

Division: *Institute of Sport, Tourism and Service*

Academic programme: *54.03.01 Design, Graphic Design*

Mode of study: *full-time*

Programme length: *4 years*

Programme level: *Bachelor's degree*

Language of instruction: *Russian*

Programme description: *Students are engaged in creative activities on forming of aesthetically expressive object-spatial environments and object systems and complexes.*

They learn about information space, design-and-artistic activities aimed at creating and improving competitive domestic products, and improving the population's cultural level and quality of living.

Students of this Bachelor's degree programme are trained for:

- *performing designing and sketching;*
- *composition form-making and three dimensional modelling;*
- *application of information technologies, various types of fine arts and design graphics;*
- *performing integrated design projects;*
- *application of technologies of creating objects of design and modelling;*
- *application of methods of ergonomics and anthropometry;*
- *application of modern information technologies to create graphic images, design documentation, and computer modelling;*
- *application of research methods to create design projects.*

The Department is in command of modern computers and special-purpose equipment, and samples for completing training and research work. Enthusiastic students get an opportunity of presenting their works at professional exhibitions and publishing in research editions.

Graduates are in demand at:

- *design and engineering bureaus;*
- *advertising agencies and publishing houses;*
- *mass media, private companies and corporations of various field of activity.*

Main programme-specific classes:

- *Computer-aided Technologies*
- *Academic Drawing*
- *Academic Painting*
- *Typographics and Typeface*
- *Photographics*
- *Advertising Technologies*
- *Fundamentals of Ergonomics and Anthropometry*
- *Fundamentals of Design Graphics*
- *Colour Science and Colouristics*
- *Designing in Graphic Design*
- *Engineering in a Graphic Design*
- *Theory and History of Design*
- *Visual Communications Design*
- *Ornament Composition*
- *Art History*
- *Copyright*
- *Research Work*

Programme manager: *Tatiana A. Vekovtseva, Candidate of Sciences (Art History), Associate Professor, Head of the Department of Technology and Design, member of the Russia Designers Association*