

ARTISTIC DESIGN AS A LEADING WAY OF DEVELOPING OF FUTURE DESIGNER

Soviet system of education is in a state of constant change, renewal and reform. The ultimate goal of these changes is to increase the quality and efficiency of vocational training, to strengthen the connection with actual needs of social life, to prepare a competitive, specialist capable to realize their potential in the new socio-economic conditions. Self-education, systematization of knowledge, the possibility to navigate the information, to see the problem and make decisions through artistic and project activity, which in science is as a phenomenon and basement of the cultural system and techno- cultural education

This activity affects to all areas of operation of an industrial enterprise: in marketing - these are marketing research projects, promotions, the launch of new products on the market, the conquest of new markets; in research and development departments, especially in design, are projects of development of new products and technologies; at the production - development projects for the production of new products, technical re-equipment, the introduction of new technologies. In the process of creating art projects, his artistic and value interpretation, and composition coloured design are taken into account. Fully considering the artistic and design activities, it is necessary to define the leading categories such as "project", "project method", "project technology", project activity, " design activity "and artistic activity.

By this method, a group of people not only individually performs needed tasks, but also has to present their own results. There is also a significant component in the project, such as methodology of an important positive aspect. First of all, on the one hand, the student faces with the need of use a variety of methods, and on the other - the integration of knowledge, skills from various fields of science and art. So by studying one question, the student will try to find information from many sources that may not be related to the industry, but the leading view will be shared. In the design of education, the training of future designers by the method of projects is based on the logic of creating a presentation-project in accordance with the artistic composition. In the process of creating art projects takes into account his artistic and value interpretation. Concluding all above said, we can say that designing in the field of art involves the need to combine logical and artistic aspects.

Today, our society requires not only a theoretically armed performer, who would be able not only to fulfill the tasks, but also to set up work goals on their own. This requires a creativity and further activities. That is why the question of the development of not just design skills, which in essence are only general abilities and the level of "learning", but the increased attention to the development

of creative abilities of the individual and the formation of competence and creativity in future professionals.

Thankfully to the development of individual abilities we can talk about the development of creativity and creative skills of future designers. Due to the artistic and project activity, the student directs his actions to directs his knowledge, to find himself in the field of art, his own style, which in the end contributes to the emergence of a special sense of form, color, creative imagination, images in accordance with the formed aesthetic ideals, tastes. Thanks to the artistic and design activities of future designers, the traditions of arts are assimilated and practice , the accumulation of their own creative potential, directed at artistic design and production of artistic works.

That is why we can conclude that designing in the field of art involves the need to combine the logic and artistic aspects that need to be developed in the training of future designers.