – Teaching and evaluation</b>	
<b>Teaching and studying</b>	Personalized approach to each student and concentration on solving individual learning problem. The work in graphic workshops; the digital graphic editors are the main tools for tasks execution.
<b>Evaluation</b>	The main form of evaluation is the revision (art works examination) of exhibiting the completed works. Other forms include presentations, essays, oral exams and final tests.
<b>6 – Programme competences</b>	
<b>Integral competence</b>	Ability to solve specialized tasks and practical problems in the field of design, to identify structural and functional relations on the basis of the integrated artistic and project approach.
<b>General competences (GC)</b>	<ul style="list-style-type: none"> <li>• Ability to learn and master modern knowledge in the field of design, to understand the subject area and areas of professional activity, to apply acquired knowledge in practical situations.</li> <li>• Understanding of social responsibility, sensitivity to actual socio-cultural problems;</li> <li>• Ability to criticize and self-criticize, attention to the quality of work, the ability to effectively organize and use time;</li> <li>• Innovativeness, ability to creative and analytical thinking;</li> <li>• Sociability, ability to explain and defend own point of view;</li> <li>• Capacity for written and oral communication in the state and foreign languages;</li> <li>• Research skills, skills to deal with information, its various sources;</li> <li>• Digital and other engineering skills, an</li> </ul>

	<p>ability to adapt to changing work tools and technologies.</p> <ul style="list-style-type: none"> <li>• Ability to organize work in accordance with the safety requirements of life and labour protection.</li> <li>• Skills of related specialties. Ability to communicate with representatives of other professional groups of different levels.</li> </ul>
<p><b>Professional competences (PC)</b></p>	<ol style="list-style-type: none"> <li>1. Ability to possess professional terminology, theory and methodology of design.</li> <li>2. Basic understanding of the laws and principles of composition, the ability to apply them to professional tasks.</li> <li>3. Basic ability of imaginative and associative thinking, understanding and application of aesthetic evaluation criteria.</li> <li>4. Basic notions of concrete and abstract in shaping, the ability to generalize, hyperbolize, interpret, stylize.</li> <li>5. Knowledge of anatomy, colour studies, graphic and pictorial means for drawing and painting a human figure in statics and dynamics, drapery in a human figure.</li> <li>6. Ability to have the skills to use advanced computer graphics applications to create graphic design objects.</li> <li>7. The ability to possess the appropriate technological tools to perform a sketch, project, layout.</li> <li>8. General ideas about the organization of expositions, exhibitions, presentations of art and design works, the ability to organize and present a personal portfolio.</li> <li>9. Ability to conduct business communication in the professional field and teamwork skills. Understanding of the basics of marketing and their usage in the projects in the field of graphic design.</li> <li>10. Basic knowledge of communication theory, ability to identify and use common semiotic means for verbal and visual</li> </ol>

	<p>communication.</p> <p>11. Modern ideas about materials and techniques for the production of printing products, pre-printing and post-printing processes.</p> <p>12. To know the techniques of letterpress and intaglio printing to create single and duplicate graphic sheets.</p> <p>13. Ability to master the basics of lettering, calligraphy, incidental and typographic typography to solve professional design problems.</p> <p>14. Knowledge of basic visual characteristics and theoretical concepts of historical styles of graphic design, individual stylistics of famous authors, national schools of graphic design;</p> <p>15. Ability to use basic ideas about communication theory, semiotics fundamentals for formation verbal and visual messages.</p> <p>16. Basic ideas about photography, its communicative principles and sphere of usage, to master the techniques of classic and digital photography for the creation of reportage and promotional images;</p> <p>17. Basic concepts of web design and information design. Knowledge of basic principles of information visualization, understanding of the principles of hierarchy in communication.</p> <p>18. Ability to possess teaching methods, theory and methodology of professional art education and peculiarities of teaching special disciplines in the speciality.</p>
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**7 – Programme studies' results (PSR)**

	<p>1. To demonstrate modern knowledge and understanding of the subject area and areas of professional activity and apply the acquired knowledge in practical situations.</p> <p>2. To understand the social responsibility of the designer and to solve current socio and cultural problems in their projects.</p> <p>3. To know advanced software and hardware and to use professional computer skills (by design).</p> <p>4. To analyse and process information</p>
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from different sources.

5. To apply knowledge of the basics of composition, develop formal planar, three-dimensional and spatial compositions and to perform them in the appropriate techniques and materials; to analyse, to stylize, to interpret, and transform objects (as sources of creative inspiration) to develop ideas for design solutions.

6. To use knowledge of anatomy, colour studies, graphic and pictorial means to perform the drawing and painting of a human figure in statics and dynamics, drapery in a human figure.

7. To apply practical designing and manufacturing skills to design objects in a professional activity.

8. To perform pre-project analysis and conceptual justification of design activities, using theoretical knowledge and practical skills.

9. To select the purpose, objectives and stages of design, to promote optimal social and psychological conditions for quality work.

10. To understand the importance of doing one's part in teamwork; to determine the priorities of professional activity.

11. To interpret the formative means of design as a reflection of the historical, socio and cultural, economic and technological stages of society's development, to determine their functional and aesthetic specificity in the communicative space.

12. To know the proficient terminology, theory and design techniques.

13. Ability to communicate in written and verbal in the state and foreign languages. To apply acquired skills to familiarize yourself with foreign professional literature.

14. To promote the heritage of national and world cultural heritage as well as promote patriotism, national self-awareness and ethno-cultural identity.

15. To apply a comprehensive design approach for creating a holistic image.

16. To improve environmental awareness and culture of personality; to apply environmental principles in life and professional activity.

17. To solve communication problems,

including problem identification skills, gathering information, proposing alternative solutions, prototyping and testing, evaluating results.

18. To apply the knowledge of graphic design history and historical techniques in the design of contemporary works.

19. To find a figurative solution and analyse the functional purpose of a graphic project.

20. To use the knowledge of visual communication, marketing basics, fonts, composition basics to design a variety of graphic design objects (visual identification systems, packaging, promotional products, books, infographics, etc.)

21. To organize a design project, to understand professional business practices, to be able to work individually or to organize teamwork and participate in it.

22. To be able to organize expositions and exhibitions, to present works of art and design, to organize personal portfolios.

23. To know the basic designs of letters and the basics of typography. To use calligraphy, accent and typography to solve professional design problems.

24. To possess techniques of high and deep printing and to create graphic works.

25. To use various techniques of classical and digital photography as a tool for solving the design problems.

26. To know the basic principles of information visualization, to be able to define the hierarchy in the message. To create Web design and Information design objects.

27. To have the skills of related specialties. Ability to communicate with representatives of other professional groups of different levels.

28. To possess the educational methods, theory and methodology of professional design education and the peculiarities of teaching special disciplines in the speciality. To promote the development of aesthetic tastes, professional skills of students in general and primary specialized arts institutions.

29. To apply knowledge of design history and theory of advertising and branding in professional activity, to introduce

	Ukrainian and foreign design experience.
<b>8 – Employee resourcing for programme implementation</b>	
<b>Personnel provision</b>	<p>The percentage of scientific-pedagogical workers with scientific degrees and academic titles is -30% of the total number of hours;</p> <p>Scientific and pedagogical workers who are recognized professionals with experience in the field of research, management, innovation or creative fields - 70%.</p> <p>Support staff (masters of industrial training) for providing and carrying out laboratory and practical classes - 5 persons.</p>
<b>Material and technical support</b>	<p>The lecture rooms are equipped with multimedia equipment. Drawing and painting workshops have the light equipment, easels, still - life and plaster funds. There is a workshop with equipment for easel graphics. Special classrooms are equipped with computers for the practical tasks.</p>
<b>Informational and educational support</b>	<p>Library resource. The educational process is provided with exclusive specialized publications. Web-site of the department.</p>
<b>9 – Academic Mobility</b>	
<b>National Credit Mobility (NCM)</b>	<p>Students can take part in national academic mobility programmes.</p>
<b>International Credit Mobility</b>	<p><b>Exchange programs for students</b></p> <p>University of Fine Arts in Poznań , Poland (from May 26, 2014). Jan Matejko Academy of Fine Arts in Krakow, Poland (from 14.06.2013). Academy of Fine Arts in Gdańsk , Poland (from 29.11.2011). Satakunta-University of Applied Sciences (Finland) - from June 17, 2013</p> <p>The program 'ERASMUS' on the basis of agreements on international cooperation with the Academies of Arts in Warsaw (from 2015) and Gdansk (from 2015), Poland.</p>
<b>Foreign students training</b>	<p>There is an opportunity for individuals. There is a training course in the basic art disciplines “Drawing”, “Painting”, “Composition”.</p>



• List of programme components

Code	Components of programme	Number of credits	Final evaluation
1	2	3	4
<b>Compulsory components (CC)</b>			
CC 1.	Philosophy	3	exam
CC 2.	History of culture	3	exam
CC 3.	Foreign Language	16	final test exam
CC 4.	Pedagogy, psychology	3	differentiated test
CC 5.	<b>Drawing</b>	11	exam, art works examination
CC 6	Painting	11	exam, art works examination
CC 7	Visual communication	6	exam
CC 8	Basics of composition	7	exam, art works examination
CC 9	Basics of computer graphics	14	exam
CC 10	History of foreign art	4	exam
CC 11	History of Ukrainian Art	4	exam
CC 12	Projection	8	exam, art works examination
CC 13	Fonts and Typography	10	exam, art works examination
CC 14	History of Graphic Design	4	exam
CC 15	Web technologies	6	differentiated test
CC 16	Printing technology	4	exam
CC 17	Advertising theory	3	differentiated test
CC 18	Photography	10	exam, art works examination
CC 19	Printmaking and Illustration	16	exam, art works examination
CC 20	Packaging design	4	exam, art works examination
CC 21	Information design	3	exam, art works examination

CC 22	Design Management	3	exam, art works examination
CC 23	Diploma Designing	8	exam, art works examination
CC 24	Educational practical experience	3	differentiated test
CC 25	Technological Internship	3	differentiated test
CC 26	Design Internship	3	differentiated test
CC 27	Pedagogical Internship	3	differentiated test
<b>Total</b>		<b>173</b>	
<b>Optional components (OC)</b>			
<i>Optional Block 1,2</i>			
OB 1.1.	Discipline of humanitarian training (catalogue attached)	3	final test
OB 2.1.	Drawing / Special drawing	8	exam, art works examination
OB 2.2.	Painting / Special painting	8	exam, art works examination
<i>Optional Block 3</i>			
OB 3.1.	Design / Illustration	33	exam, art works examination
OB 3.2.	Typography / Packaging Design	3	exam, art works examination
OB 3.3.	Discipline of other specialization	3	final test
OB 3.4.	Discipline of other specialization	3	final test
OB 3.5.	Discipline of other specialization	3	final test
OB 3.6.	Discipline of other specialization	3	final test
<b>Total</b>		<b>67</b>	
<b>All in total</b>		<b>240</b>	

• **Form of certification**

Certification of the graduates of speciality - 022 'Design' is carried out in the form of presentation of a qualification thesis and ends with the issuance of a standard document on obtaining Bachelor's degree in Graphic Design with the qualification: graphic designer, teacher of higher education.





TABLE 1

	C C 1	C C 2	C C 3	C C 4	C C 5	C C 6	C C 7	C C 8	C C 9	C C 10	C C 11	C C 12	C C 13	C C 14	C C 15	C C 16	C C 17	C C 18
PS R 1				•			•	•				•	•		•	•		
PS R 2																	•	
PS R 3									•			•	•		•	•		
PS R 4	•	•		•			•			•	•							
PS R 5								•				•	•					•
PS R 6					•	•												
PS R 7									•			•			•	•		
PS R 8							•					•			•		•	
PS R 9												•	•		•		•	
PS R 10												•						
PS R 11		•												•				
PS R12			•				•							•			•	
PS R13	•		•	•										•				
PS R14	•	•								•				•				
PS R15								•				•						
PS R16		•										•					•	
PS R17												•					•	
PS R18												•		•				
PS R19												•						
PS R20							•					•						
PS R21												•						
PS R22					•	•						•						•
PS R23													•					
PS R24																		
PS R25																		•
PS R26															•			

PS R27	•	•						•										•
PS R28				•										•				
PS R29														•				•

TABLE 2

	C C 19	C C 20	C C 21	C C 22	C C 23	C C 24	C C 25	C C 26	C C 27	O B 1 .1	O B 2.1	O B 2.2	O B 3.1	O B 3.2	O B 3.3	O B 3.4	O B 3.5	O B 3.6
PS R 1	•	•	•	•	•			•					•	•				
PS R 2	•				•								•					
PS R 3		•	•				•						•	•				
PS R 4		•	•		•				•	•				•				
PS R 5	•					•		•					•	•				
PS R 6											•	•						
PS R 7		•					•						•	•				
PS R 8		•	•		•			•					•	•				
PS R 9	•	•	•		•			•					•	•				
PS R10	•		•	•				•					•					
PS R 11																		
PS R 12																		
PS R13									•									
PS R14									•									
PS R15	•	•				•		•					•	•				
PS R16		•											•	•				
PS R17					•								•					
PS R18		•											•	•				
PS R19		•	•		•			•					•	•				
PS R20		•	•										•	•				
PS R21			•	•	•			•					•					
PS R22	•			•							•	•	•					

