

List of sources used

1. Ji Baocheng. Strategic transformation of China's higher education structure[J]. China Higher Education Research, 2005 (12): 3-6.[Electronic resource]. – Mode of access:<https://scholar.google.com/scholar?cluster=9326538146518496091&hl>. – Date of sccess 16.10.2024.
2. Feng Xiangdong. Higher education structure: Construction in game theory[J]. Higher Education Research, 2005, 26(5): 1-5. [Electronic ressource]. – Mode of access: <https://scholar.google.com/scholar?cluster=2151878382095989518&h>. – Date of sccess 05.10.2024.
3. Pan Maoyuan, Xiao Haitao. The structural and systemic changes of mass higher education in China[D], 2008. [Electronic ressource]. – Mode of access: <https://scholar.google.com/scholar?cluster=10819029163254673924&hl>. – Date of access 05.09.2024.

UDC 37.378

Developing professional competences of university students specialising in art design in China

Zhang Yuqian, master student

Belarusian National Technical University

Minsk, the Republic of Belarus

Scientific supervisor: PhD (Pedagogical), Associate professor

Romanova A. M.

Abstract:

With the development of the national economy and society, the demand for visual communication design professionals is growing and the positions are becoming more and more specific. The future of education should focus on talent training, to adapt to the demand for segmented job talents, to enhance the employability of students, and to promote professional enhancement.

The goal of vocational education is to train ‘high-quality technical talents who master new technologies and have high skills’. The goal of teaching new technologies and skills requires vocational colleges and universities to keep pace with the times, adapt to market demands, adjust their

curriculum systems in accordance with market changes, and train high-quality specialists who meet the needs of local economic development.

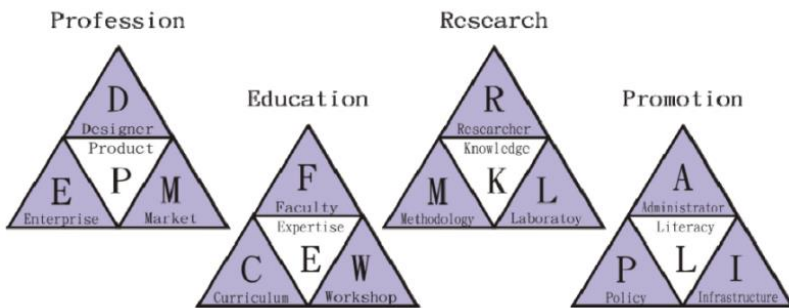
1. Characteristics and market demand of visual communication major :

The main specialised courses offered in the Visual Communication Design Specialism are Logo Design, VI Design, Typography, Packaging Design, Bookbinding Design and Instruction Manual Design. Each course runs in parallel and students must be proficient in them. Due to the limited ability of the students themselves and the short time in school, it is very difficult to complete so many courses [1]. At present, most of the graduation designs of visual communication design majors are completed with the help of computers, and for students, the mastery of graphic software is an important embodiment of students' employability. Influenced by the undergraduate teaching curriculum, most of the high schools set less teaching hours for software courses, and students don't have enough time to study, which leads to students' poor practical ability.

According to the different professional fields set up the corresponding core course module, forming an academic system aimed at the cultivation of practical ability in the professional field [2].

The current objectives and tasks of art and design professional training in China are closely related to the needs of the industry and the development of modern Chinese economy **Ошибка! Источник ссылки не найден.**

In order to achieve this goal, it is necessary to provide students with a high-quality and modern education that includes an in-depth study of the theory and practice of art and design, the use of modern techniques and tools, and the development of creativity and innovative thinking.



Pic.

1. – Competency diagram of personality

Note. – Source: [2]

2. The goal of vocational education for Chinese art design professionals

2.1 The main goals of vocational education for art designers in my country include:

Train in the fundamentals of art and design and develop professional skills in this field, including the use of modern tools and techniques.

Develop creativity and innovative thinking, the ability to create original design solutions, and the ability to work in teams and interact with clients.

Training in the fundamentals of marketing and project management so that graduates can work effectively in a commercial environment and manage art and design projects.

Studying the international standards and cultural differences in art and design enables graduates to work in an international environment and adapt to different cultural backgrounds.

Develop professional skills in the field of visual communication, including graphic design, interface design, packaging design, branding design, etc.

Develop the ability to use data and analytics to make Design decisions and evaluate the effectiveness of design projects.

Art and Design education in China is provided by higher education institutions and vocational schools. It equips students with both theoretical knowledge and practical skills [3]. Many universities have joint programs with major companies and brands, which enable students to acquire hands-on experience within the framework of real projects [4].

Summarize:

In today's rapid economic development, the design market demand for visual communication design professionals is also changing rapidly, as a vocational school must take the initiative to adapt to the changes in the market position, dynamic adjustment of the curriculum system, personnel training objectives are more clear, the curriculum structure is more scientific and reasonable, so as to improve the quality of teaching and learning efficiency, and to enhance the employability of students. The purpose of professional curriculum reform is not to destroy the existing curriculum system, but to make appropriate adjustments to the core curriculum of the profession, reflecting the vocational education concept of 'student-centred and employability-oriented' in vocational education.

List of sources used

1. Zhou X. Philosophical reflections on modern design concepts / X.Zhou // *Decoration*. – 2013, № 2. – P. 59–61.
2. Yuan H. Research on the development of modern design education in China / H.Yuan- Nanjing: Southeast University Press, 2014, № 2.– 208 p.
3. Jin X. Research on the training of innovative talents in visual communication design/ X. Jin // *Journal of Creative Education*. - 2023. – Vol. 9, № 3. – P. 2157-2162.
4. Li N. Challenges and Opportunities of Visual Communication Design Education in China / N. Li // *Design Research*. – 2022. – Vol. 35, № 3. – P. 382–396.

УДК 37.032

Креативность как психолого-педагогический феномен

Гончарова Е. П., к. п. н., доцент,

Кравцов А. К., аспирант

*Белорусский национальный технический университет
г. Минск, Республика Беларусь*

Аннотация:

Рассматриваются вопросы креативности как показателя конкурентоспособности студента – будущего специалиста; обозначается исторический аспект понятия «креативность»; обобщаются модели креативности человека в различных исследованиях.

Специалисту, способному отвечать вызовам современного общества, необходимо развивать различные надпредметные умения. Одним из умений, обеспечивающих успешную карьеру человека, является креативность. Издавна креативность способствовала прогрессу человечества: помогала охотиться на добычу с помощью различных ловушек, изобретать новые орудия труда и выигрывать войны с помощью различных хитростей как на поле боя, так и в тылу врага.