

Passport of Education program
7M02189 - Мода и дизайн костюма

The goal of the Educational Program	Training of highly qualified scientific and pedagogical personnel - specialists in the field of the fashion industry and costume design, capable of carrying out successful research, teaching, management and creative activities.
The map of training profile of the educational program	
Code and name of the field of education	7M02 Arts and humanities
Code and name of the field of education	7M021 Art
Code and name of the Educational Program	7M035 – Fashion, design 7M02189 – Fashion and costume design
Квалификационная характеристика выпускника	
Academic degree	Магистр искусствоведческих наук
List of specialist positions	A graduate can carry out professional activities in the following areas: secondary vocational and higher educational institutions; light industry enterprises; institutions of culture and art; creative unions; government bodies; research institutes; media. Positions: clothing designer, chief costume designer, costume designer, creative director, artistic director, stylist, image maker, university teacher, researcher, art historian, fashion historian, fashion and style consultant, fashion forecaster.
Professional area	<p>The objects of professional activity of the master of art history are:</p> <ul style="list-style-type: none"> – Research organizations that carry out specialized activities in the field of art, fashion and costume design. – Educational institutions, educational centers, art studios that train specialists in the field of art, fashion and costume design. – Production associations, light industry enterprises, sewing ateliers, studios. – Museums, galleries, exhibition spaces. – Periodicals, media and advertising agencies working in the field of fashion and costume design. – Other organizations directly related to fashion and costume design.

<p>Функции профессиональной деятельности</p>	<p>Evaluative:</p> <ul style="list-style-type: none"> – Using knowledge of the theory and methodology of costume design, evaluates samples of various types of costume in terms of their composition, concept, artistic and imaginative component, and artistic and historical value. – Using data on consumer psychology and information from sociological research, predicts fashion trends. <p>Constructive:</p> <ul style="list-style-type: none"> – Plans and implements all stages of work on a scientific project on a specific topic in the profile of the specialty, including testing and implementation of the results. – Plans the educational process and carries out teaching activities. – Draws up educational and methodological documentation for special disciplines. <p>Information technology:</p> <ul style="list-style-type: none"> – Carries out a search, systematization and processing of information of various types in order to carry out scientific and creative activities in the profile of the specialty. – Visualizes and presents the results of scientific research, creative and teaching activities using modern hardware and software. <p>Design:</p> <ul style="list-style-type: none"> – Develops and implements creative projects according to the profile of the specialty with the involvement of innovative methods and technologies. – Effectively leads and builds communications in the implementation and implementation of a research and scientific-creative project in the field of costume design and fashion.
<p>Professional activities</p>	<p>The professional activity of a graduate in the specialty is aimed at carrying out scientific research, project activities and pedagogical activities in the preparation of specialists of different levels in the field of art, fashion and costume design. In particular, masters of art history can carry out the following professional activities:</p> <ul style="list-style-type: none"> – Research activities in the profile of costume design, fashion, art. – Pedagogical activity in the field of education in

	<p>the preparation of specialists of various levels in the profile of costume design, fashion, art.</p> <p>– Processes of creative and production activities in the design of fashionable clothes and costumes. – Processes of artistic management of projects and enterprises in design, clothing and light industries.</p> <p>– Organization of scientific research, management of scientific and creative projects according to the profile of the specialty.</p>
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List of disciplines

№	Discipline	Brief discipline description (30-50 words)
Cycle of basic disciplines University component		
1	Pedagogy of higher education	The course introduces the problems and foundations of university pedagogy, modern technologies for analysis, planning and organization of training and education, communication technologies of interaction between teacher and student.
2	History and philosophy of science	The course introduces undergraduates to the current problems of the formation of the history and philosophy of science, the principles and methods of scientific activity, the structure and models of the development of science in the dynamics of culture, the scientific revolution, empirical and theoretical levels of science, etc. The course defines the point of contact of scientific and philosophical knowledge with the border areas of culture (religion, science, artistic creativity) and examines the current problems of art criticism of modern philosophy of science.
3	Foreign language (professional)	The discipline is the next educational stage after the bachelor's degree and aims to master a professional foreign language. The discipline helps to expand the opportunities of undergraduates to study other disciplines of the educational program, thanks to the acquisition of skills to work with professional foreign-language sources. As a result of studying the discipline, undergraduates integrate into the international professional environment, using a foreign language as a means of intercultural communication.
4	Management psychology	The course reveals aspects of management psychology, management psychology and organizational psychology, gives an idea of the content of the psychological structure of managerial activity and contributes to the improvement of the psychological culture of a specialist.
5	Practice Training	The goals and objectives of the practice are to form the student's skills in conducting pedagogical work on the basis of secondary and higher educational institutions. The basic principles of the organization of the educational process, the peculiarities of drawing up educational and methodological documentation of various types, the specifics of conducting lectures and practical classes in special disciplines and evaluating the results of students' work are considered.
Cycle of basic disciplines Elective Component		
6	Psychology of art	The purpose is to show undergraduates opportunities for in-depth study of psychology on the example of such an interdisciplinary branch of knowledge as the psychology of art; to give an idea of its connections with various social and humanitarian sciences; to reveal the essence of the main problems of art

		psychology and analyze the main approaches to their study; to reveal the importance of studying the psychology of art in the personal and professional development of a specialist
	Psychology of creativity	The course examines with the regularities of the process of perception and understanding of works of art, explores the features of mental activity that take place among writers, painters, composers, etc. when creating the works conceived by them, the concepts of creativity and various levels of creative thinking through the study of individual components responsible for creative activity, theoretical knowledge allowing research activities in the field of psychology of creativity, the structure of creative personality, reveals the psychological processes of formation of creative personality, modern problems and prospects for the development of psychology of creativity.
7	Creative thinking in art	During the course, undergraduates summarize and actualize their non-standard thinking skills in all dynamic areas of life, such as business, science, culture, art, politics. During the course, the undergraduate defines creative thinking as something that, in fact, is a synergistic product of a plexus of various knowledge.
	Marketing strategies in creative activities	The course analyzes the generally accepted marketing system in the context of patterns and trends of creative industries. All components of marketing – the quality of the goods offered, the price for them, advertising, the marketing four are adjusted, analyzed and systematized taking into account the laws of art management.
8	Artistic concepts of world art in a modern context	Within the framework of the presented discipline, conceptual problems of the theory and history of art are considered. The comparative approach, large-scale historical discourse make it possible to structure the laws of evolution of world art, to understand the relationship of artistic images with a chronological and geographical context. The history of art is considered as a problem of artistic concepts interconnected with each other and with the context of the era, art as a single artistic space.
	Cultural landscapes of world art	A basic course for all creative specialties, which summarizes the study of the history of world art, which is considered in this course not from the point of view of chronology, but as an artistic space of ideas, images, symbols that voice the most acute problems of each era. Understanding the universality of the language of art in time and space.
9	Integrating digital technologies into the educational process	The aim of the course is to acquire theoretical knowledge and practical skills in the architecture of "cloud" technologies, methods and features of the design of "cloud" services, as well as to acquire skills in developing applications for the main existing "cloud" platforms.
	Art and Artificial Intelligence	When studying the discipline, undergraduates will explore the following aspects: the main theories and concepts of computational linguistics and new formats, trends in artificial intelligence. The discipline is aimed at forming the theory and practice of computational linguistics, linguistic data analysis and integration, analysis.
Cycle of major disciplines University component		
10	Conceptions of the scientific research	The course introduces the main categories of scientific and cognitive activities, concepts and models of the development of science, methodological principles, the structure and design of the results of one's own scientific research
11	Principles and methods of publication of scientific articles in foreign publications	The course teaches working with scientometric databases and indicators, knowledge of methods and independent implementation of research, design and publication of a scientific article in foreign publications.

12	Project management in arts field	The course introduces resources, provisions, principles of project creation, conditions of participation and project management in the field of art, technology, methods and means of project activity, acquisition of practical skills of project management in the field of art
13	Contemporary methodology of critical thinking	The discipline is intended for undergraduates of scientific, pedagogical and practical areas of all educational programs and is aimed at the formation and development of rational analytical thinking. In the process of learning, undergraduates must master both theoretical and practical approaches of modern critical thinking. This includes evaluating, choosing and structuring scientific forms of research, substantiating and consistently expressing one's own thoughts, reasoned discussions, choosing and using sources of information
Cycle of major disciplines Elective Component		
14	Methodology of art criticism and new approaches in modern Humanities research	The course includes the study of the history of art from antiquity to the present. Undergraduates receive a holistic synchronistic vision of the development of art studies, an idea of periodization, well-known schools and concepts of art history, the ability to analyze the figurative content and means of expression of artistic works from the position of history and theory of art
	Бейнелеу өнеріндегі көркемдік стильдің эстетикасы	The discipline is aimed at studying aesthetics as a meaning-forming concept of the history and theory of art. The cultural codes of the epochs are accumulated in the "artistic style" as a fundamental imperative of art. Within the framework of the discipline, the problems of style formation and synthesis of different types, united by a common cultural paradigm, are considered. The chronological and conceptual discourse examines the main artistic styles of world art: Romanesque, Gothic, Renaissance, Baroque, Rococo, classicism, Romanticism, Art Nouveau. The differentiation of the concepts of "style" and "direction" in the visual arts is carried out.
15	Art criticism in the context of art history	The course introduces significant critical texts of the twentieth century, their content and programs, on the basis of which the master student learns to understand the laws and principles of the functioning of art criticism; the method of creating an annotation, a portrait of a hero, a review, a critical article, a summary review; evaluate works, exhibitions, activities of groups and directions; justify their assessments based on theoretical categories
	Actual problems of art criticism	In modern art criticism, art criticism is an important tool and method of cognition, combining the problems of theory and practice of art. The course examines the features and specific features of contemporary art, its terminology, methodology, and its development strategies
16	Methodologic concepts of teaching costume design	The course is aimed at the formation of theoretical knowledge and practical skills of pedagogy and teaching special disciplines in the field of fine arts and design. The methods of pedagogy, teaching methods, including innovative ones, features of the organization of the educational process, preparation of educational and methodological documentation, ways of using technical teaching aids are considered.
	Methodological basis of design education	The course is aimed at the formation of theoretical knowledge and practical skills of pedagogy and teaching special disciplines in the field of fine arts and design. The current methods of modern pedagogy are studied in online and offline learning formats.
17	Theoretical Concepts of Contemporary Fashion and Design	During lectures and seminars, the fundamental concepts of modern costume design and vestimentary fashion, the current theoretical provisions of design, including definitions, philosophical foundations, conceptual directions, semantics and semiotics of costume, methods of creative search, ways of forming an artistic image are considered.

	Social-psychologic aspects of fashion and costume	Fashion and social behavior of a person, fashion as a regulator of costume changes, cyclicity of costume changes, axiology, psychosomatic foundations, gender identification, motivation, social norms of behavior, status-role relations, individuality, style and image of a costume, fashion forecasting are considered. The discipline provides for lectures and seminars, scientific research and performance of tasks in accordance with the specifics of the dissertation research.
18	Innovative technologies in contemporary fashion design	During lectures, the processes of digitalization in modern costume design, ways and methods of introducing innovative technologies into the fashion industry are considered. The practical part of the discipline is devoted to the study of the innovative 3D graphics program Clo3D / Marvelous Designer and the principles of its use in the design of experimental clothing models, the creation of creative and scientific projects.
	Experimental methods of fashion design	Considering the methods of deconstruction, transformation, inversion, kinematics, bionics, modular design, etc. are considered. Revealing the features and ways of their application in the works of modern designers. Forming the skills of art history analysis of samples of works of modern costume design. <u>The discipline provides lectures, practical classes and work on the project.</u>
19	Fashion Design and Industry in the Republic of Kazakhstan	The discipline forms a complex of knowledge about the history and current state of clothing design in the Republic of Kazakhstan. The historical stages of the development of Kazakh costume design and the work of Kazakh clothing designers, the activities of light industry enterprises are considered. The discipline provides for lectures and seminars, scientific research and performance of tasks in accordance with the specifics of the dissertation research.
	Methodology of ethnic fashion design	The discipline is devoted to the study of a wide range of methods and principles of costume design design within the framework of the concepts of costume ethnodesign. The elements of traditional costume used in modern design practice are studied. The discipline provides for lectures and seminars, scientific research and performance of tasks in accordance with the specifics of the dissertation research.
20	Research practice	All stages of work on a scientific research are considered - the choice of an object and subject, setting goals and objectives, justifying relevance, choosing a methodology, putting forward a hypothesis, summing up - writing a scientific article.
21	Research work for the Master's Degree including an internship and a Master's Thesis.	The goals and objectives of the research work of the undergraduate are to obtain a wide range of knowledge and skills for the implementation of all stages of independent research work on a specific topic in the profile of the specialty.
22	Preparation and defense of Master's Thesis	The goals and objectives of the comprehensive exam are to determine the degree and completeness of theoretical knowledge acquired by the master student in the course of teaching and studying the most significant disciplines, as well as his readiness for independent pedagogical, research activities.