

INNOVATIVE TEXTBOOK “HISTORY OF MATERIAL CULTURE AND DESIGN”

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The teaching aid «History of material culture and design» combines consistency of a special training course and quality of scientific research. Despite the fact there are a lot of publications for history of design in Russian schools, there appeared a strong necessity to create a teaching aid for Kazakhstan universities. This is a reason for modernity and design-educational practicality of this book, which explains theoretical and practical problems of the material culture and design history.

Different methods were used to create this teaching aid: historicism approach, analytico-synthetic approach on the basis of historicism approach; problem-logical method that enabled to distinguish main conceptual ideas in the history of material culture and design; typologic system approach that enables to show specific peculiarities of design development in a certain period; method of comparative analysis that helped to make certain conclusions in the specific nature of Eurasian field of Kazakhstan ethnic design.

The teaching aid consists of introduction, eight chapters, list of references and appendices.

The introduction considers categorial analysis of the concept «material culture», design as a component of culture, different approaches to the design history.

The following issues are stated in natural sequence: material culture of pre-industrial civilizations: ancient Egypt; antiquity; medieval Europe and Eastern countries (Middle East, China and Japan); development of science and technology during Renaissance and Modern Age; material culture of Russia in 10–18 centuries; initiation of design – new cross functional art profession: industrial revolution in the 19th century; industrial exhibitions in the 19th century and their impact on the design development; first theories of design: John Ruskin, Gottfried Semper, Franz Reuleaux, William Morris; modern; functionalism; The Deutscher Werkbund (German Association of Craftsmen); Holland group De Stijl; architectural and artistic creation in Soviet Russia: constructionism, production art.

The range of knowledge includes the following: first design schools: Bauhaus, Vkhutemas and Vkhutein, their contribution to theory and practice of the world design; development of design in the 20th century: design of the industrial society; design of the post-industrial society: post-modernism; Memphis group; New Design in Europe; style direction of high-tech solutions – minimal art, metabolism, high-tech, futurism, Deconstruction. The modern design of the 20th and 21st centuries is under focus.

The chapter «Issues of ethnic design in Kazakhstan», which analyses the main art and cultural traditions of Kazakhstan, architectonical epigraphy, decorative design, design of jewelries, symbolism of Kazakh traditional clothes in modern dress, has a ethnocultural practicality.

In the context of architecture and design the teaching aid is valuable due to availability of the chapter «Interior and decoration»: in architecture of Ancient Greece, Rome, Middle Ages, Middle East, China and Japanese, Renaissance, Art Nouveau, etc.

The most significant fact for the teacher is the study aid for research and instructional methodology: quizzes, tasks for students' self-guided creative work for each chapter of the teaching aid, list of further reading.

Academic value contains in the appendix, which offers topics for abstracts, dictionary of terms, tests, text tables, pictures.

This general in contents teaching aid «History of material culture and design» is recommended for students, graduate students and teachers in the sphere of design education.