

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

EDUCATIONAL AND PROFESSIONAL PROGRAMME
THE SECOND LEVEL OF HIGHER EDUCATION

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

Approved by Academic Board
Head of Academic Board

V Odrekhiivskyi /

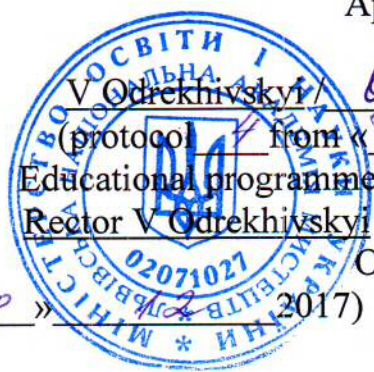
(protocol 7 from « 20 » 12 2017)

Educational programme comes into force from 2017

Rector V Odrekhiivskyi /

Order 168 from

« 28 » 12 2017)



LVIV 2017

1 – General information	
Higher educational institution and structural division	Lviv National Academy of Arts, Department of Graphic Design
Educational qualification level	Master of graphic design, graphic designer, researcher, teacher of higher education
Type of diploma and number of credits	Master's Diploma, 90 ECTS credits, duration of programme - 18 months
Accreditation	State License, series AE № 636052 from 9.02.2015. Expiration Date: 01/07/2024
Cycle/Level	NQF of Ukraine - the 7th level, FQ-EHEA – the 2nd cycle, EQF-LLL – the 7 th level
Special requirements	Bachelor's Degree
Language (s) of tuition	Ukrainian
Duration of the educational programme	to 01.07.2024
Internet site	http://lnam.edu.ua/uk/graphic/about.html
2 – Programme objective	
To form the necessary competencies of a graphic designer aimed at solving complex professional problems taking into account cognitive, socio and cultural, technological and aesthetic factors and to use the research skills.	
3 – Programme description	
Field of study (specialization and speciality)	02 Culture and art 022 Design Specialization- 'Graphic Design'
Orientation of the programme	Educational programme of Master's degree
Main focus of programme and specialization	Special education in the field of graphic design: creation of conceptual objects of graphic design, visual communication at a high functional and aesthetic level, teaching activities at the proper scientific and methodological level. Keywords: graphic design, visual communication
• Access to labour market and further studies	
Access to labour market	Master of Graphic Design may hold the primary positions in accordance with the National Occupational Classification of Ukraine ДК 003:2010: chief designer (artist - constructor); designer (artist - constructor); graphic designer; designer of multimedia professions; packaging designer; television graphic artist; member of the board (art expert);

	supervisor (studios by types of art, amateur association, club of interests, etc.); teacher of higher educational institution; assistant; teacher of vocational educational institution; teacher secondary educational institution.
Further studies	Opportunity to continue studying under the programs of the third (educational-scientific) level of higher education (NQF - the 8th level , FQ-EHEA - the third cycle, EQF-LLL - the 8th level)
5 – Teaching and Evaluation	
Teaching and studying	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.
Evaluation	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.
6 – Programme competences	
Integral competence	The ability to solve complex problems and problems in the field of graphic design, which involves research and /or innovation, and is characterized by uncertain conditions and requirements.
General competences (GC)	<ul style="list-style-type: none"> • Ability to generate new ideas (creativity). • Ability to think abstractly, to analyze and synthesize. • Ability to identify, to pose and solve problems. • Ability to motivate people and move toward a common goal. • Ability to communicate with the representatives of other professional groups of different levels • Ability to work in an international professional environment. • Ability to develop and manage the projects. • Ability to act socially responsible and consciously.
Professional competences (PC)	<ol style="list-style-type: none"> 1. Ability to apply the methodology of scientific research at theoretical and practical levels. 2. Ability to apply the method of

conceptual designing of design objects taking into account functional, technical, technological, environmental and aesthetic requirements.

3. Possession of theoretical and methodological bases of training and professional training of designers in synthesis with practical application of the acquired knowledge in the organization of the educational process; planning of own scientific and pedagogical activity.

4. Ability to apply in the practice of design expressive artistic and plastic capabilities of different types of materials, innovative methods and technologies.

5. Ability to use a variety of graphic techniques, as well as techniques for using computer hardware and software.

6. Using the methodology of project analysis of all influential factors of design and formation of the author's concept of the project.

7. Ability to understand and use cause-effect connections in the development of design and contemporary arts.

8. Ability to protect the intellectual property of works of art and design.

9. Basic ideas about the interdisciplinary nature of graphic design, integration of artistic, communicative, marketing, technological, socio and cultural aspects.

10. To orient in the basic currents of contemporary art and theoretical concepts of graphic design. To use acquired knowledge to perform modern and actual projects in the field of graphic design.

11. Ability to project various graphic design objects using individual techniques for creating visual image and communication with the target audience.

12. Ability to create author's images, to convey emotions and plots using various techniques of illustration.

13. To practice basic knowledge and skills in the field of web-technologies

	<p>and information design. The ability to structure information and make it convenient for perception.</p> <p>14. Possession of actual design methodologies for solving a wide range of problems. The ability to use acquired skills to perform modern and relevant projects in the field of graphic design.</p>
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7 – Programme studies’ results (PSR)

	<ul style="list-style-type: none"> • To apply methods of scientific researches in the process of theoretical and practical analysis; to summarize the results of the research and put them into practice. • To understand the specifics of conceptual design; to carry out a pre-project analysis taking into account all significant factors that affect the object of design; to formulate the author's concept of the project; to apply the conceptual design methodology and to carry out the design process taking into account modern technologies and design decisions, as well as functional and aesthetic requirements for the object of design. • To be guided by the latest materials used in the development of design objects; to apply innovative methods and technologies of work with material. • To study critically the design achievements of Ukrainian and foreign specialists, to apply modern methods and technologies of scientific analysis. • To display the conceptual solution of the design objects, to apply the techniques of graphical submission when solving project problems; to form and develop own author's style, manner of execution. • To generate ideas for creative project proposals, to build a high quality and extensive communication system. • To possess the forms of the leader's social responsibility in the field of design. To have the skills of
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related specialties. To communicate with representatives of other professional groups of different levels.

- To have a synthetic understanding of the history of the formation of contemporary visual culture, to be able to abstract the basic concepts of visual communication in the artistic and cultural spheres.
- To identify practical and theoretical features of the scientific hypothesis; to develop a science-based concept for solving a professional problem.
- To think systematically, to develop, to formulate and control the main stages of project implementation.
- To present the results of activity in foreign scientific and professional environment.
- To be able to organize rationally the project process; to choose the optimal solution from an economic point of view.
- To formulate the project components within project concepts; to have artistic forms of social responsibility.
- To choose the best teaching methods of the student audience within the limits of professional competences; be able to program, to organize and carry out educational and methodological support of professional disciplines.
- To be guided in the processes of development of contemporary artistic process of design, to know aesthetic problems of design schools and directions.
- To know the types of intellectual property objects; to have basic methods of protection of intellectual property; to put into practice the rules of registration of intellectual property rights.
- To orient in the main currents of contemporary art. To conduct research in the field of theoretical concepts of graphic design. Can formulate and present own conclusions.
- Can design graphic design objects of

	<p>different complexity. To use the individual techniques to create an original and relevant visual message to communicate with the target audience.</p> <ul style="list-style-type: none"> • Can create author's images and convey emotions, moods, subjects of different complexity. To possess the various techniques of illustration. • To use the basic knowledge in practice and skills in the field of web technologies and information design. To be able to structure information and make it easy to read. • To have up-to-date design methodologies to solve a wide range of problems. • To use the acquired knowledge and skills to carry out current and up-to-date projects in the field of graphic design.
8 – Employee resourcing for programme implementation	
Personnel provision	<p>The percentage of scientific and pedagogical workers with scientific degrees and academic titles is 20% 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 - 80%.</p> <p>Support staff (masters of industrial training) for providing and carrying out laboratory and practical classes - 5 persons.</p>
Material and technical support	<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>
Informational and educational support	<p>The library resource. The educational process is provided with exclusive specialized publications. The department's web-site.</p>
9 – Academic Mobility	
National Credit Mobility (NCM)	On a common basis within Ukraine.
International Credit Mobility	Exchange programs for students

	University of Fine Arts in Poznań (from 26/05/2014) Jan Matejko Academy of Fine Arts in Krakow (from 14/06/2013); Academy of Arts in Gdansk, Poland (from 29.11.2011). Satakunta-University of Applied Sciences (Finland) - from June 17, 2013 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.
Foreign applicants training	There is an opportunity for individuals.

• **List of programme components**

Code	Components of programme	Number of credits	Final evaluation
1	2	3	4
Compulsory components (CC)			
CC 1.	Modern art	6	art works examination
CC 2.	Projection	9	art works examination
CC 3.	Illustration	9	art works examination
CC 4.	Information design	5	art works examination
CC 5.	Web technologies	5	art works examination
CC 6	Theoretical concepts of graphic design	3	Exam
CC 7	Methodology of preparation of Master's thesis	3	differentiated test
CC 8	Methods of teaching special disciplines	3	differentiated test
CC 9	Pre-Diploma	3	differentiated test

	Internship		
CC 10	Pedagogical internship	3	differentiated test
CC 11	Diploma designing	3	exam art works examination
Total		67	
Optional components (OC)			
<i>Optional Block 1 (if available)</i>			
OB 1.1.	An optional discipline (catalogue attached)	3	final test
<i>Optional Block 2 (if available)</i>			
OB 2.1.	Projection / Illustration	14	exam, art works examination
OB 2.2.	Discipline of other specialization1	3	exam, art works examination
OB 2.3.	Discipline of other specialization2	3	exam, art works examination
Total		23	
All in total		90	

• 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 Master's degree in Graphic Design with the qualification: graphic designer, researcher, teacher of higher education. The certification is carried out openly and publicly.

4. Relevance matrix

	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	OB 1.1	OB 2.1	OB 2.2	OB 2.3.
(GC) 1	•	•	•								•		•		
(GC) 2	•	•	•	•		•	•						•		
(GC) 3	•	•	•	•	•	•	•				•		•		
(GC) 4						•		•	•	•					
(GC) 5					•		•		•	•	•	•		•	•

(GC) 6						•	•								
(GC) 7		•		•					•		•			•	
(GC) 8	•							•		•					
PC 1						•		•	•		•				
PC 2		•	•	•			•		•		•			•	
PC 3								•		•					
PC 4	•	•	•	•							•			•	
PC 5		•	•	•	•									•	
PC 6		•	•					•			•			•	
PC 7	•														
PC 8								•	•					•	
PC 9						•	•								
PC 10	•					•									
PC11		•													•
PC12			•												•
PC13				•	•										
PC14		•				•			•		•			•	

5. Support matrix

	CC 1	CC 2	CC 3	CC 4	CC 5	CC 6	CC 7	CC 8	CC 9	CC 10	CC 11	OB 1.1	OB 2.1	OB 2.2	OB 2.3.
PSR 1						•	•	•	•		•				
PSR 2		•		•	•				•		•		•		
PSR 3		•	•	•									•		
PSR 4						•									
PSR 5		•	•										•		
PSR 6		•						•			•		•		
PSR 7						•				•	•	•		•	•
PSR 8	•					•									
PSR 9							•								
PSR 10		•	•	•	•								•		
PSR 11						•	•								
PSR 12		•		•	•						•		•		
PSR 13		•	•			•							•		
PSR								•		•					

14															
PSR 15	•														
PSR 16		•				•		•					•		
PSR 17	•					•									
PSR 18		•		•									•		
PSR 19			•										•		
PSR 20				•	•										
PSR 21		•		•	•				•		•		•		
PSR 22		•	•	•	•				•		•		•		