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The article deals with the problems of training designers, namely. This article provides a brief overview of the pedagogical concept of creating an artistic image during the design process. This publication reveals scientific potential for the theoretical justification of this learning technology, also includes the short didactic description of system of graphic exercises, intended for the development of design thinking of design students costume.

Keywords: design education; graphic image; thinking; individuality; Design industry; creative activity;

One of the main tasks of higher education institutions is the training of highly qualified and professionally competent specialists. Modern industry requires professionals capable of full self-actualization, manifested in design thinking. In the context of professional design education, the artistic and creative process of teaching students is seen as a process aimed at the actualization of project thinking. To study professional thinking, it is necessary to pay attention to the specificity of artistic and project designing. The concept of "project image" is considered as an alloy of various aspects of the theoretical and practical activities of the designer. The problem of the formation of professional thinking is not well developed now. The pedagogical system for the formation of project-shaped thinking takes place on the basis of the student's gradual mastery of the structure of the creative design process, which includes a system of graphical tasks as practical design actions. In this article is considered a methodical concept developed at the Omsk Design School is designed to develop design-minded thinking of design students in costume design classes. The aim of this methodology – theoretical and practical solution to the problems of formation project creative thinking of design students in the classroom on design using graphics. In accordance with this methodology, the main components of the artistic and graphic image were systematized and structured. The process of creating a graphic presentation image is decomposed into main stages, as a result of a consistent and parallel implementation of which the author's concept of creating an image is realized. The author's technique, successfully proven in practice, suggests using a sketch made "from nature", as the basic basis for creating a presentation and project image. The process of creating a project image is based on the phased implementation of the elements of the graphic image. A system of graphic tasks has been developed, which includes the following stages:

1. Performance of the sketches "from life" using various graphic materials and techniques;

2. Based on the best sketch, images are executed in which various graphic means are used: line, spot, stroke, texture;
3. On the basis of the initial sketch, various variants of the stylization of this outline are performed;
4. The original sketch is interpreted on the basis of various semantic elements.
5. Composite means for constructing a graphic sheet is a very important part of the process of creating an image. Knowledge and effective application of means and laws of composition helps to realize the basic idea of the image. The practical significance of the work is that the developed methodology of graphic assignments is aimed at the formation of professional thinking and improving the educational process for designing. The system of graphic tasks data can become a basis for improving the curricula "Project graphics", "Doing specialty" and "Special drawing".

Theoretical substantiation of this technique is necessary for further consideration of the scientific aspects of the process of forming students' project thinking, taking into account the specific features of graphic receptions. The developed exercises are intended for the development of project thinking, the results of which can become the basis for further development of psychological and pedagogical questions in the teaching of design. There is a need for further elaboration of the typological bases of design and graphic skills and skills that systematize the teaching of artistic and project creativity. This can become the basis for further scientific research aimed at actualizing the formation of project-shaped thinking and developing the creative abilities of students through graphics.

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