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| Syllabus  Al-Farabi Kazakh National University Faculty of Journalism Publishing, publishing and design department Plan 3rd year, spring semester 6 semester 2020-2021 academic year | | | | | | | | | | |
| Code of discipline | Name of discipline | | Type | Сағ. аптасына  Hours per week | | | | Number of credits | | ECTS |
| Лек The lecture | Practice | | Lab |
|  | Design psychology | | ОК | 1 | 0 | | 2 | 3 | | 5 |
| Lecturer | | Abisheva O.T. doctor Art history, professor | | | | Office time  13-00 | | | Schedule of lessons | |
| **e-mail** | | artbura@gmail.com | | | |
| Phones | | 87013641461(ішкі нөмірі 1348), | | | | Audience | | | 204 | |

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| Course academic  presentation | Оқу курсының типі: теориялық, тәжіибелік.  Type of course: theoretical, practical The content of the discipline "Design psychology -  designing . Theme Design History  Historical background of design activity; main stages  the establishment of design activities. The development of foreign and domestic  design. The similarity and difference in the ways of design development in Russia and Europe.  2. Topic Origins and ways of forming design and art  culture.  Design creates a "visual language" - a special form language that gives ideas  visual expression. Design form - a sign of material, technology  and the quality of manufacture of a thing and its social being in the system of culture Theme Design Theory  Methodological foundations of design activities. Theoretical  understanding of the activity. Basic design categories. Process content  design design  4. Theme Design as Art The essence and specificity of the design image, as a material-subject materialized idea of ​​the ideal of real life. Ratio design and artistic image. Synthesis of science, art and technology in solving aesthetic problems of design projects. 5. Theme Design Technique The main stages of the development of a design project. Methods design design. Design tools. 6. Theme Stages of system design of a graphic object The structure of the system design of the graphic object. Designing a graphic object - a single system  The purpose of mastering the discipline is the formation of ideological, methodological and methodological  the basics of the professional activity of the designer, mastery of the basic principles of conducting design studies in the development of design solutions, the design project To successfully master the discipline, the student must possess the competencies obtained in the study  disciplines "History of design, science and technology", "History of architectural design  environment "," Fundamentals of theory and methodology of design design  the formation of creative thinking, the unification of knowledge of the basic laws and methods of creation  artistic image, followed by the implementation of the design project. |
| Prerequisites and prerequisites | BIN "Basics of Publishing". KN "Bibliology". BIS Publishing Standards |
| Information resources | 2. Educational and methodological and information support of the discipline  “History and design design techniques” Main literature:  1. Berdnik, T.O. Fundamentals of graphic art design  object and outline graphics. Rostov n / a. D.010.  2. Bhaskaran L. Design and time: Transl. From English. - M.: Art Spring, 2009.  3. Valkova NP, Grabovenko Yu.A. Design: Essays on Systemic Theory  designing. M., 2009  4. Voronov N. V. Russian design: Essays on the history of Russian  design. TT 1 and 2. - M.: Union of Designers of Russia, 2009  5. Glazychev V. Design as it is: Ed. 2nd, add. - M .: Europe, 2011. 6. Zherdev, E.V. Metaphorical image in design. M., 2009. 7. Kondratiev, K.A. Design and ecology of culture. M., 2010. 8. Koveshnikova ON. Design: History and Theory: Textbook. allowance. - M .: Omega-L, 2010. 9. Lavrentiev A.N. History of Design: Textbook. allowance. - M .: Gardariki, 2009. 10.Medvedev, V.Yu. The essence of design. SPB., 2009 11. Rute V.F., Senkovsky V.V. Fundamentals of design theory and methodology: Textbook allowance. 3rd ed., Revised. and add. - M.: MZ Press, 2010. 12. Hiller B. Style of the XX century: TRANS. from English - M.: WORD / SLOVO, 2009  Online: Auxiliary Theoretical Textbooks and Homework Materials  Advanced Literature: 1.Design. Illustrated Slavic-language Handbook: Under the Editors' Guide G.B. Minervina and V.T. Shimko. - M.: Architecture-C, 2004. 2.Design on the high school. - M.: VNITITE, 2000. 3.Designer image design in cost pages: Informational and analytical review - M.: VNITITE, 2005. 4.Cantor K. True about the design. - M.: ANIIR, 2001. 5.Musky S.A. Technique of 100 Great Kingdoms. - M.: Veche, 2005. 6.Route VF, Senkovsky VV Basic theory and methodology of design: Please. please 3rd ed., Pererab. e ball - M.: MZ Press, 2005. 7.Hiller B. Style XX veka: Per. s english. - M.: SLOVO / SLOVO, 2004. univer.kaznu.kz. can be obtained from the EMC on the website Materials for the teaching of discipline are provided with the information needed to prepare qualified professionals for the publishing industry. Apart from extensive theoretical material, this course uses extensive video materials, textbooks and teaching aids, and special presentations. Homework assignments allow practical implementation of theoretical material. |
| Policy of the academic course in the context of university values | **Rules of academic behavior:**  Mandatory attendance at classes. Conflict prevention technology. Missing classes without prior notice to the teacher, estimated at 0 points. Is obliged to hand over and execute tasks (IWS, midterm, control, laboratory, projecting, etc.), projects, exams. In the course of homework assignments the student will be assessed the penalty points deducted in case of non-compliance  .  **Academic values:** Academic values ​​and honesty: independent performance of all tasks; prevention of plagiarism, falsehood, the use of cribs, the transfer of knowledge at all stages of the test, deception of the teacher and their poor attitude to him. (Code of honor of KazNU students) Students with disabilities will be able to receive help at: Email: akmoldir@mail.ru, 13-48. |
| Assessment policy and certification | Criteria-based assessment: assessment of the results of teaching the descriptors (examination of competence in the midterm examination and examination). Collective assessment: assessment of activity and participation of audience, IWS (project / case / program / slides) The formula for calculating the final grade.  The final grade is calculated by the formula: On the subject to the conclusion = (РК1 + РК2) / 2 ∙ 0,6 + 0,1МТ + 0,3ИК |

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| **Timetable for the implementation of the course content:** | | | |
| Week | Name of theme (lecture, practical task, SIW) | Number of hours | Maximum score |
|  | **Block 1** |  |  |
| 1-2 | 1.Tema History design  Historical design-design preferences; Basic stages  design design-specificity. Expansion of cost and income  design. The Ministry of Education and Development of Russia is designing in Russia and Europe. | 2 |  |
|  | 3. Workshop for customization, check form,mid-range controller. | 6 | 3 |
| 3-4 | 2. Subjects of the project and training of the project-human culture. The design extends the `` visual language '' - the original language form, the cool idea zirstalny vyrazhenie. Design form - only material and technology and the quality of the most important and most social aspects of the system culture | 2 |  |
|  | Terms used in printing and calculation of volume indicators of publications | 6 | 3  3 |
|  | 1. Esse. Problems of the book publishing industry at the present stage |  | 7 |
|  | 1. Esse .Acceptance of reports (debate) |  |  |
| 5 | 3. Theme Design Theory  Methodological foundations of design activities. Theoretical  understanding of the activity. Basic design categories. Process content  design design | 2 |  |
|  | 4.Tema Design as a guide  Specificity and design of the image, as material-predicted  high-quality prediction with the ideal of real life. Fiction  designer and good image. Synthesis of techniques, techniques and techniques  in the decision of the aesthetic designers of the projects. | 6 | 3 |
|  | 2.Esse |  | 7 |
|  | 2. Admission of Esse(written) |  |  |
|  | **2-блок** |  |  |
|  | Border control |  | 100 |
| 6 | Publishing planning | 2 |  |
|  | .Tema Methodology design  The basic stages of design-project development. Method  design-projecting. The average design-projecting. | 6 | 3 |
|  | discussion and debate on scientific work |  | 7 |
|  | 3debate and discussion on research topics |  |  |
| 7 | 6.Theme Stages of systemic design of graphic objects  The structure of the graphic design of the system object.  Graphic object projecting - a new system. | 2 |  |
|  | .  **Independent work**. To conduct a comparative analysis oftheformation and development of design  in Kazakhstan and abroad. | 6 | 3  3 |
|  | . Conduct a comparative analysis of the design culture of the East and  Of the West. |  | 7 |
|  | Esse |  |  |
| 8 | Theoretical analysis of patterns of development  design design. |  |  |
|  | Sociocultural problems in designing |  | 3 |
|  | Learn more about design. |  | 7 |
|  | Design and design in designing. |  |  |
| 9 | Identification of project-culture in design-projection. | 2 |  |
|  | Agitation-mass production, conformation of the Book | 6 | 3 |
|  | Slider graphic settings. |  | 8 |
|  | Identification of project-culture in design-projection |  |  |
| 10 | Identification of project-culture in design-projection | 2 |  |
|  | . Geometry of utilitarian forms and even local colors | 6 | 3 |
|  | The concept of the shape of the predefined prediction |  | 8 |
|  | Obtaining the technology of manufacturing of cardboard. |  |  |
|  | **Midterm exam** |  | 100 |
|  | Block 3 |  |  |
| 10 | for term papers:  1. Female image in advertising  2. Corporate identity jewelry salon  3. Design of printed matter  4. The basics of shaping in graphic design  5. Drawing in book design  6. Design features of a foreign and Russian magazine for  7. men  8. The graphic embodiment of social advertising  9. Graphic embodiment of child symbolism  10. Graphic features of the creation of theatrical posters  11. Creation of promotional products for travel agencies  12. The art of subculture in advertising  13. Horror movie ads and features  14. Features of the color scheme for the corporate identity of children  15. garden | 2 |  |
|  | lesson Model for publication preparation | 6 | 3 |
| 11 | 16. Artistic image in design  17. Children's theme in graphic design and its shaping  18. Symbols in creating a calendar  19. Photography and advertising  20. Male image in advertising  21. Modernism in graphic design  22. The evolution of the magazine for women  23. The graphic embodiment of computer games | 2 |  |
|  | Lesson Design | 6 | 3 |
| 12 | Lesson Design technique | 2 |  |
|  | lesson Design theory | 6 | 3 |
| 13 | lecture Design as an Art | 2 |  |
|  | **Themes of abstracts**  1. The basics of shaping in graphic design.  2. The graphic embodiment of social advertising.  3. Graphic features of the creation of theatrical posters.  4. Subculture art and design.  5. Artistic image in design design.  6. Symbols in the design design of the calendar.  7. Photography and advertising.  8. Modernism in graphic design.  9. Graphic embodiment of computer games  шығындар. Баспа өнімінің өзіндік құнын және жалпы баспаның өзіндік құнын есептеу. Жалақы және салықтар. | 6 | 4 |
| 14-15 | . Develop and compile a table of stages in  design design. | 2 |  |
|  | To analyze the impact of art on  design. | 6 | 3  3 |
|  | Border control |  | **100** |
|  | The conclusion |  | 300 |

**Back to Review:**

1. Obtaining the technology of manufacturing of cardboard.

2. Slightly good.

3. The concept of the shape of the predefined prediction.

4. Geometry of utilitarian forms and even local colors.

5. Slider graphic settings.

6. Agitation-mass production, conformation of the Book.

7. Identification of project-culture in design-projection.

8. Method in Resolving Tasks of Graphic Object Designing.

9. Design and design in designing.

10.Learn more about design.

11. Sociocultural problems in designing

Dean of the Faculty S.Medeubec

Chairman of the Methodological Council M.Negizbaeva

The head of the department is A. Ramazan

The lecturer О.Т.Абишева