

**JSC "Kazakh University of Technology and Business named after  
K. Kulazhanov"  
Faculty of Technology  
Department of Light Industry Technology and Design**

**APPROVED**

Chairperson of the Admissions

Committee

JSC "KazUTB named after

K. Kulazhanov"

Baibolova L.

2025 y.



**PROGRAM**

for the preparation of applicants

for creative entrance examinations for the year 2025

in the field of 6B021 – *Arts*,


educational program 6B02100 – *Design*

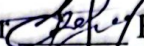
within the educational program group B031 – *Fashion, Design*

Astana, 2025 y.

**Compiled by**

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This program was recommended by the meeting of the Department of Light Industry Technology and Design

Minutes No. 10 dated "15" May 2025

Head of Department  Baizhanova Zh.B.

The program was reviewed by the Academic Quality Committee

Minutes No. 5 dated "03" 06 2025

Chair of the Academic Quality Committee  Zhunusova G.S.

Executive Secretary of the Admissions Committee  Yeshpanov V.S.

## Contents

The purpose of the educational program "6B02100 — Design" is to train highly qualified specialists with higher education in the fields of fashion design, graphic design, and architectural design, who possess deep professional competencies and are capable of effectively realizing themselves in a global competitive environment.

The program aims to develop creative thinking, aesthetic taste, project culture, as well as the ability for interdisciplinary collaboration and the application of innovative technologies in design practice among applicants.

Special attention is paid to the development of research and analytical skills, entrepreneurial approach, and the ability to adapt to rapidly changing conditions of the professional environment and the demands of the modern market.

Students enrolled in the program have the opportunity to build successful professional careers in various sectors of the economy, including the fashion industry, visual communications, architectural and product design. The program also provides a foundation for further studies at higher levels of education.

The future professional activities of applicants are determined by the content and specialization of the selected educational program.

### ***Track: Architectural Design***

Designing and shaping the subject-spatial environment of human life, including:

- Urban and rural settlements, park and landscape ensembles;
- Small architectural forms, landscaping and greening elements;
- Visual communications and exhibition spaces;
- Furniture and equipment of urban environments;
- Interiors of residential and public buildings, including underground public facilities;
- Interior decoration, exhibition, and commercial displays;
- Elements of monumental and decorative art in interior and exterior design.

### ***Track: Graphic Design***

Design of visual communication in various media environments, including:

- Development of printed products (books, calendars, posters, booklets, magazines);
- Creation of advertising materials (posters, banners, outdoor advertising);
- Formation of corporate identity (logos, brand books, visual identity);
- Interface design and digital design (websites, mobile applications, interactive products).

### ***Track: Fashion Design***

Development of aesthetically expressive and functional complexes of the subject environment that meet both utilitarian and cultural-spiritual needs of humans, including:

- Designing and modeling clothing (everyday, special, stage costumes);
- Creating collections of clothing, accessories, and textile products;
- Designing theatrical and thematic costumes;
- Implementing innovative technologies and artistic solutions in the fashion industry and light manufacturing.

### **Entrance Examinations**

The program and entrance examination assignments are designed to identify applicants with creative abilities, visual literacy, artistic taste, as well as skills in composition and graphic design.

To enter this educational program, graduates of current and previous years' schools take two creative exams:

1. Drawing
2. Technical Drawing

Graduates of technical and vocational education institutions applying for full-time or shortened studies in their specialized field take one creative exam — in the subject of "Composition."

The exams in drawing and composition allow assessment of the artistic and graphic preparation of applicants and help to identify talented and promising candidates. The technical drawing exam is aimed at determining abilities in form development, spatial thinking, and the skill to depict compositions in three projections.

## 1 Requirements for Applicant Preparation in the Subject "Drawing"

The primary task at the initial stage of the drawing program is the execution of still life compositions composed of plaster geometric solids. These compositions include three or more objects of various shapes and sizes. Both dynamic structural forms — such as cones, prisms, and pyramids — and static forms — such as spheres, cubes, cylinders, and parallelepipeds — are utilized in the work.

To achieve expressiveness and harmony in the still life, it is recommended to use figures of different scales. Initial tasks are performed on a flat white plane with a light monochromatic background, which allows the student to focus on conveying form and volume without distracting elements. As the program progresses, additional elements are introduced into the compositions: draperies with simple folds, plaster reliefs, vases, and decorative rosettes combined with geometric solids.

Special attention is given to lighting: a directed light source clearly separates light and shadow, and the contrasting conditions help more accurately convey tonal gradations and spatial relationships.

### *Purpose of Drawing Still Life from Geometric Solids*

Working on such compositions develops fundamental professional skills: compositional thinking, precise proportional placement of objects on the plane of the sheet, volume modeling through shading, construction of cast and own shadows, as well as conveying spatial depth.

Unlike depictions of individual objects, multi-object compositions emphasize the interaction of forms, tonal relationships between them, treatment of reflections, curved surfaces, shadows on edges, and construction of perspective planes — foreground, middle ground, and background.

Moreover, the student consistently masters the principles of analytical drawing: studying form through construction, comparing volume and light. This not only contributes to the development of observation skills but also prepares for further program tasks — painting and thematic still lifes, academic compositions, and other types of creative works.

The work is performed using graphite pencil or soft graphic materials on an A3 format sheet.

## **2 Requirements for Applicant Preparation in the Subject “Technical Drawing”**

The subject “Technical Drawing” is a fundamental and compulsory component of the training of students in the fields of architecture, design, engineering, and technical disciplines. It develops essential skills for the graphical representation of objects necessary for design and construction.

To successfully master the course “Technical Drawing,” applicants must possess the following knowledge and skills:

### **1. Theoretical Knowledge**

- Understanding the significance of the technical drawing as a graphic language for technical and artistic specialties.
- Knowledge of basic graphic elements: line, hatching, contour, and axis lines.
- Understanding the main types of projections: front (frontal), top (horizontal), side (profile), as well as the ability to distinguish views, sections, and cuts.
- Knowledge of scaling rules and the ability to apply scale when creating and reading drawings.
- Familiarity with national and international standards for drawing documentation (GOSTs and others).

### **2. Practical Skills**

- Reading and interpreting simple technical drawings and diagrams.
- Mastery of basic techniques for constructing geometric figures and lines (perpendiculars, parallels, bisectors, circles).
- Skills in creating technical sketches while adhering to rules for dimensioning, extension lines, and conventional symbols.
- Ability to use essential drawing tools: ruler, pencil, set square, protractor, and compass.

### **3. Personal Qualities and Competencies**

- Attentiveness, accuracy, and perseverance — necessary qualities for precise execution of graphic work.
- Developed spatial thinking and the ability to visualize objects in multiple projections.
- Willingness to engage in systematic practice and improve skills throughout the learning process.

### 3 Requirements for Applicant Preparation in the Subject “Composition”

To tackle complex compositional tasks, applicants are assigned the creation of three-dimensional spatial compositions made from geometric forms, also known as *intersections*. This assignment marks an important stage in the transition from drawing individual geometric objects to more complex models.

#### Assignment Objective

Applicants are required to depict on an A3 sheet a three-dimensional group of geometric solids arranged with perspective foreshortening and intersecting one another, thereby creating a harmonious composition. Based on an imaginative understanding of the construction, the applicant must reflect the intersection of planes and the interaction of forms.

During the execution of the assignment, the applicant develops:

- The ability to visualize and depict compositions composed of various geometric objects.
- The skill to construct complex geometric shapes from different viewpoints.
- Analytical skills to study the construction and represent intersections of lines, volumes, and overlaps in space.
- Techniques for rendering complex shadows on rotational bodies and inclined planes.

#### Constructing a Volumetric Composition from Geometric Shapes

The composition is constructed using geometric solids of various shapes. An important rule is that the objects must intersect or overlap each other rather than merely touching edges on the same plane. This lends expressiveness and complexity to the composition.

At the initial stage, the number and types of objects may be determined by the instructor. Later, the applicant independently selects the shapes, sizes, and perspectives of the objects. All elements of the composition — shape, arrangement, and relationships between objects — are created in the student’s imagination, relying on their creative abilities and knowledge of geometric construction.

There are also assignments with a fixed number of objects (e.g., 3–4 elements such as a cube, parallelepiped, etc.). These basic forms must be proportionally arranged and combined, then supplemented by rotational solids — a sphere, cylinder, cone — to enhance the expressiveness of the composition.

#### Methodological Recommendations

To create a more striking drawing, it is recommended to place the composition in space without depicting the supporting plane or horizon line, creating the illusion of objects “floating” in the air. This allows for freedom in choosing viewpoints, including unconventional perspectives such as a view from below, which is impossible in a traditional setup.

It is advisable to maintain scale proportionality among objects: a large discrepancy in size (e.g., a large cube and a very small sphere) can distort the perception of intersections.

The expressiveness of the composition is largely determined by its overall silhouette. Sometimes, the outline of the entire work may be predefined and serve as the foundation for constructing all other elements, thus lending unity and originality to the composition.

After forming the composition, preliminary sketches are made. The best sketch is transferred onto an A3 sheet. The work is done with a graphite pencil, including full tonal modeling. The use of rulers and set squares is not permitted.

### **Importance and Benefits of Drawing Intersections**

Working with intersections develops spatial thinking skills, intuitive construction, and form representation. The applicant learns to visualize the final image before beginning work, to understand the construction of sections, lines of intersection, chiaroscuro effects, and reflections.

This exercise promotes the development of:

- The ability to think volumetrically.
- Accuracy in construction.
- Understanding of perspective foreshortening.
- Development of geometric and artistic imagination.

Assignments involving intersections are beneficial to perform at various stages of training, gradually increasing in complexity. This is an effective practice for developing drawing skills, spatial analysis, and geometric modeling.

## Recommended Literature

1. Loze J. *Botanical Drawing. Lessons from a Naturalist* [Text]: Educational-methodical manual / J. Loze. — St. Petersburg: Piter, 2018. — 64 pages.
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3. Nabi Y.A. *Methodical Recommendations on Mastering the Basic Course of "Descriptive Geometry and Engineering Graphics"* [Text]: Textbook / Y.A. Nabi. — Almaty: Publishing House TOO "Bastau," 2015. — 172 pages.
4. Li N.G. *Drawing. Fundamentals of Academic Drawing*: Textbook, 2016.
5. Belyaeva S.E. *Special Drawing and Artistic Graphics*: Textbook, Moscow: Akademiya, 2017. — 240 pages.
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