

**PROBLEMS OF DEVELOPMENT OF A SCIENTIFIC BASIS  
SPECIALITY «DESIGN»**

*Abstract:* Attempt to determine priority directions of problems of theoretical basedesign of designing, to find ways of the decision of a problem of development of scientific basis of a speciality "design" is given in article.

*Key words:* a scientific speciality "design", dissertational work, an industrial art.

**Statement of the problem.** Currently, more than 120 universities of Ukraine are licensed specialty "Design" direction 0202 "Art." The average monthly commission on accreditation and licensing of Arts, Culture and Tourism of Ukraine denies one or university accreditation licensing this specialty. In this situation, it is clear that the pressing issue of providing scientific personnel specialty "Design".

If you compare what is happening with events fourteen-year-old, then a year all the higher educational institutions of Ukraine issued less than 900 designers. Now it seems incredible that act in the early nineties in the Kyiv Institute of Civil Engineering was more realistic than the "college for Kikvizde" because of the lack of clearly defined composition theory and other special subjects related to a design-design. Therefore the design throughout Ukraine are taught in most cases is specialists in related areas.

Cabinet of Ministers of Ukraine № 37 "On urgent measures to develop a national system design", published in 1997, significantly influenced the change in perception of the specialty "Design". So how could a dream come true author of the article about the higher arts education in Crimea for licensing which had to do all the dirty work, until the creation of personal health passport SevNTU in 1997, which served as a prototype health passport system in universities of Ukraine. Otherwise, the license for the specialty "Design" is not allowed.

Having received widespread due to urgency, in "Design" was actually provided scientific staff. Dr. architecture helps in problem solving design environment, Doctor of Technical Sciences solve problems of industrial design. Specialists - graphic art and help in dealing with scientific issues. But this profession provided insufficient address key theoretical issues.

**Analysis of recent research and publications.** Contest works analyzed to provide a scientific basis of the specialty "design" for easy perception can be reduced to parts availability Ukrainian doctoral theses. They can be divided into several areas: art history in design (eg, V. Danilenko, Kuznetsova IM [3,4]), the theoretical basis for technical design - technical aesthetics (N. Yakovlev, A. Bodnar [8,1]), of art relating to the history of arts and proto-design (Holubets O. Sokolyuk L. [3,7]). Is science advanced enough. But of course, what may be the

depth of scientific discipline, if the first design firm (headed by William Morris) and there are not a hundred years, and the first monograph on technical aesthetics (the theoretical basis of design) in the former Soviet Union emerged in the late sixties of the twentieth century.

It is difficult in the years to predict the occurrence of Science dissertation in applied geometry of a plane B. [6], not only theoretically, summarizing the various theoretical tools can make and design, but also in tabular form, worthy of the periodic table, which gives solutions to practical problems. It requires understanding of the current status of the theoretical basis of design.

**Goals of the Article.** Necessary to define tactical priorities of tasks a theoretical framework design engineering, find solutions to problems of development bank scientific basis of the specialty "design".

**The main part.** Gennesaret O. [2] Twenty-two years ago, has put in his work a number of general tasks ranging from the description of synergistic design to a narrow definition of the tasks, some of which are completely solved only in a tiny area specific design engineering, such as forming in the design of power tools, etc. These tasks can specify general plan according to the state of science today. For example, after the forty-EM to the structural harmony of systems and Prigogine I. Self-Organization in Systems (synergy) was apparent emergence works Evina I. synergy with the brain and the synergy of art. The continuation of attempts to analyze the possibility of using fractals, such as the work that is being developed with the use of fractals in the design of technical facilities design aesthetics Khomyk S.

Comprehensive theoretical work defining the strategy of studying the scientific basis of the specialty "Design", clearly needed. But I would like to see them not generalized theoretically, as well as those that indicate specific ways to solve problems of practical design work. And most importantly, do not just describe the state of science at the current time, and put a chain of specific tasks to actually predicted, based on a scientific theory.

For example, the authors have established a system of differential equations that solve the problem of the perception of cycling facilities design, decorative and fine arts (DDPOM). The analysis showed that the final product of the proposed forecasting need for a scientific school, whose weights have clarified the influence of the sea and river, mountain and plain surfaces on the perception DDPOM.

And then it turned out not so easy to build this academic school.

First, at present there is no such a powerful tool to stimulate research in Ukraine as a financial interest that was present during the Soviet era. The best students refuse to enter graduate school primarily because of this. Currently the winner of the student competition: Science (Kiev, 2012) and review competition graduation projects (Kharkov, 2012) with K. Arbuzov actually finished research work on the use of op-art in design - designing financially interested in its completion.

Second, the scope of scientific interests of the head does not always coincide with the sphere of scientific interests graduate student in this situation is usually

the head is forced to concede a student / graduate (C / A) in the choice of his subjects. Often it ends with the C / A realizes that the head was right when interest in scientific research in the C / A fading.

In Soviet times, unfinished during graduate school thesis research brought to the end, even after 10 years (if not lost its novelty). This example is unified design theme and aggregated products (PhD thesis, 2002), although the theme of aggregation was the main theme, which was intended graduate VNIITE in the early eighties. Currently, the leader has no guarantees, even in its post-graduate graduation due to the possibility of changing the outlook until the last departure to another country.

So really need to do research work with regular teachers: painters, sculptors, graphic artists, far from reality techniques, or teachers - "techies", actually the first place far from art theory. Moreover, we must understand that this is a problem not only in Ukraine. Exactly the same problems facing young teachers and London, and Milan, which was funded author of the article, having an survey of 13 conference on geometry and graphics in Dresden in 2008

If in Soviet times, the author of the article does not welcomed part-time postgraduate study, in the present circumstances it is graduate school can be recommended for full-time teachers with thoughtful transition to the final year of full-time study. This is necessary in order to present the teacher, on the one hand, has not lost jobs, on the other hand, actually was able to complete his thesis.

Omit that teacher to strengthen the base of the specialty "Design" can protect thesis on art, such as scientific specialty 17.00.05 and other related.

Consider the possibility of direct theoretical basis of the specialty "Design". In 1999, under the leadership of V. Mikhaylenko was the first in Ukraine for defending dissertations from technical aesthetics. Diversity studies so great latitude in research and so was protected by the number of theses, it is difficult to predict the direction of priority development. This is natural, because people are interested and both math and art has always been a little over a respective accept to the left or right thinking brain. Attend diversity of doctoral theses: the geometric principles shaping the design, modeling perception of design objects, with conceptual modeling morphogenesis clothing Communication Materials and Design. PhD theses are not significantly greater, in auditory perception classrooms, geometry and aesthetic semiotics informative objective environment for designing and system ornamental structures (for example, the Korean national ornaments), and aesthetic requirements coloristic shaping Ukraine's advertising graphics, simulation of dynamic properties of circular sculpture in an environment in impress graphic-analytical model in designing objects design.

Ph.D. thesis on specialty 05.01.03 mainly associated with certain areas of theory formation, composition, visual perception, color, ornaments, etc. In analyzing the design of classrooms based audyalnoyi component main unit was mathematics and physics, the analysis of the perception of objects through design approach impress - psychophysics, in the analysis of Korean ornaments - field theory, etc.

Since 2003 began in KSADA protection of art. In 2007, the Special Council on KSADA began to take up their thesis work with the new scientific specialty 17.00.07 - "Design", resulting in KNUBA was only technical specialization. Just a KSADA currently protected actually 44 theses of art direction of design (here and assign the old name "Technical Aesthetics," and a new "Design"). They are simply grouped into the following areas. The first look at graphic design, not only because in this direction KSADA reserved the largest number of dissertations. After Ukraine gained independence businessmen primarily faced with an urgent need "to graphic presentation 'corporate identity. As a consequence, the first new licenses late nineties to study in "design" in Ukraine were just graphic design. To secure the works of graphic design include research on packaging, photography, typography and font, functional and business graphics and posters. Often in these works outside research became Ukraine in the context of globalization and, in particular, the Kharkov region. PhD thesis, defended in special council in KNUKM also associated with graphic design.

The continuation of the necessity to design linking Ukraine with world globalization was the work KSADA by integrating design and marketing in contemporary design culture.

The objects of industrial design surveyed were fixtures or clothing. Moreover, the formation and transformation of the latter proved to be a very promising direction. Completed dissertation study authors KSADA to compile design design of industrial design in general fairly attributed to the late eighties. Now - a separate publication by different authors in Ukraine. Note that due to the fact that the industrial design in general in Ukraine is developing objective reasons sufficient rate, and scientific work in this area is small.

Naturally, the new technologies are reflected in secure thesis, first of all media-design Design Designing WEB-sites, the use of computer graphics in design planning.

Logical solution of general problems for units and imaginative design and ecological thinking designer or determining factors shaping. The last thing is actually not exhaustive for some design objects.

In practice this spring in the Special Council KSADA and KNUKM not considered their thesis works on interior design, because quite difficult to meet the passport of the specialty "design" without stepping on passports professions related to architecture. But at the same time over the last decade in protected dissertations on the design of production facilities repair and machine shop, the interior of public buildings, environment design culture of postmodernism. Therefore, the direction of the design interior design can be considered as very promising.

The shape of small architectural forms as poly-functional of industrial design from ornamental motifs, design principles forming the subject-spatial environment specialized secondary educational institutions, art and design tools forming the subject-space environment showrooms, interior design principles of child welfare institutions; interior design techniques passenger spaces of air terminals used by national subjects, principles of interior design television studios,

tracing patterns in the formation of object-space environment air terminals, principles of forming the subject-space environment air terminals, art design - these are issues over which now employed graduate of NAU.

In the nineties all over the world was an outbreak of publications in national and international in design. The main issue of concern to everyone in Ukraine: how to make Ukrainian design took a decent marketing niche in world production and culture? In his research, scientists have tried to schools in Ukraine for his research, identifying both ways especially the formation and prospects of Ukrainian design, studying globalization and national design aspect Ukraine in the global context of art and design culture of the twentieth century, specifying these surveys or Kharkov region, or certain branches of design, namely, the graphic for the second half of the twentieth century. Regional design was considered. What in Soviet times, it was limited to the actual database type proto-design Urals, so it and now proto-design Western Region (since there is located a great academic school LAM) studies of the Kharkov region and some studies it Cherkassy jersey, the perception of the Crimean suit the specific context of the landscape and t . etc.

I would like to see more work on the experimental design. Little research in Ukraine corporate identity in terms of design engineering. In published work on the influence of psycho dominant personality on the perception of design objects. But it says only that the huge reservoir of design objects of perception is just beginning examined.

Art design - the most popular topic for study in the world but not in Ukraine as publications on this topic that attracted the author to participate in the investigation of this topic multilateral three design students.

Separate areas for passports scientific specialties "Technical Aesthetics" and "design" has not yet been studied or not protected.

If we consider the general theoretical issues in the design, it is necessary to note the urgent need for the emergence of works related to the main categories of design. This is especially important for technological forms, including specific equipment at different factories in Ukraine. The ideas of transformation in morphology are in fact only one job, and this trend bears inexhaustible. The combination of national art image and functionality will help in developing Ukrainian design to the forefront.

### **Conclusions.**

1. To study the tactical trends design design include the following: Work in Ukrainian design, its connection with globalization tendentsiyami and historical roots, the study of new technologies for design planning; issues associated with the development of market economy (further development of Marketing , corporate identity and n and w and x in the context of design) on formation and transformation of design objects, interior design and accompanying objects of industrial design, experimental research design.

2. It is necessary to clarify the concept of part-time postgraduate MONMS for full-time lecturer, developing research related to design-design

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## Literature

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### Аннотация

**Кузнецова И.А. Проблемы развития научного базиса специальности «Дизайн».** В данной статье дана попытка определить тактические приоритетные направления задач теоретической базы дизайн–проектирования, найти пути решения проблемы развития научного базиса специальности «дизайн».

Ключевые слова: научная специальность «дизайн», диссертационная работа, техническая эстетика

### Анотація

**Кузнецова І.А. Проблеми розвитку наукового базису спеціальності «Дизайн».** Уданій статті дана спроба визначити тактичні пріоритетні напрями завдань теоретичної бази дизайн – проектування, знайти шляхи рішення проблеми розвитку наукового базису спеціальності «дизайн».

Ключові слова: наукова спеціальність «дизайн», дисертаційна робота, технічна естетика.