

## THEORETICAL AND METHODOLOGICAL BASES OF FUTURE DESIGNERS PREPARATION AT THE COLLEGE OF ARTISTIC PROFILE TO THE DEVELOPMENT OF PROFESSIONAL CAREER

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In the articles, lighted up theoretical and methodical bases of preparation of future designers to development of professional career in the colleges of artistic profile, that has a substantial value for preparation of specialists able to provide filling of market of commodities and services in the field of design. Educated basic contradictions between the necessities of labor-market and low level of professional readiness of graduating students of colleges of artistic profile to development of career. Basic conceptions of preparation of future designers are analyzed to development of professional career, that orientated on forming of professional mobility of specialists in the modern terms of labor-market. Set basic tasks to maintenance of preparation of future designers to development of professional career in the colleges of artistic profile. The methodical providing of process of preparation of future designers is described to development of professional career, that contains an authorial course, network on-line platform of educating, program of increase of mastery of teachers to preparation of young people to the choice of professional career, methodology of evaluation of readiness of future specialists to this process.

**Keywords:** professional career, career advancement, pedagogical terms, solidity of preparation, readiness to development of career.

**Raising of problem.** Design as a key element of economic policy provides competitive advantages of products at today's global marketplace. The training of specialists who are able to provide the market with goods and services production that meets international quality standards is a requirement of the time. Modern labour market development trends require maximum focus on professionalism, competence, career maturity of the future experts in the field of design. The relevance got by a problem of career-oriented training of future designers capable of rapid adaptation to organizational and technological changes in the industry of design. Namely educational institutions must be an effective mechanism for the formation of youth career resource, which, in accordance with their own interests and needs ready for effective career self-realization in the design activity.

In the tough conditions of competition at the labour market achievement of career goals impossible without the implementation of the strategic plan developed by the professional careers that are particularly important at the stage of training. Because of motivation for career growth future specialist is capable of forming a pragmatic model of behaviour at the labour market and the implementation of a professional career on the basis of a rational approach. Knowledge of the possible models of career, the ability to plan, manage and implement the process of career development will help designers to be competitive at the labour market and to decide on personal perspectives of professional fulfilment.

**Analysis of the last researches and publications.** Scientific understanding of the problem of the study have been contributed by the theoretical ideas of modern scholars, dedicated to pedagogical, psychological, social, legal, organizational issues of mechanisms for identifying of career growth as the basis for successful professional activity (A. Markova, O. Tolstaia, M. Safonov, V. Chiker). A notable

phenomenon in the study of issues of professional career become works: M. Miropolskaia – professional orientation as a basis for the formation and construction of the professional career (2004) [4], A. Borisiuk – professional career as a socio-psychological phenomenon: the stages, types of professional career (2007) [1], P. Kalinichenko – psychological aspects of an individual's career: the main motifs, types, phases and stages of career choice (2006) [3], S. Sotnichia – career management (2001), I. Nazarov – psychological and pedagogical support of graduates of educational institutions in designing of strategies personal and professional life (2007) [6], L. Prokofiev – professional career of men and women (2000), A. Poplavskaia – the problem of the professional career [5]; O. Slobodeniuk – the concept of the formation of a conscious choice of professional career (2007), D. Zkatnov – preparation of student youth to the choice of a professional career on the principles of personal-oriented approach; structure and indicators of students ready to build a professional career (2010) [2].

**A selection of not decided is earlier parts of general issue.** The analysis of the problem shows that the design's education system has contradictions that hinder the formation of readiness of the future designers to develop professional career. This is caused by a certain discrepancy between the content of the training and the requirements of modern society to its quality. In particular, controversy has arisen between: the needs of the labour market and the low level of professional training of graduates of colleges of art profile to this process; prominent labour market demand for specialists in the design and the lack of elaboration of theoretical and methodological bases of preparation with the already formed conscious choice of professional career in design activities; the need for training of the designers who are able to provide competitive products and the lack of conditions for the formation of future designers the positive ca-

reer expectations, aimed at the development and implementation of their own creativity; a torrent of modern design technologies and the unwillingness of the future experts to self-education and self-affirmation in the design activity; the necessity of formation of readiness of future designers to the selection and development of the professional career and the insufficient level of professional competence of teachers in the preparation of young people to this process. Bridging the marked contradictions is possible provided by the solution of theoretical and practical problems of increase of readiness of graduates to the selection and development of professional career in the design field.

**Aim of the article.** Ground theoretical and methodological basis of training of future designers at colleges of art profile to develop professional career.

**Exposition of basic material.** The purpose of the study: justify theoretically, develop and experimentally verify the contents, forms and methods of training future designers to develop professional career in art college profile.

Research concept is based on the provisions of the design philosophy of education, the theory of development of pedagogical systems, personality theory and management theory. Preparing students for the selection and development of professional career should be focused on the professional development of future designers with career opportunities, interaction with potential employers in order to study the actual needs of the design industry.

The leading idea of the concept of study lies in the fact that the choice of educational program of training of future designers to develop professional career should be focused on the formation of professional mobility of future specialists in modern labour market conditions. The quality of training of future designers ensure the implementation of the theoretically grounded pedagogical conditions that make it possible to design an appropriate system of modern educational technologies that will contribute to their readiness for the development of professional career. The effectiveness of training of future designers to develop professional career is ensured by the formation of the internal needs of future professionals in career development, which should take place on the principle of individual approach to the use of a complex of appropriate diagnostic methods.

The general hypothesis of the study is that the willingness of future designers to develop professional career will be effective on condition of creation of corresponding psychological and pedagogical conditions, the implementation of theoretically based forms and methods of training, the development of model and technologies of preparation for this process.

The research tasks: to analyse the state of research problem of training future designers to develop professional career in the pedagogical theory and practice; theoretically justify preparedness framework of future designers to develop professional career in colleges of artistic profile; to identify the psychological and pedagogical factors of selection and development of professional career in design activity; to develop the concept of training of future designers to develop professional career; to identify the pedagogical conditions of training of future designers to develop professional career

at colleges of artistic profile; theoretically justify and experimentally verify the forms and methods of training of future designers to develop professional career using the methodology of assessment of their readiness for this process; to develop and test the model and technology of training of future designers to develop professional career.

To achieve the tasks we used the set of interrelated methods: theoretical: scientific analysis of the main categories of research, analysis, synthesis of philosophical, psychological, pedagogical, art history, cultural knowledge; monographic studies, methodological literature and regulatory documents; system and functional analysis, comparison, modelling, classification, systematization and synthesis of theoretical and methodological principles; empirical: diagnostic (psycho-pedagogical observation, interviews, tests, questionnaires, interviews, peer review); pedagogical experiment with qualitative and quantitative analysis of the results; retrospective analysis of teaching experience of the author.

The experimental results of the study were analysed using statistical methods for processing quantitative and qualitative interpretation of the data obtained using the methods of mathematical statistics and computer technology tools.

The scientific novelty of the study is that the first time it was theoretically grounded the concept of training of future designers at colleges of artistic profile to develop professional career, which provides a solution to urgent social and educational issues regarding the creation of conditions for the realization of citizens' constitutional rights to free development of personality, to work and to professional development; pedagogical conditions of training of future designers to develop professional career at colleges of artistic profile, in particular: the creation of a positive motivational guidance to professional career; providing basic orientation of training of future specialists for practical work that will help to master the relevant professional knowledge and skills of career building; accessibility of online training to develop professional career in design activity within or outside the education system of design; raising the level of qualification of teachers in preparing young people to develop professional career in design activity; it was designed and theoretically substantiated the model and technology of training of future designers to develop professional career, criteria, indicators and levels of formation of readiness of future designers to develop professional career; there were improved forms and methods of professional training to develop professional career, which will boost the process of formation of positive career expectations; there have been further developed position relative to strengthen the training of future designers at colleges of artistic profile and filling in the teaching with the concept of «professional career in design activities.»

The practical significance of the study is in development of methodological support of future designers preparatory process for the development of professional career, that includes the author of the program «Job and Career», built of professionally oriented modules that can be implemented in the educational process in the study of fundamental disciplines or as a separate special course;

online network platform of learning the basics of professional career development in order to create the skills of future designers and their careers organizer skills; guide to psychological and pedagogical support of preparatory process of the future designers for the development of professional career; program of improvement of the level of qualifications and skills of teachers for the preparation of young people for choosing and development of a career in design activity; methodology of estimation the readiness of the future designers to choosing and development of professional career with the corresponding diagnosing complex technologies; methodological recommendations to establish employment monitoring system, and the success of the implementation of professional career of graduates of colleges of art profile.

**Conclusions and suggestions.** Analysis the state of research problem of training future designers to develop professional career in the pedagogical theory and practice testifies to the necessity the psychological and pedagogical factors of selection and development of professional career in design activ-

ity. The concept of training of future designers at colleges of artistic profile to develop professional career, which provides a solution to urgent social and educational issues regarding the creation of conditions for the realization of citizens' constitutional rights to free development of personality, to work and to professional development; pedagogical conditions of training of future designers to develop professional career at colleges of artistic profile, in particular: the creation of a positive motivational guidance to professional career; providing basic orientation of training of future specialists for practical work that will help to master the relevant professional knowledge and skills of career building; accessibility of online training to develop professional career in design activity within or outside the education system of design; raising the level of qualification of teachers in preparing young people to develop professional career in design activity. Must be improved forms and methods of professional training to develop professional career, which will boost the process of formation of positive career expectations.

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## ТЕОРЕТИЧНІ ТА МЕТОДИЧНІ ОСНОВИ ПІДГОТОВКИ МАЙБУТНІХ ДИЗАЙНЕРІВ У КОЛЕДЖАХ ХУДОЖНЬОГО ПРОФІЛЮ ДО РОЗВИТКУ ПРОФЕСІЙНОЇ КАР'ЄРИ

### Анотація

У статті висвітлені теоретичні та методичні основи підготовки майбутніх дизайнерів до розвитку професійної кар'єри у коледжах художнього профілю, що має суттєве значення для підготовки фахівців, здатних забезпечити наповнення ринку товарів і послуг у сфері дизайну. Виявлені основні суперечності між потребами ринку праці та низьким рівнем професійної готовності випускників коледжів художнього профілю до розвитку кар'єри. Проаналізовано основні концепції підготовки майбутніх дизайнерів до розвитку професійної кар'єри, що зорієнтовані на формування професійної мобільності фахівців в сучасних умовах ринку праці. Визначені основні завдання змісту підготовки майбутніх дизайнерів до розвитку професійної кар'єри в коледжах художнього профілю. Охарактеризовано методичне забезпечення процесу підготовки майбутніх дизайнерів до розвитку професійної кар'єри, що містить авторський курс, мережеву он-лайн платформу навчання, програму підвищення майстерності викладачів щодо підготовки молоді до вибору професійної кар'єри, методику оцінювання готовності майбутніх фахівців до цього процесу.

**Ключові слова:** професійна кар'єра, кар'єрне зростання, педагогічні умови, фундаментальність підготовки, готовність до розвитку кар'єри.

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## **ТЕОРЕТИЧЕСКИЕ И МЕТОДИЧЕСКИЕ ОСНОВЫ ПОДГОТОВКИ БУДУЩИХ ДИЗАЙНЕРОВ В КОЛЛЕДЖАХ ХУДОЖЕСТВЕННОГО ПРОФИЛЯ К РАЗВИТИЮ ПРОФЕССИОНАЛЬНОЙ КАРЬЕРЫ**

### **Аннотация**

В статье, освещенные теоретические и методические основы подготовки будущих дизайнеров к развитию профессиональной карьеры в колледжах художественного профиля, который имеет существенное значение для подготовки специалистов, способных обеспечить наполнение рынка товаров и услуг в сфере дизайна. Выявленные основные противоречия между потребностями рынка труда и низким уровнем профессиональной готовности выпускников колледжей художественного профиля к развитию карьеры. Проанализированы основные концепции подготовки будущих дизайнеров к развитию профессиональной карьеры, что сориентированы на формирование профессиональной мобильности специалистов в современных условиях рынка труда. Определены основные задания содержанию подготовки будущих дизайнеров к развитию профессиональной карьеры в колледжах художественного профиля. Охарактеризовано методическое обеспечение процесса подготовки будущих дизайнеров к развитию профессиональной карьеры, которое содержит авторский курс, сетевую он-лайн платформу обучения, программу повышения мастерства преподавателей к подготовке молодежи к выбору профессиональной карьеры, методику оценивания готовности будущих специалистов к этому процессу.

**Ключевые слова:** профессиональная карьера, карьерный рост, педагогические условия, фундаментальность подготовки, готовность к развитию карьеры.