NON-PROFIT JOINT STOCK COMPANY
KAZAKH NATIONAL PEDAGOGICAL UNIVERSITY NAMED AFTER ABAY

INSTITUTE OF ARTS, CULTURE AND SPORTS

I APPROVED
Director of the Institute

_____ T.B.Iskakov

« 29 » 09 _____2022

PLAN
DEVELOPMENT OF THE EDUCATIONAL PROGRAM
6B02120 – Graphic design
for 2022-2025

Almaty 2022

The EP development plan was developed on the basis of documents: On the National Priorities of the Republic of Kazakhstan until 2025 (Decree of the President of the Republic of Kazakhstan dated February 26, 2021 No. 520.)https://adilet.zan.kz/rus/docs/U2100000520, Development strategy of "AbaiUniversity" (approved by the Decision of the Board of Directors of NJSC KazNPUim.Abai from 09.12.2021 г.,pr.№12)https://kaznpu.kz/docs/str_rus.pdf

Approved
at a meeting of the Institute Council
arts, culture and sports

Protocol №2 from 29.09 2022 y.

Reviewed
at a meeting of the OP "Design" group
Protocol №2 from 24.09 2022 y.
Supervisor_____ Zh.K. Stambekova

AbaiUniversity focuses on the student's personality, creates a harmonious educational space for mastering knowledge, professional socialization and adaptation, instills respect for the future profession, develops critical thinking and tolerance skills..

PREFACE

Educational program development plan **6B02120 – Graphic design** 2023-2028 years.

Code and name of field of education: 6B01 Arts and Humanities

Code and name of the area of training: 6B021 - Art

Group of educational programs: Bachelor of Arts in educational program 6B02120 – Graphic Design

The program strategy is aimed at the formation and implementation of the established competency model, as well as at expanding the possible range of employers.

Mission of the educational program: training specialists in the field of graphic design who have professional competencies and the creative potential of independent progressive thinking and critically evaluate their work in the face of increasing global demands, possessing a set of competencies that ensure the creation and implementation of new digital technologies.

Purpose of the educational program: training of bachelors capable of carrying out professional activities in the field of graphic design and advertising, ensuring the development of not only creative, but also managerial competencies in the field of design activities, possessing a set of competencies that ensure the creation and implementation of new multimedia technologies in various industries, design and design organizations.

ANALYSIS OF THE CURRENT SITUATION

General information about the educational program

Developers of the OP development plan	Representatives of the department: Stambekova Zh.K., Omarova E.O., Smanova A.S., Bekbolatova K.M. Employers: "Almaty Kitap" Eleonora Batalova, "Image Technology" Lyuts E.A., "David Design" Kazantsev A.V. Students: Shin Irina, Kaken Fariza.
Academic degree:	Bachelor of Education in educational program 6B02120 – Graphic design
Opening year:	2001
Language of instruction:	Kazakh, Russian
Form of study:	full-time
Duration of training:	5
Volume of loans:	300
Uniqueness of the OP	Competitive art education and interaction with potential employers
Graduate Model	✓ Professional and social responsibility ✓ Clarity of goals and value orientations ✓ Hard work, self-discipline, speech activity ✓ Emotional intelligence and emotional stability ✓ Practice-oriented and entrepreneurial skills ✓ Respect for historical and cultural heritage, tolerance ✓ Deep understanding of digital environments, skills in creating new content ✓ Multilingualism ✓ Ability to interact constructively, adapt to global challenges ✓ Ability to be a leader and make independent decisions ✓ Creativity, ability for creativity and constructive social

	activity
	✓ Ability for continuous professional growth and self-development
Types of professional activities	✓ Experimental research;
	✓ Information and communication;
	✓ Production and technological;
	✓ Control and audit work; .
	✓ Organizational and managerial;
	✓ Research;
	✓ Design
Academic mobility partners (internal and external)	*External academic mobility.* Akdeniz University (Türkiye); 2020, 2021, 2022 Marmara University (Türkiye); 2022 Tashkent State Pedagogical University named after. Nizami (Uzbekistan). 2022 Tajik Pedagogical University (Penjikent) 2022 *Internal academic mobility.* ASU named after Kh. Dosmukhamedov, ARU named after. K. Zhubanova
Employment of graduates	-
Availability of an annex to the license for the direction of personnel training	SA-A № 0146/1 from 24.12.2018
Main companies with which cooperation is carried out	Business partner of IP "QUEEN", IEC KazGASA, ASUE, ATU, KazNAI named after. T. Zhurgenova, "Image technology".
Expected final results of the implementation of the OP development plan	- improving the educational and professional activities of students and teaching staff; - advanced training of teaching staff in the field of innovative teaching technologies; - development of educational and educational literature; -development and functioning of joint educational programs with domestic and neighboring foreign universities

Main risks of the educational program

Risk name	Possible consequences	Control mechanisms and measures
Competition in the educational services market	Formation of public opinion about this OP	Creating a recognizable image of the educational program, increasing the number of university grants, positive reviews about this EP, trust, interest, activity of the Alumni Association (media appearances), advertising the quality of ABAI UNIVERSITY education to potential employers in order to increase the flow of interesting vacancies for our students and graduates.
Contingent of students	Reducing the number of students	Implementation of a set of measures aimed at preserving the contingent, introducing more effective forms of career guidance work; systematic interaction with graduates after graduation, increasing practice-oriented courses in OP
Economic crisis	Decrease in ability to pay	Providing the opportunity for gradual payment of debts, individualization of training, motivation to continue studying, individual and group psychological consultations.

SWOT- analysis of the implementation of educational programs

		Strengths	Weak sides
Internal factors		- The goals and strategy of the program are aimed at the formation and implementation of the established competency model, as well as expanding the possible range of employers; - In-depth study of disciplines to achieve the required degree of qualification in the field of design chosen by the student. - Highly qualified teaching staff; -Research activities implemented in accordance with the real needs of the enterprise; - Availability of a developed information infrastructure covering all types of activities; -Active position of the Student Council; -Marketing activity for effective interaction between the university and the employer; -High level of employment of graduates; Practice-oriented and wide range of implemented educational programs; -Availability of modern equipment and instruments; -Wide base for all types of practices -Work of graduates in their specialty -Student-centered learning; -Continuous monitoring and periodic evaluation of programs..	- Lack of double-degree educational programs with foreign universities; - Lack of joint educational programs with domestic universities; - not active internal academic mobility among students and teaching staff;
		Opportunities	Threats and risks
External factors		-Use the opportunities of academic freedom; -The presence of initiative topics for research work, within the framework of which graduate work can be carried out; Participation of students in republican and international competitions, olympiads and exhibitions. Teaching staff of the department in international creative exhibitions and fairs; -Informing students about vacancies and internships and the situation on the labor market; -Orientation of the individual towards the formation of the ability for self-education in various fields: educational and scientific activities, creativity, professional career; - Quite a high level of effectiveness of educational activities, increased activity of students. -Development of distance educational technologies.	- Pandemic: - Economic crisis; - The general trend of increasing the cost of paid education. - Outflow of students;

1. MAIN OBJECTIVES OF THE DEVELOPMENT OF THE EDUCATIONAL PROGRAM

Direction 1. Expanding access to educational services of the university

№	Outcome indicators	Ed. Ism.	2022	2023	2024	2025
1.	Contingent of students in 6B02120 – Graphic design	Ed.	62	79	109	106
2.	Admission according to OP	Ed.	25	13	20	22
3.	Release	Ed.	-	3	13	8

Direction 2. Innovative support of educational activities

№	Outcome indicators (share, percentage, quantity)	Ed. ism.	2022	2023	2024	2025	Responsible executors	Completion form
1.	Deciding on the type of OP(current, new, innovative, interdisciplinary, additional (minor), joint OP	Ed.	Д -1	Д -1	Д – 1 СОП -1	Д- 1 СОП -1	graduating department	OP, SOP
2.	Participation of OP in OP ratings	fact	+	+	+	+	graduating department	OP rating results
3.	Accreditation of OP	fact	+			+	graduating department	Result Accreditatic
4	Passing post-accreditation monitoring	fact		+			graduating department	Monitoring results
5.	Updating the EP taking into account labor market requirements	fact	+	+	+	+	graduating department	Updated OP Expert opinio
6.	Analysis of educational programs for compliance with the strategic development plan of the university	fact	+	+	+	+	graduating department	Minutes of department meetings
7.	Conducting round tables on the implementation of competencies in the educational process	fact	+	+	+	+	graduating department, employers	Help protoco
8.	Number of specialists in the relevant industry involved in the educational process	pup	3	3	4	5	graduating department	Agreements, memorandum
9.	Analysis of the availability of teaching staff with appropriate potential for development OP	%	100	100	100	100	graduating department	Staff form of the departmen teaching staf
10.	Number of teaching staff who have completed advanced training courses in the subject area	%	100	100	100	100	graduating department PPS	Certificates, diplomas
11.	Proportion of EP graduates employed in the first year after completion of training (of the total number of graduates)	%	100	100	100	100	graduating department	Employment results
12.	The share of EP graduates who studied under government orders and were employed in the first year after graduation according to OP	%	100	100	100	100	graduating department	Employment results
13	The share of university graduates participating in assessing the quality of educational services (full-time education)	fact	+	+	+	+	graduating department	Presence on th commission
14	Availability of integrated training programs for management in inclusive education	fact	+	+	+	+	graduating department	report

15	To strengthen the potential of teacher education, development of new educational programs	fact	-	+	+	+	graduating department	report
16	implementation of online courses (MOOC)	fact	-	+	+	+	graduating department PPS	course development
17	To form a targeted system of continuous work with gifted children and talented youth, organizing work within the framework of the "Kidsuniversity" project»	fact	-	+	+	+	graduating department PPS	report
18.	Organization of work within the framework of "Life-longLearning" to obtain quality education for everyone at any age.	fact	-	+	+	+	graduating department	report
19.	Participation of students in determining the content of programs	fact	+	+	+	+	graduating department, students	Among the compilers of tl OP
20.	Number of employers participating in assessing the quality of specialist training	ed.	2	2	5	5	Employers of the OP	Agreements, memorandum expert opinior
21.	The share of students participating in the assessment of teaching activities of teaching staff	%	50	50	50	50	graduating department students	Survey result
22	Number of teaching aids developed in the Kazakh language	ед	2	4	5	7	graduating department students	Development by discipline
23	Number of educational and methodological publications developed by teaching staff on the specifics of the EP	ед	1	-	1	2	graduating department	educational publications, textbooks
24	Opening of pedagogical retraining courses for graduates of non-teaching specialties	fact	-	+	+	+	graduating department	Order on admission o students
25	Preparing graduates for NCT	fact	+	+	+	+	graduating department	Tubing Certificates
26	To develop the digital ecosystem: create -a center for innovative educational digital technologies, transforming traditional didactic models into innovative ones using digital educational technologies; - online platform with access to video lectures, electronic interactive and multimedia educational materials on the main special courses of educational programs; - create original teaching staff courses on leading republican platforms for open online education (EdTech-kz, OpenEdx-kz, etc.) and include them in curricula; - gamification (the use of gaming techniques in the educational process, influencing the increase in the involvement and motivation of students);	fact	-	+	+	+	graduating department	

- development of MOOC platforms (massive open online courses); - using a control and evaluation system based on Open-Book, Open-Paper, CriticalThinking, Take-Homeexam methods; - use of proctoring technology using biometric data of students.	

Direction 3. Internationalization of the program

№	Outcome indicators (share, percentage, number)	Ed. ism.	2022	2023	2024	2025	Responsible executors	Completion Form
1.	Interuniversity partnership within the EP: Double degree OP	ed.	-	-	-	1	graduating department	SOP, Double-degree EP
	with a foreign university	ed	-	-	-	1		
2.	Number of EP students participating in the internal outgoing academic mobility program	ed	-	-	1	2	graduating department, academic mobility center	Order, students' transcript
3.	Number of EP students participating in the internal incoming academic mobility program	ed	-	-	1	1	graduating department	Order, students' transcript
4.	Number of teaching staff participating in the internal outgoing academic mobility program	ed	-	1	1	1	graduating department PPS	Order, report
5.	Number of teaching staff participating in the internal incoming academic mobility program	ed	-	1	1	1	graduating department PPS	report
6	Number of foreign scientists involved	ed	-	-	1	1	graduating department	report
7.	Number of teaching staff participating in the external outgoing academic mobility program	ed	-	1	1	1	graduating department teaching staff academic mobility center	report

Direction 4. Expanding the scope of scientific research and innovation

№	Outcome indicators (share, percentage, quantity)	Ed ism.	2022	2023	2024	2025	Ответственные исполнители	Форма завершения
1.	Number of teaching staff participating in educational and research projects	pup	3	-	2	2	graduating department	report
2.	Number of teaching staff participating in the implementation of fundamental and applied research	pup	3	-	2	2	graduating department	report
3.	Number of publications in journals included in the 1st, 2nd and 3rd quartiles according to Journal Citation Reports by Clarivate Analytics or having a percentile score according to CiteScore in the Scopus database	ed	3	1	2	2	graduating department	Base indicator
4.	Number of publications of scientific	ed	-	-	-	-	graduating	Database

№	Outcome indicators		2022	2023	2024	2025	Responsible department	Completion Form
	articles by doctoral students in journals with a non-zero impact factor included in the databases Thomson Reuters/Scopus						department	metrics
5	Master classes from leading scientists and practitioners	ed	2	2	3	4	graduating department	Collection of materials
7	Number of research projects carried out within the framework of grant funding	ed	1	-	1	1	graduating department	report
8	Number of teaching staff publications in publications recommended by KKSON	ed	3	4	5	6	graduating department	report
	Number of teaching staff publications in publications included in the Scopus information base	ed	1	-	2	2	graduating department	report
9	Number of teachers participating in the Republican competition for the Best Teacher	ed	2	1	1	1	graduating department	Competition result
10	Number of student publications	fact	15	16	18	20	graduating department student	report
11	Number of students taking part in scientific research and competitions	ed.	-	1	1	1	graduating department student	report
12	Functioning of scientific and educational centers, laboratories: - educational studio "TokkozhaART"; ARTdesign laboratory in the department.	fact	+	+	+	+	graduating department student	Branch of the department

Direction 5. Improving infrastructure and material and technical base

№	Outcome indicators (share, percentage, quantity)	Ed. ism.	2022	2023	2024	2025	Responsible executors	Completion Form
1	Computer park development	fact	+	+	+	+	graduating department	infrastructure modernization
2	Purchasing software	fact	+	+	+	+	graduating department	infrastructure modernization
3	Purchase of printing equipment	fact	+	+	+	+	graduating department	infrastructure modernization
4	Replenishment of the library collection	fact	+	+	+	+	graduating department	infrastructure modernization

Direction 6. Career guidance work within the OP

№	Outcome indicators (share, percentage, quantity)	Ed. ism.	2022	2023	2024	2025	Responsible executors	Completion Form
1	Providing presentations to students and school teachers on online and offline platforms, handouts with information about this educational program, a list of subjects for passing the UNT, a list of documents required for admission, as well as the university rating, its material and technical base and the possibility of admission to ABAI UNIVERSITY	fact	+	+	+	+	graduating department	Report, links on social networks
2	To identify talented students, organize club work for students in grades 9-10-11 and colleges in accordance with the student's field of interest	fact	+	+	+	+	graduating department, Teaching staff, students	report
3	Conducting department meetings on career guidance and preparing applicants, organizing the work of working groups in key areas.	fact	+	+	+	+	graduating department	Student population report
4	Holding an "Open Day" for graduates of secondary specialized educational institutions in Almaty	fact	+	+	+	+	graduating department	Report Protocol
5	Conducting on-site career guidance events in schools in the city of Almaty, Almaty region	fact	+	+	+	+	graduating department	Report Protocol
8	Holding an "Open Day" for graduates of secondary schools in Almaty and the Almaty region	fact	+	+	+	+	graduating department	report

Direction 7. Educational work within the OP

№	Outcome indicators (share, percentage, quantity)	Ed. ism.	2022	2023	2024	2025	Responsible executors	Completion Form
1	Carrying out activities within the framework of the Programs and in accordance with the educational work plan of the institute	fact	+	+	+	+	graduating department	Report, links on social networks
2	Activation of the social project of the national volunteer movement "Accelerator of Good: Izgilikelshysi" (attracting youth to volunteering, instills humanism, responsiveness, compassion, integrity and the spirit of Kazakhstani patriotism)	fact	+	+	+	+	graduating department	Report, links on social networks
3	Activities to promote integrity and anti-corruption values	fact	+	+	+	+	graduating department	repor
4	Opening a student entrepreneurship hub, Involving students in professional tutoring, preparing children for Olympiads, organizing school-wide educational events, working with difficult teenagers, developing communication skills in Kazakh, Russian, English in SpeakingClub	fact	-	-	+	+	graduating department, students	repor