


«K.Kulazhanov Kazakh University of Technology and Business» JSC	EP 25/02-11-2025	
Educational program	Edition № 4	

EDUCATIONAL PROGRAM

6B02100 Design

code and name of the educational program


Level: specialist

Approved
 by the Board of Directors of JSC
 «K. Kulazhanov KazUTB» " 02 " 04 2025
 protocol No.

Recommended
 by the Academic Council of JSC
 «K. Kulazhanov KazUTB» " 01 " 03 2025
 protocol No. 8


Astana-2025

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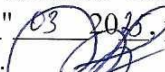
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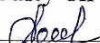
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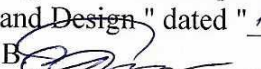
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Preface

The educational program "6B02100 Design" was developed in accordance with the State Compulsory Standard of Higher Education / Postgraduate Education, approved by the order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2, and the basis of professional standards «Designer in the arts (Art designer, graphic designer, interior designer, industrial designer and others)» (17.04.2024)

The educational program "6B02100 Design" was approved at the meeting of the Council on Academic Quality on "27" 03 2025, protocol No. 4
 Chairman Baibolova L.K. 













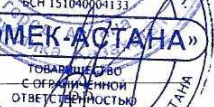


The educational program "6B02100-Design" was approved at the meeting of the Commission on Academic Quality of the Faculty on "29" 11 2024, protocol No. 2
 Chairman Zhunusova G.S. 


The educational program "6B02100-Design" was developed and discussed at the meeting of the department "Light Industry Technology and Design" dated "15" 11 2024, protocol No. 4
 Head of the department Baizhanova Zh.B. 

Approval sheet

Educational program "6B02100-Design"

AGREED:

Vice-Rector for Administrative Affairs	 	E. Askarbekov	" 27 " 03 2025 year
Head of Educational Programs Department	 	B. Bayadilova	" 27 " 03 2025 year
Director of LLP «Nursaulet»	 	N.S. Tokayev	" 15 " 11 2024 year
Director of LLP "Luxury Home Textile Design Studio"	 	N.N. Makeyeva	" 15 " 11 2024 year
Vice President of the National Academy of Design. Founder of the brand "ZEKEN MODA".	 	K.Z. Abishev	" 15 " 11 2024 year
Director of LLP «SAMIDEL»	 	D.A. Abdullina	" 15 " 11 2024 year
Director of LLP «Komek-Astana»	 	V.R. Rafikov	" 15 " 11 2024 year
Student Design Arch 221		D.N. Alimkulova	" 15 " 11 2024 year


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1 Passport of the educational program

International Standard Classification of Education (ISCED) level	6
National Qualification Framework (NQF) level	6
Sectoral Qualifications Framework (SQF) level	6
Code and name of the field of education	6B02 Arts and Humanities
Direction of training	6B021 Arts
Number and name of the group of educational programs	B031 Fashion design
Code and name of the educational program (EP	6B02100 Design
Educational program profile	Higher education in art history
Goal of the educational program	Training of highly qualified personnel with higher education in the field of fashion design, graphic and architectural design with deep professional competencies, competitive in the international space.
Completion criterion of an educational program	300 academic credits
Language of instruction of the educational program	Russian, Kazakh
Distinctive features of the educational program	No
Partner University	-

2 Qualification characteristics of a graduate of an educational program


Degree awarded	Educational Program Design Specialist "6B02100-Design"
Field of professional activity	The fields of application for the acquired knowledge, skills, and abilities include: <ul style="list-style-type: none"> • Architectural design and interior design, • Industrial and product design, • Graphic and communication design, • Art design, • Exhibition and spatial environment, • Digital and web design, • Costume and textile design.
Types of professional activities	Graduates may engage in the following types of professional activities: <ol style="list-style-type: none"> 1 Project and artistic activities <ul style="list-style-type: none"> – Development of original concepts, artistic and technical sketches, creation of models and design projects in various fields of design. 2 Organizational and managerial activities

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	<p>– Planning and coordinating project work, leading creative teams, managing the stages of design project implementation.</p> <p>3 Entrepreneurial activities</p> <p>– Establishing and running an independent professional practice, participating in commercial projects, calculating cost price and marketing value of design services.</p> <p>4 Teaching activities</p> <p>– Teaching the fundamentals of design and artistic-project disciplines in educational institutions, participating in the development of educational and methodological materials (subject to the availability of relevant competencies and pedagogical training).</p> <p>5 Research activities</p> <p>– Conducting research in the history, theory, and practice of design, analyzing current trends, participating in scientific conferences, competitions, and grant programs.</p>
Object of professional activity	<p>The objects of professional activity in the specialty include:</p> <ul style="list-style-type: none"> • Objects of the visual and object-spatial environment (including architectural, graphic, industrial, interior, digital design, and fashion design); • Original design projects, models, prototypes, and artistic-project concepts; • Information-graphic and visual communications; • Technologies of artistic and technical modeling; • Materials and means of artistic expression used in design; • Regulatory-technical and project-estimate documentation; • Processes of interaction with the client and target audience within the framework of design project implementation; • Modern software tools used in the professional activity of a designer.
Functions of professional activity	<p>Mandatory job functions:</p> <ol style="list-style-type: none"> 1. Creation of an original design concept 2. Development of design projects with variability of solutions and detailing 3. Management of a creative team in the process of carrying out design activities <p>Additional job functions:</p> <ol style="list-style-type: none"> 1. Organization of entrepreneurial activities in the field of design

3 Requirements for the content of the educational program

Name of cycles and disciplines	Workload in academic credits
Cycle of general education disciplines (GED)	56
Required component	51
University component	5
Cycle of basic disciplines (BD)	134
University component	37
Component of choice	95
Professional practice	2

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Cycle of major disciplines (MD)	102
University component	10
Component of choice	75
Professional practice	17
Final assessment	8
Total	300


4 Additional educational programs (minor)

4.1 Minor « Modern aspects of artificial intelligence application »


Name of disciplines	Workload in academic credits
Introduction to Artificial Intelligence	5
Development of artificial neural networks	5
Artificial intelligence in the management of object	5
Total	15

5 Competency map of the educational program «6B02100- Design»

Competence map of the educational program	Learning outcome code	Learning Outcome (according to Bloom's Taxonomy)
Behavioral skills and personality traits (Softskills)	LO _{GED 1}	Forms a system of general competencies that ensure the socio-cultural development of the future specialist's personality, based on the formation of their worldview, civic, and moral stance, oriented towards a healthy lifestyle.
	LO _{GED 2}	Capable of communication in both oral and written forms in Kazakh, Russian, and foreign languages to solve tasks related to interpersonal, intercultural, and professional communication
	LO _{GED 3}	Promotes the development of information literacy through the mastery and use of modern information and communication technologies in all areas of activity.
Digital competencies (Digital skills)	LO ₁	Applies knowledge of art history, color science, and the laws of composition to create artistic and technical sketches manually, taking into account creative ideas and visual communication methods.
	LO ₂	Conveys the artistic intent, creativity of the idea for creating objects of architectural, graphic design and fashion design
	LO ₃	Has the skills to develop original design solutions based on knowledge of composition, color science, art history and design
	LO ₄	He is proficient in visual, technical techniques and tools, using professional computer programs to develop objects of architectural, graphic design and fashion design.
	LO ₅	He has logical, intuitive methods of finding new


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		ideas for developing a project assignment for creating objects of architectural, graphic design and fashion design when making a design decision and interacting with a customer.
	LO 6	Develops architectural, graphic design, and fashion design projects based on visual interfaces, modern standards of sustainability, inclusion, and branding to create functional and emotionally expressive solutions.
Professional skills (Hardskills)	LO 7	Uses artificial intelligence tools to generate graphics, image processing, and design personalized design solutions.
	LO 8	Performs a layout and samples of objects of architectural, graphic design and fashion design, taking into account planar, three-dimensional, plastic, color solutions, using expressive artistic means when presenting a design solution.
	LO 9	Implements architectural, graphic, and fashion industry projects, taking into account research, technology knowledge, project documentation, material selection, design, and branding.
	LO 10	Applies knowledge about modern materials, their functional and environmental properties in the development of architectural, graphic design and fashion design.
	LO 11	Applies the principles of sustainable development, environmental safety, taking into account the economic, legal, anti-corruption and entrepreneurial aspects of the industry when developing design projects.
	LO 12	Provides economic support for a design project, taking into account environmental requirements, principles of inclusion, and occupational safety rules for effective communication with design project performers and consumers.

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6 Learning outcomes of the educational program and modules

Key competencies	Learning Outcomes (LO) for the educational program	Name of module	Learning outcomes for the module	Name of disciplines that form learning outcomes
	LOGED 1 Forms a system of general competencies that ensure the socio-cultural development of the future specialist's personality, based on the formation of their worldview, civic, and moral stance, oriented towards a healthy lifestyle.	Man and Society – the foundation of worldview and socio-political knowledge.	Applies the fundamental laws of Kazakhstan's history, philosophy, and socio-political knowledge for effective socialization and adaptation in changing socio-cultural conditions, shaping a personality capable of mobility in the modern world, critical thinking, and physical self-improvement.	History of Kazakhstan Philosophy Physical Education Module on Socio-Political Knowledge (Political Science, Sociology, Cultural Studies, Psychology)
	LOGED 2 Capable of communication in both oral and written forms in Kazakh, Russian, and foreign languages to solve tasks related to interpersonal, intercultural, and professional communication	Information and Communication Module	Capable of interpersonal social and professional communication in Kazakh, Russian, and foreign languages.	Foreign Language Kazakh Language Russian Language
	LOGED 3 Promotes the development of information literacy through the mastery and use of modern information and communication technologies in all areas of activity.	Information and Communication Module	Possesses various types of information and communication technologies for searching, storing, processing, protecting, and disseminating information.	Information and Communication Technologies
	LO11 Applies the principles of sustainable development, environmental safety, taking into account the economic, legal, anti-corruption and entrepreneurial aspects of the industry when developing design projects.	Economics and Entrepreneurship Module	Analyzes economic processes, applies legal norms that identify and prevent corruption risks, evaluates financial situations and plans resources, develops skills in making informed decisions in the professional field.	Module of economics, entrepreneurship, law and financial literacy (fundamentals of economics and entrepreneurship, basics of law and anti-corruption culture, basics of financial literacy)


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<p>LO₁₂ Provides economic support for a design project, taking into account environmental requirements, principles of inclusion, and occupational safety rules for effective communication with design project performers and consumers.</p> <p>LO₁ Applies knowledge of art history, color science, and the laws of composition to create artistic and technical sketches manually, taking into account creative ideas and visual communication methods.</p> <p>LO₂ Conveys the artistic intent, creativity of the idea for creating objects of architectural, graphic design and fashion design</p> <p>LO₃ Has the skills to develop original design solutions based on knowledge of composition, color science, art history and design</p> <p>LO₄ He is proficient in visual, technical techniques and tools, using professional computer programs to develop objects of architectural, graphic design and fashion design.</p>	<p>Artistic and compositional</p> <p>Artistic and technical sketches and original design ideas by hand</p>	<p>Creates artistic and technical sketches and original design ideas by hand</p>	<p>Module of economics, entrepreneurship, law and financial literacy (fundamentals of economics and entrepreneurship, basics of law and anti-corruption culture, basics of financial literacy)</p>
			<p>Academic Painting</p> <p>Academic Drawing</p> <p>Composition</p> <p>Color Theory and Coloristics</p>
			<p>Design Sketch</p> <p>Modern architectural design</p> <p>Modern graphic design</p> <p>Modern fashion design</p> <p>Special Drawing (Architectural Design)</p> <p>Special Drawing (Graphic Design)</p> <p>Art History</p> <p>Architectural Composition</p> <p>Innovations in Graphic Design</p> <p>History of World Architecture</p> <p>History of Graphic Design</p> <p>History of styles in costume</p> <p>Costume Composition</p> <p>Educational practice</p>
			<p>Technical Drawing and Engineering Graphics</p> <p>Architectural Computer Programs - 3ds Max (Advanced Level)</p> <p>Architectural Computer Programs - 3ds Max (Advanced Level)</p> <p>Graphic Computer Programs</p>
Digital competencies (Digital skills)	Professional computer programs	Creates artistic and technical sketches using graphic editors and artificial intelligence	


Professional skills (Hardskills)	<p>LO₇ Uses artificial intelligence tools to generate graphics, image processing, and design personalized design solutions.</p> <p>LO₄ He is proficient in visual, technical techniques and tools, using professional computer programs to develop objects of architectural, graphic design and fashion design.</p> <p>LO₅ He has logical, intuitive methods of finding new ideas for developing a project assignment for creating objects of architectural, graphic design and fashion design when making a design decision and interacting with a customer.</p> <p>O₆ Develops architectural, graphic design, and fashion design projects</p>	Design of profile-specific objects	Develops design projects with a variety of solutions and details	<p>Graphic Computer Programs -Adobe After Effects</p> <p>Graphic Computer Programs -Adobe Illustrator</p> <p>Graphic Computer Programs - Blender</p> <p>Vector Graphics Tools</p> <p>Basics of Architectural Computer Programs - AutoCAD</p> <p>Basics of Computer Graphics</p> <p>Working with Graphic Editors</p> <p>Digital Technologies in Architecture - Revit (Beginner Level)</p> <p>Digital Technologies in Architecture - Revit (Advanced Level)</p> <p>Fashion sketching</p> <p>Artificial Intelligence in Design</p> <p>Introduction to Artificial Intelligence</p> <p>Artificial intelligence in the management of object</p> <p>Development of artificial neural networks</p> <p>Design of garments in CAD</p>
	<p>Trend Analysis and Fashion Forecasting</p> <p>Architectonics of Volumetric Forms</p> <p>Interior Graphic Design</p> <p>Landscape Design and Urbanism</p> <p>Fundamentals of Construction Drawing</p> <p>Fundamentals of Graphic Design</p> <p>Fundamentals of Applied Anthropology</p> <p>Sustainable development, ecology and life safety</p>			

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<p>based on visual interfaces, modern standards of sustainability, inclusion, and branding to create functional and emotionally expressive solutions.</p>		<p>Architecture and Interior Design Inclusive Interface and Graphics Infographics Garment Construction Constructive Clothing Design Costume Graphics Fundamentals of Imageology and Personal Branding Fundamentals of Industrial Mass-Market Fashion Design of individual residential houses Design of Small Architectural Forms (SAF) Pavilion Design Branding Design Psychology of Interaction and Visual Design Psychology of Space Perception Social Architecture and Inclusive Design Technical Drawing Typology of Architectural Design Typology in Graphic Design Digital Graphics Expo Design Fundamentals of planning student research work. Patent Studies and Portfolio Development Industrial practice I</p>
<p>LO₈ Performs a layout and samples of objects of architectural, graphic design and fashion design, taking into account planar, three-dimensional, plastic, color solutions, using expressive artistic means when presenting a design solution.</p>		<p>Accessory Design Design of Art Objects Creative Architecture Design Clothing modeling using draping technique Industrial practice II</p>

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<p>LO₁₁ Applies the principles of sustainable development, environmental safety, taking into account the economic, legal, anti-corruption and entrepreneurial aspects of the industry when developing design projects.</p>			<p>Inclusive Interface and Graphics Social Architecture and Inclusive Design</p>
<p>LO₆ Develops architectural, graphic design, and fashion design projects based on visual interfaces, modern standards of sustainability, inclusion, and branding to create functional and emotionally expressive solutions.</p> <p>LO₈ Performs a layout and samples of objects of architectural, graphic design and fashion design, taking into account planar, three-dimensional, plastic, color solutions, using expressive artistic means when presenting a design solution.</p>	<p>Design and technological</p>	<p>Develops conceptual, artistic and technological design projects</p>	<p>Fundamentals of planning student research work. Patent Studies and Portfolio Development</p>
<p>LO₉ Implements architectural, graphic, and fashion industry projects, taking into account research, technology knowledge, project documentation, material selection, design, and branding.</p>			<p>Patent Studies and Portfolio Development Graphics and Rebranding Headwear Design Book Graphics Modeling in Architectural Design Mock-up and Layout of Printed Products National Style in Architecture National Style in Graphic Design Media content design and development Design of garments in national style Transformable Apparel Design Renovation and Reconstruction of Historical Objects Typography Fundamentals of planning student research work. Architectural Design of Large-Scale Objects Design and Ergonomics Multimedia Design Engineering Systems and Equipment of</p>

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<p>LO₁₀ Applies knowledge about modern materials, their functional and environmental properties in the development of architectural, graphic design and fashion design.</p>			<p>Environmental Complexes Integrated design of low-rise residential buildings Constructive Design of Children"s Clothing Structures in Architectural Design Conceptual runway fashion design Fundamentals of Analytical Reconstruction of Historical Clothing Fundamentals of garment manufacturing technology Fundamentals of Ergonomics in Environmental Design Design of Architectural Environment Design of Low-rise Residential Buildings Design of Public Objects Advertising Campaign Design Decoration technologies in design Technology for the production of women"s and children"s light clothing Technology of Upper Assortment Products Experimental Garment Design AR and VR Technologies Web Design Pre-graduate practice / Industrial practice Architectural Design of Large-Scale Objects Graphics and Rebranding Headwear Design Book Graphics Integrated design of low-rise residential buildings Constructive Design of Children"s Clothing Structures in Architectural Design</p>
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<p>O₆ Develops architectural, graphic design, and fashion design projects based on visual interfaces, modern standards of sustainability, inclusion, and branding to create functional and emotionally expressive solutions.</p> <p>O₁₀ Applies knowledge about modern materials, their functional and environmental properties in the development of architectural, graphic design and fashion design.</p> <p>O₁₁ Applies the principles of sustainable development, environmental safety, taking into account the economic, legal, anti-corruption and entrepreneurial aspects of the industry when developing design projects.</p> <p>LO₁₂ Provides economic support for a design project. taking into account</p>	<p>Innovative materials and sustainable design</p>	<p>He has knowledge of modern materials and their composite solutions, as well as aspects of management and ecology aimed at sustainable development and environmental protection.</p>	<p>Modeling in Architectural Design Mock-up and Layout of Printed Products Materials and Composition in Architecture and Design Fundamentals of Analytical Reconstruction of Historical Clothing Design of Architectural Environment Design of garments in national style Renovation and Reconstruction of Historical Objects Decoration technologies in design Sustainable development, ecology and life safety</p>
			<p>Confectionisation of garment materials Advertising Materials Modern Materials in Architectural Design Modern Materials in Graphic Design Modern Materials in Industrial Design Eco-design Eco-design of Clothing Ecology and Architecture Sustainable development, ecology and life safety Fashion Brand Management Project Management in Graphic Design Economics of Architectural Projects and Construction Management</p>
			<p>Fashion Brand Management Project Management in Graphic Design</p>

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	<p>environmental requirements, principles of inclusion, and occupational safety rules for effective communication with design project performers and consumers.</p> <p>LO₆ Develops architectural, graphic design, and fashion design projects based on visual interfaces, modern standards of sustainability, inclusion, and branding to create functional and emotionally expressive solutions.</p> <p>LO₁₂ Provides economic support for a design project, taking into account environmental requirements, principles of inclusion, and occupational safety rules for effective communication with design project performers and consumers.</p>	Final assessment	Demonstrates the ability to comprehensively solve professional problems in the field of design, including the organization of project activities, the use of artistic and technical modeling methods, compliance with technical regulations and requirements, as well as the analysis and evaluation of the effectiveness of design solutions.	Economics of Architectural Projects and Construction Management Final assessment
		Final assessment		Final assessment




Level)	Description	5	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	
23.	<p>space, and evaluate the expressiveness of designs. The course fosters spatial thinking and foundational 3D visualization skills. Students master texturing and rendering methods. After completing the course, they will be able to develop high-quality visualizations.</p> <p>This course focuses on mastering graphic software for professional visual communication. Students study interfaces, composition principles, image editing, and layout design. They apply skills to create graphic content, analyze visual solutions, and evaluate their aesthetic and functional qualities. The course enhances digital proficiency and visual thinking.</p>	5	+																	
24.	<p>This course introduces animation and motion design tools in Adobe After Effects. Students learn to work with layers, keyframes, masks, and effects. They create video clips, titles, and motion graphics, analyzing visual techniques, composition, and timing. The course develops skills in digital animation, video design, and creative visual storytelling.</p>	5	+																	
25.	<p>This course focuses on using Adobe Illustrator for professional graphic design. Students learn vector tools, layers, styles, effects, and layout methods. They apply this knowledge to develop branding, illustrations, and advertising graphics. Students analyze composition and evaluate the visual expressiveness of projects. The course develops visual communication skills, attention to detail, and confidence in vector design.</p>	5	+																	
26.	<p>This course introduces Blender as a tool for 3D modeling and animation. Students learn basic modeling, texturing, lighting, and rendering techniques. They apply these skills to create objects, scenes, and short animations, analyzing visual outcomes and evaluating the technical and artistic quality of projects. The course develops interdisciplinary and digital design proficiency.</p>	5	+																	



Inclusive Design																				
study ergonomics, accessibility and principles of sustainable design. Upon completion of the course, they will be able to create comfortable and accessible architectural solutions for all categories of the population.																				
64. Special Drawing (Architectural Design)	5																			
The discipline develops the skills of rendering architectural forms and spatial solutions using graphic techniques. Students analyze the proportions, composition and structure of objects, master perspective images and chiaroscuro effects. The ability to critically evaluate and visualize design ideas is formed, integrating artistic and technical techniques to create expressive architectural concepts and presentation materials.																				
65. Special Drawing (Graphic Design)	5																			
The discipline focuses on developing visual communication and artistic expression skills. Students learn the basic principles of composition, color, and typography, as well as techniques for illustrating and creating graphic elements.																				
66. Technical Drawing	5																			
The course is aimed at studying graphic methods of depicting clothing with precise proportions and perspective. Students master the techniques of drawing technical sketches and the laws of form transfer.																				
67. Typology of Architectural Design	5																			
The course is aimed at studying the classification of buildings and spaces, their functional features and principles of organization. Students study typological approaches in architecture.																				
68. Typology in Graphic Design	5																			
The course studies various fonts, their styles and application in visual communications. Students will master the basic principles of working with typography, learn to choose fonts depending on the context and purpose of the project.																				
69. Digital Graphics	5																			
The course covers the basic principles and techniques of creating graphics using digital technologies. Students study vector and raster graphics, color theory, composition and typography.																				
70. Digital	5																			
This course introduces students to the basics of Building																				


	results of research in the educational process and in future professional activities.	5																		
75.	Patent Studies and Portfolio Development The course is aimed at studying the basics of intellectual property protection and developing an effective presentation of works using AI capabilities. Students master patent law and portfolio design methods.	5																		
Cycle of major disciplines																				
Elective component																				
76.	Architectural Design of Large-Scale Objects The course is aimed at teaching the development of complex urban development projects. Students study functional zones, infrastructure and spatial solutions of urban complexes, multifunctional centers. Upon completion of the course, they will be able to design large architectural objects.	5																		
77.	Graphics and Rebranding The course focuses on creating effective visual identities for brands. Students study the principles of graphic design, rebranding strategies and the application of colour theory, typography and composition.	5																		
78.	Headwear Design The course is aimed at studying the design of headwear for various styles and purposes. Students study materials, technologies and artistic techniques. After completing the course, they will be able to create unique accessories for fashion collections.	5																		
79.	Design and Ergonomics The discipline studies the principles of creating user-friendly and functional objects and interfaces. Students master the methods of analyzing user needs, designing with human factors in mind, and applying aesthetic solutions.	5																		
80.	Multimedia Design The course covers the creation and integration of various content formats, such as text, images, sound and video. Students study methods for designing interactive applications and animation, and master tools for working with multimedia materials.	5																		
81.	Engineering The discipline forms an understanding of the functioning of	5																		

Educational program	Engineering systems in the architectural environment. Students study ventilation, heating, water supply and electrical engineering. Upon completion of the course, students will be able to design complex engineering solutions for residential and public spaces.	5	+	+	+	+	+	+	+
Systems and Equipment of Environmental Complexes	The discipline introduces students to the basics of visual design of books, including typography, illustrations, and page layout. Students study the history of book graphics, current trends and technologies.	5							
82. Book Graphics	The discipline is aimed at studying the functional layout of space, architectural thinking and environmental design in the context of low-rise buildings, residential areas and neighborhoods. During the course, the student analyzes the principles of organizing living space, designs objects taking into account the architectural context, applies constructive and stylistic solutions, integrates elements of landscape and interior design, evaluates the ergonomics and sustainability of the project, and presents project documentation in digital format.	5							
83. Integrated design of low-rise residential buildings	The course is aimed at studying the development of clothing for children, taking into account age and functional characteristics. Students study design solutions and materials. Upon completion of the course, they will be able to design collections of children's clothing.	5							
84. Constructive of Design Children's Clothing	The course is aimed at studying design solutions for architectural projects. Students study the principles of static stability and materials. After completing the course, they will be able to design complex architectural structures.	5							
85. Structures in Architectural Design	The discipline is aimed at studying a scientifically based approach to the selection of materials in the design and manufacture of clothing for various purposes, the relationship between confectionery and marketing. The student acquires the skills and abilities of confectionery, taking into account a set of requirements for products, the	5							
86. Confectionisation of garment materials									


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8 Alignment of planned learning outcomes with assessment technologies and teaching methods within the module

Learning Outcomes (LO) Number	Planned learning outcomes for the module	Assessment technologies (tools)	Methods of learning and teaching
LOGED 1	Forms a system of general competencies that ensure the socio-cultural development of the future specialist's personality, based on the formation of their worldview, civic, and moral stance, oriented towards a healthy lifestyle.	Testing (midterm and final assessment) Writing essays and analytical reviews Oral questioning and discussions Group projects and presentations Individual assignments and case analysis Reflection and self-assessment	Lectures and seminars Problem-based and critical learning Case method (situation analysis) Discussions and debates Group work and role-playing games Use of digital educational resources and online platforms
LOGED 2	Capable of communication in both oral and written forms in Kazakh, Russian, and foreign languages to solve tasks related to interpersonal, intercultural, and professional communication	Oral questioning and dialogues Writing essays, business letters, and résumés; Presentations and public speaking Projects and role-playing games Tests on grammar, vocabulary, and reading comprehension	Communicative approach Interactive classes using multimedia resources Role-playing and situational games Pair and group work Discussion of texts, films, and business documentation
LOGED 3	Promotes the development of information literacy through the mastery and use of modern information and communication technologies in all areas of activity	Practical tasks in a digital environment Tests and assessments on knowledge of ICT tools Project work involving the use of ICT Individual and group presentations Student's electronic portfolio Verification of compliance with information security requirements	Lectures with demonstrations of digital technologies Workshops and computer-based training sessions Project-based learning Group work in an online environment Independent assignments followed by presentation/defense
LO 1	Applies knowledge of art history, color science, and the laws of composition to create artistic and technical sketches manually, taking into account creative ideas and visual communication methods.	Interactive lecture, brainstorming	Control questions Solving situational tasks
LO 2	Conveys the artistic intent, creativity of the	Interactive lecture, brainstorming	Control questions

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	idea for creating objects of architectural, graphic design and fashion design		Solving situational tasks
LO 3	Has the skills to develop original design solutions based on knowledge of composition, color science, art history and design	Interactive lecture, brainstorming	Control Solving situational tasks
LO 4	He is proficient in visual, technical techniques and tools, using professional computer programs to develop objects of architectural, graphic design and fashion design.	Interactive lecture, brainstorming	Control Solving situational tasks
LO 5	He has logical, intuitive methods of finding new ideas for developing a project assignment for creating objects of architectural, graphic design and fashion design when making a design decision and interacting with a customer.	Round table, brainstorming, case method, including special formats such as master classes and creative screenings	Project defense, colloquium, creative screening
LO 6	Develops architectural, graphic design, and fashion design projects based on visual interfaces, modern standards of sustainability, inclusion, and branding to create functional and emotionally expressive solutions	Interactive lecture, brainstorming	Control Solving situational tasks
LO 7	Uses artificial intelligence tools to generate graphics, image processing, and design personalized design solutions	Round table, brainstorming, case method, including special formats such as master classes and creative screenings	Project defense, colloquium, creative screening
LO 8	Performs a layout and samples of objects of architectural, graphic design and fashion design, taking into account planar, three-dimensional, plastic, color solutions, using expressive artistic means when presenting a design solution.	Round table, brainstorming, case method, including special formats such as master classes and creative screenings	Project defense, colloquium, creative screening
LO 9	Implements architectural, graphic, and fashion industry projects, taking into account research, technology knowledge, project documentation, material selection, design, and branding.	Round table, brainstorming, case method, including special formats such as master classes and creative screenings	Project defense, colloquium, creative screening

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LO 10	Applies knowledge about modern materials, their functional and environmental properties in the development of architectural, graphic design and fashion design.	Round table, brainstorming, case method, including special formats such as master classes and creative screenings	Project screening	defense, colloquium, creative
LO 11	Applies the principles of sustainable development, environmental safety, taking into account the economic, legal, anti-corruption and entrepreneurial aspects of the industry when developing design projects.	Round table, brainstorming, case method, including special formats such as master classes and creative screenings	Project screening	defense, colloquium, creative
LO 12	Provides economic support for a design project, taking into account environmental requirements, principles of inclusion, and occupational safety rules for effective communication with design project performers and consumers.	Round table, brainstorming, case method, including special formats such as master classes and creative screenings	Project screening	defense, colloquium, creative

9 Correlation of learning outcomes of the educational program with the labor functions of professional standards (if any)

Name of the professional standards used	Professions at level 6 and/or 7 of the SQF	Labor functions	Tasks	Learning outcomes for the educational program
Designer in the arts (Art designer, graphic designer, interior designer, industrial designer and others)	6	<p>LF 1. Creating an author's design idea</p> <p>Task 1: рской идеи</p>	<p>Task 1: Creating technical sketches by hand and using graphic editors</p> <p>Task 2. Making a layout of a design object</p>	<p>LO 4 Has visual, technical techniques and tools, using professional computer programs for working on objects of architectural, graphic and fashion design</p> <p>LO 9 Implements architectural, graphic projects as well as projects in the fashion industry, taking into account scientific research, knowledge of technology, project documentation, materials selection, design and branding</p>
	LF 2. Development of design	Task 1: Conducting pre-project		LO 3 Has the skills to develop original design solutions based on the

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<p>projects with a variety of solutions and details</p>	<p>design research Task 2. Development and coordination of the project task with the customerного задания Task 3. Conceptual and artistic and technical development of design –projects Task 4. Author's supervision of the implementation of work on the implementation of design projects</p>	<p>knowledge of the company, color studies, art history, and design LO 7 Uses artificial intelligence tools to generate graphics, process images, and design personalized design solutions LO 10 Applies knowledge about modern materials, their functional and environmental properties, and develops architectural, graphic, and fashion design LO 12 Provides economic support for a design project, taking into account environmental requirements, principles of inclusion, and occupational safety rules for effective communication with design project performers and consumers.</p>
<p>Requirements for personal competencies</p>	<ul style="list-style-type: none"> ▪ Emotional intelligence ▪ Analytical thinking ▪ Politeness ▪ Concentration and attention management ▪ Responsibility 	<ul style="list-style-type: none"> ▪ Organization Creativity ▪ Sense of aesthetics ▪ Focus on achieving results ▪ Creative approach to finding ways to complete tasks

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10 Graduate model

GRADUATE MODEL		
Competencies (soft skills, digital skills)		Skills
Attributes of a graduate	knowledge	Skills
Are able to express a creative idea in a visual artistic form	of Color Theory and coloristics, composition, engineering graphics, academic drawing and painting, graphic techniques, material studies, ergonomics, typography, photography	Create artistic and technical sketches by hand and use graphic editors
To materialize the concept in the form	Fundamentals of artistic of Complete mock-ups of design objects based on	Perform mockups shapes, proportions, texture and color
Ready to organize the project process from the idea to the completion	of the Forms and structure of the project task, methods for collecting and analyzing information	Develop and agree on the project task, form stages and deadlines
Ensures that the finished product complies with the project and quality standards of the design and Quality	Control Methods and regulatory requirements in the & future	Carry out author supervision, draw up reports on project implementation
It is able and create competitive projects that take into account market conditions of market conditions	the Principles of management, budgeting and marketing	To evaluate the cost-effectiveness of projects, identify risks, and develop commercial proposals
Professional skills (hard skills)		
<p>Conducting professional activities in the field of design. Creation of author's design works, complex design projects, industrial designs and series in accordance with the tasks set and the needs of the target audience</p> <p>Is able to develop author's design ideas and embody them in artistic and technical sketches both manually and using specialized graphic editors. The graduate knows how to create layouts of design objects based on shape, proportions, texture, color schemes and material properties. It allows you to conduct pre-project research, analyze fashion and functional trends, study the needs of the target audience, and perform a comparative analysis of analogs.</p> <p>In the field of design, the graduate is able to develop and coordinate a project task, form stages and deadlines for work completion, as well as carry out conceptual and artistic and technical development of design projects with the variability of solutions and their feasibility study.</p> <p>The graduate is able to organize the work of a creative team and manage the process of executing design projects, is able to evaluate the commercial effectiveness of projects and develop competitive solutions focused on the market.</p>		

Designer in the arts (Art designer, graphic designer, interior designer, industrial designer and others)

ЭКСПЕРТНОЕ ЗАКЛЮЧЕНИЕ

на образовательную программу 6В02100 – Дизайн (по направлениям)
по направлению подготовки 6В021 – Искусство

Наименование организации образования/предприятия – партнера по разработке образовательной программы

ТОО «Международный университет Астана», Казахстан, г. Астана

Общая характеристика образовательной программы

Образовательная программа «6В02100 – Дизайн (по направлениям)» разработана в строгом соответствии с Национальной рамкой квалификаций, Отраслевой рамкой квалификаций и профессиональными стандартами в области дизайна и архитектуры. Программа отличается междисциплинарным подходом, корректно сочетая направления архитектурного, графического и модного дизайна, что обеспечивает комплексную подготовку специалистов с широким кругозором.

Актуальность программы обусловлена высоким спросом на дизайнеров, способных интегрировать архитектурные решения с современными цифровыми технологиями, принципами устойчивого развития и инклюзии. Новизна программы проявляется в интеграции курсов по искусственному интеллекту, BIM-технологиям, устойчивому и инклюзивному проектированию. Уникальность — в сбалансированном сочетании фундаментальной художественной подготовки и прикладных профессиональных навыков, необходимых архитекторам-дизайнерам в современных условиях.

Программа отвечает запросам работодателей, ориентирована на практическую деятельность, включает проектные и исследовательские задания, а также адаптирована для обучения лиц с особыми образовательными потребностями.

Описание и оценка структуры образовательной программы

Структура программы сбалансирована и включает широкий спектр базовых и профилирующих дисциплин, направленных на формирование ключевых профессиональных компетенций архитектора-дизайнера: от академического рисунка и архитектурной композиции до современных цифровых технологий в архитектуре (AutoCAD, Revit, 3ds Max, Blender).

Базовые дисциплины формируют фундаментальные художественные и инженерные знания, профилирующие — закрепляют умения комплексного проектирования, разработки архитектурных объектов различного масштаба и назначения. Особое внимание уделено дисциплинам «Современный архитектурный дизайн», «Социальная архитектура и инклюзивный дизайн», «Комплексное проектирование малоэтажной жилой застройки», что обеспечивает соответствие подготовки современным профессиональным вызовам.

Профессиональные практики (учебная, производственная, преддипломная) логично встроены в образовательный процесс, полностью соответствуют видам профессиональной деятельности архитектора и способствуют формированию навыков реального проектирования и взаимодействия с заказчиком.

Общее заключение

Образовательная программа «6В02100 – Дизайн (по направлениям)» является востребованной на региональном и национальном рынке труда, соответствует современному уровню развития архитектурного и дизайнерского образования, а также актуальным тенденциям в области науки, техники и производства.

Программа обеспечивает выпуск специалистов, способных к разработке авторских архитектурных концепций, комплексных дизайн-проектов и внедрению инновационных технологий в архитектурную практику. Высокое качество содержания и

междисциплинарный подход позволяют выпускникам быть конкурентоспособными как в Казахстане, так и на международном уровне.

Рекомендации по использованию или усовершенствованию образовательной программы

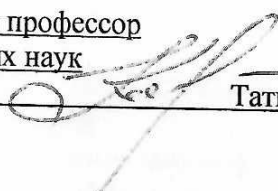
- Продолжить развитие цифровой составляющей программы, включая углубленное освоение BIM и VR/AR технологий в архитектуре.
- Усилить блоки по устойчивому и «зеленому» проектированию с учетом мировых трендов.

Эксперт

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Высшей школы искусства и гуманитарных наук

Международного университета Астана

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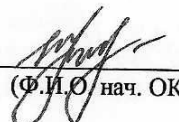
(Ф.И.О.)

_____ 2025 г.



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_____ заверяю нач. ОК


(Ф.И.О. нач. ОК)

А.М. Кожаметова

Экспертное заключение

на образовательную программу 6В02100 – Дизайн
по направлению подготовки 6В021 – Искусство

Наименование организации-партнёра по разработке образовательной программы:
Евразийский союз дизайнеров, г. Астана, Республика Казахстан

Общая характеристика образовательной программы

Образовательная программа «Дизайн» разработана в соответствии с Национальной рамкой квалификаций, Отраслевой рамкой квалификаций и действующими профессиональными стандартами в области дизайна. Программа обладает актуальностью и новизной, ориентирована на подготовку высококвалифицированных специалистов, способных эффективно работать в условиях динамичного развития креативных индустрий и современного рынка.

Содержание программы отвечает актуальным запросам работодателей и обучающихся, обеспечивает формирование востребованных компетенций, включая художественно-проектные, технологические, управленческие и цифровые навыки. Особое внимание уделено практико-ориентированной подготовке, что проявляется в большом объеме проектных заданий, участии студентов в конкурсах и выставках, а также в организации производственных и творческих практик на базе профильных организаций. Программа адаптирована для обучения лиц с особыми образовательными потребностями, что повышает её доступность и инклюзивность.

Описание и оценка структуры образовательной программы

Структура образовательной программы сбалансирована и включает базовые дисциплины, формирующие общекультурные и аналитические компетенции, и профилирующие дисциплины, направленные на развитие профессиональных навыков в различных направлениях дизайна (архитектурный, графический, дизайн моды). Учебные планы и программы дисциплин согласованы с компетентностной моделью выпускника, обеспечивая комплексное формирование как soft skills, так и hard skills.

Профессиональная практика организована в несколько этапов и соответствует видам профессиональной деятельности дизайнера: от аналитики и проектирования до авторского надзора и презентации проекта заказчику. Задания практик позволяют интегрировать полученные знания и умения в реальных условиях, развивая самостоятельность и профессиональную ответственность студентов.

Общее заключение

Образовательная программа «Дизайн» востребована на региональном и национальном рынке труда, соответствует современному уровню развития образования, науки, техники и производства. Программа демонстрирует высокий уровень методического и содержательного обеспечения, а подготовка специалистов отвечает актуальным требованиям работодателей. Реализация программы способствует формированию конкурентоспособных и креативных кадров для экономики Казахстана.

Рекомендации по использованию и усовершенствованию образовательной программы

Рекомендуется активно использовать образовательную программу в учебном процессе, продолжить развитие сотрудничества с индустриальными партнёрами, расширять международное взаимодействие и привлекать студентов к участию в межвузовских и международных творческих проектах, а также регулярно актуализировать содержание дисциплин в соответствии с изменениями в профессиональных стандартах и тенденциями в дизайне.

Председатель Евразийского Союза Дизайнеров  Е.С. Асылханов