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## RETROSPECTIVE OF DESIGN EDUCATION IN UKRAINE

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**Purpose and objectives.** The purpose is to present design education in Ukraine. Objectives are to define concepts and peculiarities of design education, to analyze the formation and main directions of design education development in Ukraine, to study the history of design education in Ukraine, analyze the attitude of KNUTD students to design education.

**Object of research.** The research deals with the system of designers' vocational training.

**Subject of research** is retrospective and current state of designers' training in Ukraine.

**Methods and means of research.** To achieve this goal, the following methods were used: analysis, synthesis, comparison and generalization, systematization, classification, historical-pedagogical and comparative methods.

**Results of research.** Today, there are many educational institutions that train apparel designers. Ukrainian universities offer a wide range of design specialities. And all of them are eager to invite creative students to develop their talents in this field. Also, Ukrainian students have an opportunity to enter higher education institutions in different European countries. They offer Ukrainian graduates many options for obtaining a bachelor's degree, a master's degree, or a second higher education in the field of professional design education. It is also attractive that almost all the universities of fashion and design provide their students with the opportunity to practice. And the best students are offered employment after graduation.

First and foremost an apparel designer is a person who creates beautiful, creative clothes, so that people have a chance to express themselves. Ordinary clothing stores can't always meet the needs of demanding customers because everyone has their own style. First of all, this profession is recognized among creative personalities who are interested in fashion, have a good artistic taste and great skills in drawing, and also not afraid of work challenges.

The basis of a design activity is definitely its education, whose success is impossible without the combination of domestic education systems with the requirements of European educational integration. Therefore, research on design education in Ukraine is an urgent problem, the solution of which will be the basis for educational issue modernization in Ukraine.

Therefore, we conducted a survey on students' attitude to design education. 50 students of KNUTD took part in this survey. The reasons students enter the design faculties and the level of theoretical and practical training of students at a higher educational institution were analyzed.

The essence of the first aspect is to determine the main motivating factor that influenced the choice of design speciality. And as we see, for many students, the decisive factor was their parents' opinion. This contributes to reducing the motivation to study in the chosen sphere, since there is a probability that parents choice does not always correspond to the opinion of a future student.

The second aspect was to determine the attitude of students to the teaching profession. Survey results show that most people find this profession not very prestigious. Perhaps the reason is low wages of specialists in this field, because, in fact, the teaching activity is quite interesting and contains a significant number of opportunities for the development.

The third aspect was developed in order to determine the level of effectiveness of designers training at higher education institutions and, as we see, most students believe that the level of training does not adequately reflect the specifics of the chosen speciality. It may be necessary to apply more innovative methods in the training of future designers in order to improve the result.



The fourth aspect is aimed at determining the students' attitude to the level of conditions for the development and implementation of creative abilities while studying by the chosen speciality. Most believe that the level of the above conditions is average, which suggests a sufficient level of university training for specialists in the design sector. But, there is still a need to improve it.

The fifth aspect makes it possible to understand students' plans for the future, starting from university studies. The results of the survey show that most students plan to implement themselves in various fields of their speciality. This fact proves the mobility of the link between design and vocational training.

The essence of the sixth aspect is to determine the importance of the future profession at a socially beneficial level. Most students have chosen such a criterion as "to become valuable for society" which is a very good start, since such thought makes a person work not only for the sake of his interests, but also for the sake of society.

The seventh aspect allows us to find out if the students were disappointed in their profession. And if so, then you need to analyze the reasons. The results of the responses show that a significant number of students disbelieved in the correct choice of their speciality. Perhaps this is because the education system is outdated and does not allow you to find out about new, innovative approaches to solving certain professional issues. It causes students' dissatisfaction with the forms, methods and training for the chosen profession.

The problem of the eighth aspect is whether or not students are satisfied with the chosen university and speciality. And it is rather pleasing that a large number of students are fully satisfied with their choices, which gives hope for a truly qualified university.

Considering the ninth aspect, we understand that most students are ready to work by speciality. This reason gives hope to a large number of skilled professionals. Because students really want to become experts in this field.

The tenth aspect clearly shows us that the university does not provide the full amount of knowledge required by students of this speciality. The vast majority of students believe that much work is needed at home to learn more. But it can also be found at the university library or modular environment.

The next aspect is the fact that most students still try to develop in the field of artistic design, which is really necessary for the development of design talent.

The final aspect was analyzed in order to find out whether all students have a desire to study artistic disciplines. The result of the research shows us that almost all students are eager to study artistic disciplines and consider them necessary in their speciality.

**Conclusion.** The survey results show us that the vast majority of students are fully satisfied with the chosen university, speciality and studied disciplines. But still, it is necessary to draw attention to the fact that students need to master new, more innovative forms and methods of training. It will be an attractive factor both for students and future applicants.

**Keywords:** *design, design education, vocational training, specialist, higher education institution.*

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