



7M01403 Artistic Work, Graphics and Design

The purpose of the educational program: Preparation of highly qualified master's teachers with pedagogical knowledge in the field of artistic work, graphics and design capable of successfully carrying out research and management activities.

1.2 VISION, MISSION, PROGRAM GOAL, VALUES, UNIVERSITY GRADUATE ATTRIBUTES

Vision:

An intellectual platform that develops teachers who can manage in a rapidly changing world.

Mission:

Formation of teacher leaders who are able to create, develop and disseminate advanced knowledge and values in the field of education for the benefit of the country and the world.

Program goal:

The university aims to become a hub for innovative methods of teaching, learning and research, as well as the development of rural education in Central Asia.

Values:

Integrity, dedication to one's work, concern for others.

University graduate attributes:

- Self-taught, able to reflect and explore their practice
- Responsible and have moral and ethical qualities
- Have deep subject, digital knowledge and a broad intellectual outlook
- Creative and critical thinking, collaborative and communicative
- Practice leadership in teaching and learning, and are adaptable to rapidly changing environments
- Diverse, inclusive and for equality of opportunity in society

1.3. THE RATIONALE BEHIND THE EDUCATION PROGRAM

Justification:

The relevance of training teachers of art work, graphics and design is due to the need to train qualified personnel in a new format in accordance with the new reform of the education system according to the updated program, since "Art work" and "Graphics and design" are studied in secondary schools as integrated disciplines.

In a market economy, the most important tool that ensures the sustainability of the competitiveness of an enterprise in the market is the training of professionals in accordance with the current requirements for its external and internal environment.

Based on the needs of consumers and employers, a program has been developed for the training of scientific and pedagogical personnel for the vocational education system for the formation and development of the younger generation owning innovative technologies, aimed at ensuring a high level of moral, intellectual, cultural development and professional competence, including a continuous process of education and training .

Market need. Statistical analysis was carried out on the basis of the official website of the education departments in the automated collection system "National Educational Database" (NEBD) <https://e.edu.kz/statistics.html>, and the information and analytical center <http://iac.kz>.



The national educational database showed that in Kazakhstan there are 7413 organizations of primary, basic secondary and general secondary education, 906 organizations of additional education for children.

1.4. DISTINCTIVE FEATURES OF THE EDUCATIONAL PROGRAM

Academic mobility	Trakya University (Antalya, Turkey), Ankara Haci Bayram Veli University (Ankara, Turkey), Kyrgyz State University named after I. Arabaev (Republic of Kyrgyzstan), Karshi State University (Republic of Uzbekistan), Shakhrisabz State Pedagogical Institute (Republic of Uzbekistan).
Dual Degree Program	-
Additional educational program (Minor)	-

Coincidence with similar Education Program of leading universities in the near and far abroad

Akdeniz University-20 %; Tomsk state pedagogical University-20 %;

1.5. GRADUATE CAREER OPPORTUNITIES

Higher education institutions; research institutes; institutes for advanced training and retraining of personnel in the education system; authorized and local executive bodies in the field of education; vocational education organizations of all types and types (general education schools, art college, secondary vocational college and lyceums, schoolchildren's home and cultural centers, children's creative organizations and art studios).

1.6. AREAS OF PROFESSIONAL COMPETENCE

Area of professional competence 1

in the field of educational activities:

- design and organization of the pedagogical process in General education, professional educational institutions, higher educational institutions, diagnostics, correction, forecasting of the results of pedagogical activity;
- organization of subject activity of students in General education, professional educational institutions, higher educational institutions;
- study, generalization, dissemination of innovative experience in the field of education.

Area of professional competence 2

in the field of educational activities:

- management of the process of formation and development of the personality of students in General education, vocational educational institutions, higher educational institutions;
- design and organization of educational work in accordance with the laws, laws, principles, educational mechanisms of the pedagogical process;
- reasonable selection of various forms and methods of education and training of students of organizations, professional and technical colleges and pedagogical universities;
- formation of social and ethical values based on public opinion, traditions, customs, social norms and their use in professional activities;
- compliance with the norms of business ethics, mastering ethical and legal norms of behavior;



Area of professional competence 3

in the field of educational and technological activities:

- reasonable selection and use of innovative pedagogical technologies in the educational process;
- organization of search and processing of information about the subject activity of students, about the educational process using information and communication technologies;
- the ability to put into practice the acquired knowledge in the field of professional and socio-humanitarian disciplines.

Areas of professional competence 4

- designing and organizing favorable conditions and providing pedagogical support for the education and development of students;
- formation of an objective assessment of the personal level of claims, norms of business ethics, ethical and legal norms of behavior;
- mastering methods of physical, spiritual and intellectual self-development, formation of psychological literacy, culture of thinking and behavior.

Area of professional competence 5

in the field of research activities:

- planning and organization of scientific research, knowledge of the algorithm of research activity;
- planning and organization of the study of scientific and methodological literature;
- planning and organization of the study and generalization of innovative pedagogical experience of vocational training;
- planning and organization of pedagogical experiments with the implementation of their results in the educational process;
- performing scientific research in specialized disciplines in various scientific and educational institutions;
- the ability to creatively use the achievements of theory and technology, to summarize the results of research work;
- the ability to objectively evaluate the results of their research activities, apply methods of processing scientific and pedagogical research, anticipate possible positive and negative consequences of search work.

Area of professional competence 6

in the field of organizational and managerial activities:

- planning and organization of the content-procedural component of the educational process (the content of courses of disciplines of professional, higher education, selection of materials, methods, techniques, means for meaningful activity and organization of the developing environment and its use as a means of educating the personality of students at different levels of education);
- managerial activity in state structures of various levels of education.

1.7. EDUCATIONAL PROGRAM LEARNING OUTCOMES:

LO1 – Focuses on topical issues of modern philosophy of science and the professional foundations of speech communication;

LO2 – He has theoretical and methodological foundations for the development of the science of pedagogy and psychology, management processes and teaching methods, the essence and content of psychological and pedagogical research;



LO3 – Knows the content and goals of the main directions of research work in educational institutions and management functions in specialized organizations;

LO4 – Able to analyze, evaluate and synthesize in the course of scientific research the results of pedagogical and individual artistic and creative activities in the field of information, digital, artistic labor, graphics and design; possesses theoretical knowledge and practical skills in the use of modern multimedia technologies and new media in the creation of design art projects;

LO5 – Uses methodological and conceptual knowledge by conducting scientific research in the development of new knowledge; possesses the skills of creating technological documentation, including the introduction of modern computer technologies, design, application in scientific and educational activities;

LO6 – Possesses knowledge of pedagogical art and modern pedagogical methods and technology necessary for the effective organization of the educational process in the field of artistic creativity based on the updated content of education;

LO7 – Knows the classification of art forms, he has a conceptual apparatus that determines the specifics of art in various epochs of world culture; teaching the values of the social system, manifested in a special form of world and national culture; has knowledge of current trends and currents in the field of visual art and design to create art projects that meet the requirements of the modern market;

LO8 – Plans, organizes experimental research works, determines approaches to solving the tasks of a scientific project and develops a program and methodology; carries out comprehensive monitoring of scientific research based on diagnostics, analysis and generalization;

Matrix of correlation of learning outcomes for the EP and the attribute graduates:

	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8
AG1	+			+	+	+	+	
AG2	+	+		+	+		+	+
AG3			+	+	+	+		
AG4		+		+	+	+	+	+
AG5	+	+	+	+	+		+	+
AG6			+	+	+	+	+	+

1.8. REFERENCES

The educational program is developed based on the following legal acts:

1) State mandatory standard of higher and postgraduate education, approved by Order of the Minister of Science and Higher Education of the Republic of Kazakhstan dated July 20, 2022 No. 2. Registered with the Ministry of Justice of the Republic of Kazakhstan on July 27, 2022 No. 28916.

2) Professional standard "Teacher", approved by order of the Acting Minister of Education of the Republic of Kazakhstan dated December 15, 2022 year No. 500. Registered with the Ministry of Justice of the Republic of Kazakhstan on December 19, 2022 No. 31149.

3) Methodological recommendations on the organization and conduct of pedagogical practice for students of the field of education "pedagogical sciences. Order No. 125 dated March 27, 2023

3. RESOURCE SUPPLY OF THE EDUCATIONAL PROGRAM

3.1. LIBRARY FUND



One of the important indicators of the quality of training according to the educational program is the provision of students with educational, educational-methodical, scientific, reference, fiction and periodicals.

The library fund for EP 7M01403 Artistic work, graphics and design as of May 1, 2024 is 185 copies, including 105 copies in the state language, 70 copies in Russian and 10 copies in foreign languages.

The University Library provides students and PS with access to databases: IPRbooks, Polpred, Alembook, Web of Science, Elsevier (Scopus).

Access to the Republican Interuniversity Electronic Library (RMEB), which combines electronic educational and scientific resources from universities of the Republic of Kazakhstan, has been provided.

Students of the educational program have access to the following scientific journals: Science and Life of Kazakhstan. International-popular scientific journal, Bulletin of KAZGAS, Bulletin of Kazgoszhenpu, Bulletin of KazNPU. Abaya, Bulletin of Gumilev YSU (according to the profile of the educational program), also the magazine BURDO, Artistic work for the school.

Since 2010, the library has been providing students of Kaznatszhenpu with the opportunity to familiarize themselves with the content of master's theses in the traditional format (more than 150 titles), half of which, to date, have been translated into PDF format.

Also, students can use the "Kaznatszhenpu Electronic Library" service, which provides access to the electronic library from a computer from anywhere in the world in 24/7 format (website address: lib.kazmkpu.kz). The electronic library database provides students with about 10,000 units of full-text sources, more than 1,000 units of licensed books, 6676 units scanned by library staff, and about 300 units of books belonging to the sources of the rare fund.

Since 2010, the library has been providing students of Kaznatszhenpu with the opportunity to familiarize themselves with the content of master's theses in the traditional format (more than 150 titles), half of which, to date, have been translated into PDF format.

3.2. TEACHERS STAFFING

The educational program is implemented by the Department of Professional Education. Quantitative and qualitative indicators of the teaching staff serving the educational program (disciplines of the basic and profiling cycles):

The total number of teaching staff is 9 people, including:

Doctors of Science - 0

Candidates of Sciences - 4

PhD - 1

Master, Senior Lecturer - 3

Senior Lecturer - 1

The degree of EP is 55,5%.

The qualification characteristics of the teaching staff of the educational program are reflected in the **Personnel Directory**.

3.3. MATERIAL AND TECHNICAL BASE

The University has the necessary material and technical conditions for the high-quality organization of the educational process of implementing the educational program. The material and technical support includes the necessary educational areas for the educational process, sufficient infrastructure, provision of the educational process with office equipment, a sufficient number of educational materials. The educational building fully meets all the requirements for the organization



of the educational process of the training area. For the organization of the educational process and conducting classes, the department has specially equipped rooms and lecture halls.

Room №409 is equipped with office equipment for the faculty.

Rooms for training in the following specialties: lecture and practical classes – room №401; graduate students' room №404; applied arts room №408; sewing workshop №420; sewing workshop №430; painting and composition classes – room №407; academic drawing classes – room №411, Abirov Hall.

Room #401 is equipped with an interactive whiteboard, marker (chalk) board, necessary tools and scientific and methodological literature for lectures and practical (seminar) classes. Sewing workshops No. 420, No. 430, where practical and laboratory classes are held, are equipped with the following machines: TUPICAL GC6150M-2 pcs, jach-F4, class 97A, overlock TUPICAL GN-795, overlock TUPICAL GNB-3, Meiylia-GI5-2, tambour DISON-DS-10-1, tambour DISON-MB-50, Janome-6260 and Brother-NV90E, JIN L1D - MA.

There are also rooms equipped with an interactive panel board, computers, computing equipment, multimedia presentation tools are actively used, the university has the necessary set of licensed software (HERO STUDY, etc.). To ensure the ability to work with various internal and external resources, mobile computer classes are used, a wireless Wi-Fi network has been created, the access points of which are located on all floors of the educational building.

Practice bases:

№	Name of company	№ and contract date
1	Almaty University of Humanities and Economics, Institute of Design and Technology "Symbat"	№ 49 03.06.2022 г. №25 09.10.2024.
2	KSU "Almaty College of Service and Technology"	№4 08.04.2024 г.
3	KSU "Almaty College of Fashion and Services"	№4 08.04.2024 г.
4	Almaty Technological University	№1829 04.10.2024.
5	NJSC «KAZAKH NATIONAL WOMEN TEACHER TRAINING UNIVERSITY»	Aud. 411; Aud. 430

Educational Program Development Plan

№	Evaluation of the effectiveness of the Educational program	Unit of measurement	Reporting period 2024-2025	Planning period		
				2025-2026	2026-2027	2027-2028
DIRECTION 1						
IMPROVING THE EFFICIENCY AND QUALITY OF THE EDUCATIONAL PROCESS						
1.	Place of the educational program in national rankings	place	-	3	2	1
2.	The share of prize-winners of international/republican subject, scientific Olympiads, student research competitions, creative contests and fellows	% from the full -time student body	100%	100%	100%	100%



3.	The proportion of international students % of the contingent	% from the contingent	-	-	-	-
4.	The number of students who hold the title of Altyn Belgi and winners of international Olympiads	people	-	-	1	2
5.	The number of disciplines containing research and design components in the content of the educational program	number	4	4	5	7
6.	The share of employers and representatives of business structures involved in the educational process from the total number of teaching staff of the department	%	22,2%	33,3%	55,5%	70,7%
7.	Percentage of employed graduates in the first year after graduation	%	70%	80%	85%	90%
8.	Number of students who left under the academic mobility program abroad for at least a trimester, semester, academic year out of the total number of students	people	-	1	2	4
9.	Number of students who entered under the academic mobility program from abroad for at least a trimester, semester, academic year out of the total number of students	people	-	1	2	3

**DIRECTION 2
SUSTAINABLE DEVELOPMENT OF RESEARCH ACTIVITIES**

10.	Number of students participating in research projects	% of the contingent	1	2	4	4
11.	Placement of MOOCs of courses on platforms	availability	-	1	2	2
12.	Number of articles and reviews of teaching staff in highly rated publications Q1, Q2 Journal Citation Reports JCR	quantity	-	1	1	1
13.	Publications of teaching staff in publications recommended by the Committee for Quality Assurance in Science and Higher Education	quantity	1	2	4	6
14.	The number of citations per teacher and staff member	quantity	-	1	1	2
15.	Number of scientists who have completed internships in leading scientific centers	quantity	1	2	3	3



16.	The number of foreign experts involved in teaching	quantity	1	1	2	3
DIRECTION 3-PURPOSEFUL MANAGEMENT OF THE STUDENT'S PERSONALITY DEVELOPMENT SYSTEM						
17.	Number of students involved in organized social activities	people	1	1	5	7
18.	The share of teachers from production who accompany the educational process during the year	% of the total number of teaching staff	11,1%	12%	12%	13%
19.	The number of participants in seminars, trainings, coaching, supervision, webinars on the topics of cyberbullying, hazing, cybermobbing, communication, emotional intelligence, extremism prevention, career guidance, etc.	people	5	6	7	7
20.	Number of participants in individual and group consultations, correctional work, prevention of anxiety states, education and strengthening of family values	people	5	5	6	7
DIRECTION 4 – CREATING AN INCLUSIVE AND DIGITAL ECOSYSTEM OF THE UNIVERSITY IN ACCORDANCE WITH THE BEST INTERNATIONAL PRACTICES						
21.	Number of teaching staff who have completed advanced training and foreign internships	people	1	2	3	4
22.	The share of the state language in the document flow	%	50%	70%	90%	100%
DIRECTION 5-INTEGRATION OF THE UNIVERSITY INTO THE GLOBAL EDUCATIONAL SPACE						
23.	Share of students using the world's digital libraries in the educational process	% of the contingent	18%	30%	50%	70%