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| SyllabusAl-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 time13-00 | Schedule of lessons |
| **e-mail** | artbura@gmail.com |
| Phones | 87013641461(ішкі нөмірі 1348),  | Audience | 204 |

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| Course academicpresentation | Оқу курсының типі: теориялық, тәжіибелік. Type of course: theoretical, practical The content of the discipline "Design psychology -designing . Theme Design HistoryHistorical background of design activity; main stagesthe establishment of design activities. The development of foreign and domesticdesign. The similarity and difference in the ways of design development in Russia and Europe.2. Topic Origins and ways of forming design and artculture.Design creates a "visual language" - a special form language that gives ideasvisual expression. Design form - a sign of material, technologyand the quality of manufacture of a thing and its social being in the system of culture Theme Design TheoryMethodological foundations of design activities. Theoreticalunderstanding of the activity. Basic design categories. Process contentdesign design4. 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 systemThe purpose of mastering the discipline is the formation of ideological, methodological and methodologicalthe 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 studydisciplines "History of design, science and technology", "History of architectural designenvironment "," Fundamentals of theory and methodology of design designthe formation of creative thinking, the unification of knowledge of the basic laws and methods of creationartistic 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 designobject 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 Theorydesigning. M., 20094. Voronov N. V. Russian design: Essays on the history of Russiandesign. 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 designHistorical design-design preferences; Basic stagesdesign design-specificity. Expansion of cost and incomedesign. 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 | 33 |
|  | 1. Esse. Problems of the book publishing industry at the present stage  |  | 7 |
|  | 1. Esse .Acceptance of reports (debate) |  |  |
| 5 |  3. Theme Design TheoryMethodological foundations of design activities. Theoreticalunderstanding of the activity. Basic design categories. Process contentdesign design | 2 |  |
|  | 4.Tema Design as a guideSpecificity and design of the image, as material-predictedhigh-quality prediction with the ideal of real life. Fictiondesigner and good image. Synthesis of techniques, techniques and techniquesin 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 designThe basic stages of design-project development. Methoddesign-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 objectsThe 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 designin Kazakhstan and abroad. | 6 | 33 |
|  | . Conduct a comparative analysis of the design culture of the East andOf the West. |  | 7 |
|  | Esse |  |  |
| 8 | Theoretical analysis of patterns of developmentdesign 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 advertising2. Corporate identity jewelry salon3. Design of printed matter4. The basics of shaping in graphic design5. Drawing in book design6. Design features of a foreign and Russian magazine for7. men8. The graphic embodiment of social advertising9. Graphic embodiment of child symbolism10. Graphic features of the creation of theatrical posters11. Creation of promotional products for travel agencies12. The art of subculture in advertising13. Horror movie ads and features14. Features of the color scheme for the corporate identity of children15. garden | 2 |  |
|  | lesson Model for publication preparation | 6 | 3 |
| 11 | 16. Artistic image in design17. Children's theme in graphic design and its shaping18. Symbols in creating a calendar19. Photography and advertising20. Male image in advertising21. Modernism in graphic design22. The evolution of the magazine for women23. 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 gamesшығындар. Баспа өнімінің өзіндік құнын және жалпы баспаның өзіндік құнын есептеу. Жалақы және салықтар. | 6 | 4 |
| 14-15 | . Develop and compile a table of stages indesign design. | 2 |  |
|  |  To analyze the impact of art ondesign. | 6 | 33 |
|  | 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