

Pryshchenko S., Ph.D.,
National Academy of Culture and Arts of Ukraine,
Antonovich E., PhD,
National Academy of Culture and Arts, Ukraine

**"ADVERTISING GRAPHIC DESIGN" AS INTEGRATED
EDUCATIONAL DISCIPLINE IN THE SYSTEM OF HIGHER ARTISTIC
EDUCATION OF UKRAINE**

Abstract. The article have been considered the author's conceptual approach to the forming actual educational discipline Ad Graphic Design as integration of graphic design, advertising and marketing. Base components of the professionalism of designer in advertising have been selected taking into account the requirements of modern market: graphic design–foundation, sociological and marketing constituents.

Key words: Ad Graphic Design, conceptual approach, integrated educational discipline, base components of the professionalism.

Statement of the problem. Some universities Ukraine specialization "Graphic Design and Advertising" and an analysis of the educational process leads to the conclusion that "... and advertising" is in most cases a mechanical addition. Often the advertising component is missing: even if the curriculum and declared subject "Advertising Design" (alternatively "Development of promotional products"), the learning objectives overlap discipline "Design" - design mark or logo, brochure, poster, package design, etc, and usually lecture hours not provided. Sometimes part of it is composed of elements of drawing, painting, layout, font, computer technology, prepress or printing basics.

If the design environment includes interior design, landscape design, furniture design as an organization subject-dimensional integrated system, the graphic design now encompasses a wide variety of activities - virtually all graphic components of visual communications (branded constants and medium corporate identity, industrial graphics placards and signs, icons, before-typography, promotional products, WEB-resources, etc.).

If we consider the design as a synthetic discipline, the advertising design (or communicative, more commonly used in Europe, USA and Russia) as a kind of graphic design is more synthetic and specific activities, where more involved marketing, sociology, cultural studies, and psychology of advertising. Therefore increasingly important in the learning process becomes integration of graphic design, advertising and marketing.

In the field of practical skills of graphic designers in Ukraine allocated Kharkiv State Academy of Design and Arts, Ukrainian Academy of Printing (Lviv) Lviv National Academy of Arts, the National Academy of Fine Arts and Architecture (Kyiv), the National Academy of Culture and Arts (Kyiv).

Analysis of recent research and publications. On the one hand we can understand the lack of teachers qualified specialists in the new profile in other artistic schools, on the other - can not justify the principle of learning, which "knows teacher, then taught." Apparently this is a common problem for Ukraine and Russia, as Russian scientific-methodical important for Ukrainian teachers should be highlighted monographs and manuals A.Dehtyarova [6] L.Dmytriyevoyi [20] A.Kostinoyi [9, 10] , A.Lyebyedyeva-Lyubimov [11] R.Mokshantseva [12] V.Muzykanta [13] O.Pavlovskoyi [15] Ye.Pesotskoho [16] S.Pronina [18] A.Romanova [21] O.Salnikovoyi [23] A.Ulyanovskoho [25], and V.Uchenovoyi N.Staryh [26] O.Feofanova [26] as well as the famous Bulgarian advertiser H.Kaftandzhiyeva [8]. Psychology of voice P.K.Vlasov detailed analysis [19]. Among Ukrainian publications are most relevant to today's requirements, there is a tutorial prof. Kyiv National Trade and Economic University Ye.V.Romata "Advertising" [22], which has several editions; tutorial A.O.Vladymyrskoyi "Advertising" [5]; tutorial prof. Ukrainian Academy of Printing and B.V.Durnyaka A.Ye.Batyuka "Development and design of advertising media" [7], which deals with the core issues of advertising, marketing and management. Most significant socio-cultural approach to the study of artistic activity is a monograph prof. Yu.L.Afanasyeva [3]. R.Sapenko regards communication, semiotic, cultural and aesthetic aspects of advertising. [24]

The wording of Article goals. Define the concept of subject matter "Advertising Design" and its meaningful for arts universities in Ukraine.

The main part. Currently, the main problem is the quality of training designers for the advertising industry within the existing curriculum. At the 30-hour week undergraduate load is very difficult to introduce additional unit of advertising disciplines (despite the fact that some universities have already introduced "Sociology of promotional activities", "Psychology of Advertising"), and, consequently, difficult to prepare high-level specialist advertising business.

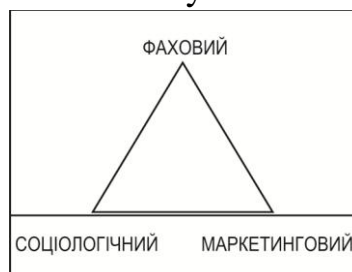
For a comprehensive study of visual marketing communications and the introduction of its results in the learning process, the authors selected the following methodological approaches:

1. Systematic and structural approach enables the study of advertising design as a field of activity and the level of analysis of individual factors and the level of their synthesis.
2. Socio-cultural approach to the evolution of expressive means of advertising to inform will understand advertising graphics as a reflection of historical, cultural, economic and even political stages of social development. Advertising, like design, is always ideological platform.
3. Advertising graphics to be seen (and teach accordingly) not only as a cultural phenomenon at the level of a finding of fact or as creating an attractive image externally, as well as the original product due to a set of values and norms of a particular historical period given region using axiological approach.
4. History and art criticism approach is important in revealing the significant influence of artistic styles in advertising creativity.

5. Color-graphic approach is necessary to analyze the structural, compositional and a color of display areas.

The short-term study can determine the fundamentals of advertising and marketing activities within the subject "Advertising Design". Interestingly, in 2009, employers with vacancies Kyiv preferred designers, marketers, though no school is still not prepared for such professionals. If you define professional designer to meet the requirements of today's market, the authors distinguish three important aspects as basic components: graphic design training, marketing and sociological components (Fig. 1). It should be noted that without the foundation of sociological and marketing graphic designer can be a great graphic artist, but not a designer advertising. There is no ready-made promotional ideas that are trying to attract newcomers to the business - each advertising idea depends on the product of complex social, economic and cultural factors, ie its market positioning. Develop original and effective advertising is difficult even for professionals, as professional promotional message must be the end product of a number of studies.

Very urgent are finding innovative ways to teaching professional courses in high school because of the imbalance between the education system and the form of existence of the profession during the crisis of all forms of world society (economic, social, political, cultural), fierce competition and active stimulation of sales, the rapid development of computer cybernetic technologies in production, commerce, and information systems. Prognostic it was clear to the authors outlined a conceptual approach in the early 2000s, but the practical implementation of our plan to form skill "designer marketer" began in 2006 at the Department of Graphic Design and Advertising National Academy of Culture and Arts.



Rice. 1 - Basic components of training modern designer advertising

For a discussion suggest a tentative list of topics on the subject "Advertising Design", which is taught in the 4th year undergraduate in VII and VIII semester.

Total hours - 180 (5 credits 4 hours. Tyzhd on.), Including:

Lectures - 36 hrs.;

practical classes - 80 hrs.;

self-employment - 64 hours.

Contents of lectures:

1. The role and functions of advertising in society. Advertising in social and cultural space.
2. The main stages of the historical development of advertising. Effect of artistic styles in advertising creativity.

3. Modern advertising and its types. Means of advertising information. The role of computer technology in the development of marketing communications.
4. Psychology of voice as a manifestation of social style. Problems visualization advertising ideas.
5. The style of advertising graphics. National and international features advertising.
6. Brand / corporate identity as a complex advertising.
7. Brand and rebranding.
8. Composition in advertising. Features of visual perception. Means of advertising plane. Specificity of color in advertising appeals.
9. Marketing Research. The life cycle of a product / service / company. Target audience. Assessment of the aesthetic quality promotional products.
10. Methods of designing objects advertising design.

Referring to the contents of the designated discipline, it is necessary to stress the problem of terminology. The authors repeatedly met with incorrect or confusing interpretation of the concepts excessive number of English terms and the level of work programs and the level of formulation of educational objectives and the level of communication with colleagues, and the analysis of publications. The most contentious issue is the concept of "creativity." There was mass terms are questionable: creative design, creativity in design, creative designer and others. Thus all who use them, do not deny synonymichnosti concepts of "creativity - creativity," but strictly distinguish between the use of the term "creative" only for advertising and design, and "creativity" - only for art. The designer, advertiser, artist can be creative, not creative, then it's just a singer, a disciple (apprentice as said before) model. However, creativity is realized only for publicity, outright vulgarity or shocking - not an end in itself in advertising. This kind of "creative people" forget the elementary truth that the primary purpose of advertising - to sell a consumer product or service.

Conclusions. The analysis of global market trends, massive crisis of overproduction end of XX - the first decade of the XXI century, global advertising attacks, psychological manipulation of consciousness target groups and kitsch in popular culture can be concluded that the majority of ads are perceived negatively by society, "advertising noise" reached its critical point.

The concepts for the actual subject matter "Advertising Design" as the integration of graphic design, advertising and marketing as well as the basic components of professional designer to meet the requirements of today's market: graphic design training, social and marketing components. For a comprehensive study of visual marketing communications and the introduction of its results to the educational process are allocated methodological approaches: systemic-structural, socio-cultural, axiological, history and art criticism and color and graphics. A meaningful definite discipline that takes into account the socio-cultural and marketing aspects in the design of promotional products.

Prospects for further research. Near future, already required shift to a more subtle approach to the consumer: a more individual, more correct, more aesthetic. Therefore, teachers of art universities have the most difficult task - in a short time to provide students with knowledge of professional and competitive in the advertising field. The research work of students should be focused on determining stylistic trends of advertising design and search advertising Ukrainian national identity, and in particular, the development of advertising concepts and design elements that meet regional peculiarities.

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Аннотация

Прищенко С.В., Антонович Е.А. «Дизайн рекламы» как интегрированная учебная дисциплина в системе высшего художественного образования Украины. В статье рассматривается предложенный авторами

концептуальный подход к формированию актуальной учебной дисциплины «Дизайн рекламы» как интеграции графического дизайна, рекламы и маркетинга. Выделены базовые компоненты профессионализма дизайнера рекламы с учетом требований современного рынка: графическая дизайн-подготовка, социологическая и маркетинговая составляющие.

Ключевые слова: дизайн рекламы, концептуальный подход, интегрированная учебная дисциплина, базовые компоненты профессионализма.

Анотація

Прищепко С.В., Антонович Є.А. «Дизайн реклами» як інтегрована навчальна дисципліна в системі вищої мистецької освіти України. У статті розглядається запропонований авторами концептуальний підхід до формування актуальної навчальної дисципліни «Дизайн реклами» як інтеграції графічного дизайну, реклами та маркетингу. Визначено базові компоненти професіоналізму дизайнера реклами з урахуванням вимог сучасного ринку: графічну дизайн-підготовку, соціологічну та маркетингову складові.

Ключові слова: дизайн реклами, концептуальний підхід, інтегрована навчальна дисципліна, базові компоненти професіоналізму.