MINISTER OF EDUCATION, SCIENCE AND SPORT OF THE REPUBLIC OF LITHUANIA

ORDER
ON APPROVAL OF THE DESCRIPTOR OF THE STUDY FIELD OF DESIGN

18 March 2021 No. V-410
Vilnius

In accordance with Paragraph 11 of Article 53 of the Law on Higher Education and Research of the Republic of Lithuania:

1. I approve the Descriptor of the Study Field of Design (enclosed).

2. I determine that the higher education institutions have to adjust their study programmes to the Descriptor of the Study Field of Design approved by Clause 1 hereby until 01 September 2022.

3. I recognize Order No. V-924 of the Minister of Education and Science of the Republic of Lithuania of 27 August 2015 “On Approval of the Descriptor of the Study Field of Design” as invalid.

Minister of Education, Science and Sport Jurgita Šiugždinienė

APPROVED
by Order No. V-410 of the Minister of Education, Science and Sport of the Republic of Lithuania of 18 March 2021

DESCRIPTOR OF THE STUDY FIELD OF DESIGN

CHAPTER I
GENERAL PROVISIONS

1. The Descriptor of the Study Field of Design (hereinafter – Descriptor) regulates the special requirements for the study programmes in the study field of design (P02) in the group of study fields of arts (P). The Descriptor regulates the study field of design (hereinafter – field of design) in the scope not covered by the General Requirements for the Studies approved by Order No. V-1168 of the Minister of Education and Science of the Republic of Lithuania of 30 December 2016 "On approval of the General Requirements for the Studies.".

2. The Descriptor shall be applied for college and university studies of the first cycle and the second cycle conducted as full-time or part-time studies.

3. No special requirements are established for the persons, who want to be admitted to the college and university studies of the first cycle in the field of design, in the Descriptor.

4. The persons, who have completed the university studies of the first cycle in the group of arts or other study fields, may be admitted to the university studies of the second cycle in the field of design. The persons, who have completed college studies of the first cycle in the group of arts or other study fields, may be admitted to the university studies of the second cycle in the field of design after they finish the bridging courses in the procedure established by the higher education institution and get ready for the studies of the second cycle.

5. Upon completion of the studies in the field of design, the professional bachelor's/ bachelor's /master's degree in arts that is in conformity with the sixth/seventh level of the Lithuanian Qualifications Framework and the European Qualifications Framework for lifelong learning, and first/second cycles of the Framework for Qualifications of the European Higher Education Area attested by the diploma of professional bachelor's/ bachelor's/ master's degree and diploma supplement issued by the higher education institution are awarded.

6. The purpose of the study field of design is to prepare the designers of high qualification, who would have competences enabling them to analyse independently and assess critically the social, cultural, and economic processes, to form harmonious and sustainable environment, and induce positive changes in cultural, material and social welfare.

CHAPTER II
CONCEPT AND SCOPE OF THE STUDY FIELD

7. Design is a creative process that solves social, cultural and economic problems and links creativity with technologies. Its outcome is an innovative product or service that complies with the aesthetical and functional needs of the users and generates the added value. The following elements of the content have to be reflected in the study programmes in the field of design:

7.1. the theoretical area of the designer's occupation that covers the analytical and design research methods;

7.2. the area of designer's practical activities that covers application of critical and creative thinking for generation, conceptualisation and visualisation of innovative ideas;

7.3. the design projects created in the course of creative process as the results of interaction between the intellectual creation and material production directed towards the sustainable paradigm of life quality;

7.4. the designer's professional activities are characterised by diversity of approaches, practices and opinions manifested through the outcomes of professional activities in the creative industries and culture. The designer's professional activities are directed towards consolidation of the welfare of individual and community's needs and their harmonious and sustainable coherence.

8. The modules/ subjects of the study programme in the field of design are related to other science and art areas: medias and communication, information technologies, engineering, building, business, branding and marketing, history of art, design and architecture, etc. The field of design may be selected as a minor study field in the study programmes of the first cycle.

9. The teaching methodology applied for the study programmes in the field of design in different higher education institutions may differ, yet the creativity, imagination, intellect and communication skills of the students have to be trained.

10. The modules of visual expression satisfying the specific requirements of some particular branch of design have to be provided in all the study programmes in the field of design.

11. The artistic and/or scientific design researches of various levels that affect the solution of practical tasks in all the cycles of studies have to be an integral part of the studies in the field of design.

12. The persons, who complete the study programmes in the field of design, will be able to work as independent (self-employed) designers, as designers employed by the companies; they will be able to establish own companies and create work places in the fields of professional activities (areas of graphical, exhibition, events, fashion, image, industrial products, jewellery, interior, visual communications, advertising, ceramics, textile, interactive and digitation, furniture, service design, etc.).

CHAPTER III
GENERAL AND SPECIAL LEARNING OUTCOMES

13. The aimed fundamental learning outcomes in the study field of design are listed in this chapter; however, they do not serve as a specification of detailed content of the study programme or subjects/modules.

14. Learning outcomes of college studies:

14.1. knowledge and its application. The person:

14.1.1. knows design concepts, historical and modern development of design fields (branches), and is able to apply this knowledge in design practice;

14.1.2. is able to apply the knowledge and skills in the field studies, to use the visual expression measures, the latest technologies and equipment purposefully for practical implementation of the idea;

14.1.3. knows the particularity of design business and its management principles and is able to apply them for implementation of creative design projects;

14.1.4. understands the importance of intellectual property and knows its main management principles;

14.1.5. is able to apply knowledge about the requirements of health and safety related to some particular design activities;

14.2. research skills. The person:

14.2.1. recognises, compares and assesses critically the relevant design manifestations and tendencies;

14.2.2. is able to collect and analyse the data needed to solve the problems of design creation on the basis of modern design practice and researches;

14.2.3. is able to analyse, assess and summarize the information necessary to formulate the decisions, to reason and to make conclusions;

14.2.4. is able to carry out the design research and to apply it for implementation of creative design ideas;

14.3. special abilities. The person:

14.3.1. is able to create ideas for design projects, to make suggestions and decisions independently and while cooperating in the professional and/or interdisciplinary environment;

14.3.2. is able to organise, to plan, to assess and implement the practical requirements of design projects in particular areas of professional activities;

14.3.3. is able to experiment while creating the design projects, when using the personal creative practice;

14.3.4. understands the peculiarities of certain design field and its links with other artistic fields, and applies the acquired knowledge for creation of design projects within the historical, ethical and conceptual contexts;

14.3.5. is able to present the creative ideas and/or projects, using the visual communication and digital information technologies on the national and international levels;

14.3.6. is able to demonstrate the theoretical knowledge and technological practical skills;

14.3.7. is able to apply the artistic expression measures, the emerging media and innovative technologies, as well as creative innovations in the practical projects;

14.3.8. understands the added value created by design;

14.3.9. is able to present personal creative projects;

14.4. social abilities. The person:

14.4.1. is able to communicate with the colleagues, potential customers and general society, when solving the tasks of professional activities in the chosen design field (branch);

14.4.2. understands the relations between the designer and the client, business, user, co-authors and colleagues, and is able to apply this knowledge for designing, implementation and public presentation of the work or design project;

14.4.3. is able to communicate in the community and in public space in writing and/or orally in the official State language and in the foreign language(s);

14.4.4. is able to work in team, to assume responsibility for the quality of own work and work of subordinate employees, and complies with the professional ethics and public spirit;

14.5. personal abilities. The person:

14.5.1. is able to study independently, to make decisions, to solve the problems, to adjust to new situations, to plan own activities, to comply with the established terms, and has business skills;

14.5.2. understands moral responsibility for the results of creative activities and their impact on society, economic and cultural development and environment;

14.5.3. is able to evaluate own strengths in the reasoned mode and understands the importance of life-long learning.

15. Learning outcomes of university studies of the first cycle:

15.1. knowledge and its application. The person:

15.1.1. knows main design concepts and conceptions, historical and modern development of design fields (branches), and is able to apply this knowledge in artistic practice, and to express own artistic position in the reasoned way;

15.1.2. knows the particularity of design business and its management principles and is able to apply them for implementation of creative design projects;

15.1.3. is able to apply knowledge about the requirements of health and safety related to some particular design activities;

15.1.4. is able to deepen knowledge in certain design branch and to develop the skills of artistic designing;

15.2. research skills. The person:

15.2.1. recognises, compares and assesses critically the relevant design manifestations and tendencies in Lithuania and in the world;

15.2.2. is able to collect and analyse the data and to formulate the conclusions for solution of problems of artistic creation on the basis of modern design practice and outcomes of artistic and/or scientific researches in design;

15.2.3. is able to develop the ideas, to experiment using the personal creative practice and summary of the results of other creative experiments;

15.2.4. is able to conduct the researches before the project is started, to identify, analyse and specify the context problems that need adjustment of designing models;

15.3. special abilities. The person:

15.3.1. is able to develop ideas for design projects, conceptions, suggestions and decisions independently and while cooperating in the professional and interdisciplinary environment;

15.3.2. is able to organise, to plan, to assess and implement the practical creative activities in the areas of professional field;

15.3.3. understands the peculiarities of certain design field and its links with other artistic fields, and is able to apply the knowledge of the historical, cultural and economic context;

15.3.4. is able to experiment creatively using the results of artistic and/or scientific researches, personal creative practice, and summary of design context;

15.3.5. is able to announce publicly the creative ideas and projects, using the visual, communication and information technologies in the national and international space;

15.3.6. is able to apply the artistic expression measures and innovative technologies, to instil innovations, and to experiment;

15.3.7. is able to use the present and new media and technologies in the interdisciplinary design projects;

15.3.8. understands the evaluation criteria of design objects, is able to collect, analyse and assess the information related to particular creative activities, to make reasoned conclusions, and to carry out the creative projects of single objects and their systems on the basis of these conclusions;

15.4. social abilities. The person:

15.4.1. is able to communicate with the colleagues, potential customers and general society, when solving the tasks of professional activities in the chosen design field (branch);

15.4.2. is able to identify the problems of communication between users, manufacturers and creators, and to solve them professionally;

15.4.3. is able to communicate in the professional environment, in the community and in public space in writing and orally in the official State language and in the foreign language(s);

15.4.4. is able to work in team, to assume responsibility for the quality of own work and work of the team, and complies with the principles of social justice, equal opportunities, morality, responsibility, and professional ethics;

15.5. personal abilities. The person:

15.5.1. is able to make decisions independently, to solve the problems, to adjust quickly to new situations, to plan own activities, and has business skills;

15.5.2. understands moral and material responsibility for the results of own creative activities and their impact on society, economic and cultural development and environment;

15.5.3. is able to evaluate personal professional activity in the reasoned and critical mode, to improve continuously, and to develop professional skills;

15.5.4. is able to evaluate own skills and knowledge in the reasoned mode and understands the importance of life-long learning.

16. Learning outcomes of university studies of the second cycle:

16.1. knowledge and its application. The person:

16.1.1. is able to collect, evaluate, analyse systematically, and apply the latest scientific and artistic knowledge in the creative work and researches;

16.1.2. is able to apply the acquired understanding and modern creative methods in the practical artistic activity that needs analytical skills, innovation and knowledge integration;

16.1.3. is able to apply the acquired knowledge and understanding how to solve the problems and to find the design solutions in new, unknown or always-changing environment and in broad (inter-field, interdisciplinary) contexts;

16.1.4. is able to continue studying independently, to learn and appreciate theoretical and practical novelties of the professional activities, and to act in complex, incompletely defined or unusual circumstances;

16.1.5. understands ethical, social and economic consequences of own activities, and assumes personal responsibility;

16.2. research skills. The person:

16.2.1. is able to envisage the problems between the community, user and environment, to perform the researches independently, to apply advanced methods, to analyse and assess the results, and to foresee the methods of problem solution accordingly;

16.2.2. is able to use the necessary information sources, to analyse the information, to evaluate and summarise the research results, and to substantiate the conclusions;

16.2.3. is able to apply the artistic and/or scientific researches in the creative practice, to interpret the results in the interdisciplinary approach, and to apply them in particular sociocultural contexts on the national and international levels;

16.3. special abilities. The person:

16.3.1. is able to envisage the problems between the community, user and environment, to think creatively and to create new methods of problem solution, and to fulfil difficult tasks to create single objects and their systems;

16.3.2. is able to integrate the knowledge of various artistic and scientific areas into complex processes of creation and designing of real and virtual environment, by contributing to further development of design or rt, science and technology;

16.3.3. is able to think conceptually, to improve individual touch and creation principles;

16.3.4. is able to select and apply the latest technological knowledge and innovative designing methods to achieve concrete goals;

16.3.5. is able to assess professionally the needs of individual and society, to initiate innovative problem-solution models and strategies, to continue improvement and expansion of design concept from the perspective of harmonious development of society;

16.3.6. is able to present the projects to audience, to discuss them in the professional and interdisciplinary environment on the national and international levels;

16.3.7. is able to perform the creative work individually and to supervise the team consisting of the specialists with different competences in various areas;

16.4. social abilities. The person:

16.4.1. is able to work in the interdisciplinary team, to organise, to evaluate and to improve the team work and to be its leader, to communicate and to cooperate with the clients, colleagues and press;

16.4.2. is able to express the thoughts in various forms, to substantiate the conclusions, to announce the creative ideas publicly, to communicate effectively, to discuss in the professional environment and public space in the Lithuanian and foreign language(s);

16.4.3. is able to act independently, to create new ideas, and to adjust to new situations in the always-changing sociocultural environment;

16.5. personal abilities. The person:

16.5.1. is able to make independent decisions in the situations that need demonstration of interdisciplinarity of scientific and artistic fields; understands ethical, social and economic

consequences of own activity and personal responsibility;

16.5.2. is able to evaluate own and others' creative position in the reasoned and critical mode;

16.5.3. is able to formulate independently the studying aims, tasks, to foresee their solution methods, to plan the work and comply with the established terms, to adapt to the changes, to create new ideas, and to develop the studying skills;

16.5.4. is able to take care about own personal development within the context of professional excellence, to form the personal touch of creative activities, and to assure continuous professional growth based on the principles of life-long learning;

16.5.5. is able to comply with the principles of social responsibility and justice, equal opportunities, morality, responsibility, and professional ethics in professional activities.

CHAPTER IV
TEACHING, LEARNING AND ASSESSMENT

17. The layout of the taught subjects/modules in the study programmes in the field of design has to be consistent and based on interdisciplinary links between deign, information, technological and artistic subjects. Teaching and studying have to be based on clear goals formulated by the teacher and set by the student that would comply with the goals, content and learning outcome of the study programme, the dialogue culture and active learning.

18. Teaching has to be based on the latest achievements of design and creative-technological activities, knowledge of philosophy and art history, training of visual and computer literacy, and understanding of design business particularity.

19. Studying has to be linked to individual or collective research and creative activities and their public presentation. This has to help the students to acquire the communication skills and to provide the students with the possibility to achieve the aimed learning designs in the field of design.

20. The same methods may be applied for studies of different cycles; however, the content of tasks, complexity degree, and level of the student's self-expression have to differ.

21. The following teaching and learning methods may be applied in the study process:

21.1. passive: lectures (measures of knowledge conveyance and understanding: narration, illustration, demonstration, observation, case analyses, etc.), individual consultations and other methods attributable to the traditional concept of studies;

21.2. active: designing, workshops, seminars, training and work practices, report preparation, presentation, and other methods directed to active studies of the students. The designing should be the main active method of teaching and studying of the field of design. This method is directed to training of practical (including transferrable) skills and is based on individual or group projects. The project (visual material, model, experimental model, etc.) is presented or defended during the public discussion between the students, teachers and stakeholders;

21.3. interactive: online teaching courses of the subjects, conferences in virtual environments, online teaching material, and products of video lectures;

21.4. the methods of exploratory character (or inducing independent studies): studying of literature and other information sources, search for information, analysis and synthesis, reflexion, application of some particular research method, data interpretation, etc.;

21.5. specific methods of design studies: interim reviews, reviews of semester or final work, visiting of exhibitions and their analysis, documentation (analogous, digital) and presentation of creative works, participation in group and individual exhibitions, local and international creative competitions of different levels, creative workshops, real projects, etc.

22. The tasks of independent work have to satisfy the learning outcomes of the study programme, to motivate the students and to use rationally time of students and professors, as well as material resources (libraries, creative studios, equipment, etc.).

23. The students' ability to study independently may be encouraged by giving individual tasks for them: in the first cycle, the uniqueness of the student's capacities has to be taken into consideration; in the second cycle, the individual tasks should be given having received the consent of the supervisor of the Master thesis (final work) and approval of the committee of the study programme of the second cycle (unit of quality supervision of the studies).

24. The collegial (the students' works are assessed by the competent commission) and diagnostic (the exam or test helps to learn the student's achievements or progress upon completion of the topic or the part of the course) assessments may be used to assess the students' achievements. The creative works of the students are presented and discussed during the reviews, in presence of the students. The projects have to be presented and discussed publicly. The studies of each subject/module end in the exam or evaluation of the student's work (project). If the system of cumulative evaluation is applied, the interim evaluations may be included into the final evaluation.

25. The learning outcomes of the studied subject shall be assessed according to ten-point system of cumulative evaluation. In the beginning of the semester, the teachers have to introduce the students to the assessment methods of the learning outcomes, number and scope of tasks, and the evaluation criteria.

26. The assessment system of the learning outcomes described in the documents of the higher education institution has to guarantee conformity of the learning outcomes achieved by the graduates of the study programme with the criteria listed in the Descriptor.

27. The assessment of learning outcomes has to be based on clear assessment criteria.

28. The assessment criteria of the design studies of the first cycle are the following:

28.1. understanding of theoretical and practical knowledge named in the learning outcomes and ability to apply it;

28.2. skills and abilities named in the learning outcomes;

28.3. identification and reasoning of the problems, implementation and presentation of solutions;

28.4. quality of independent works, formulation of conclusions and generalisations;

28.5. independent studies of additional literature;

28.6. preparation for further studies, etc.

29. The assessment criteria of the design studies of the second cycle are the following:

29.1. understanding, use and analysis of the subject's concepts within broader context of the subject;

29.2. perception, interpretation of the knowledge named in the learning outcomes and its integration with the knowledge of other subjects;

29.3. understanding of artistic and/or scientific research methods and their selection for researches;

29.4. analysis, evaluation, interpretation, generalisation and presentation of research results.

30. The feedback to the students about their learning outcomes and evaluations, and the feedback from the students to the teachers are important parts of the assessment system, the purpose whereof is to assure the teaching quality.

CHAPTER V
REQUIREMENTS FOR IMPLEMENTATION OF STUDY PROGRAMMES

31. The field of artistic and/or research activities of the teachers of subjects in the study field has to correspond to the taught subjects.

32. The teachers have to know and understand the didactic concept of the study programme, their competence has to satisfy the requirements of the study programme, they have to be able to construct the study programme of subjects/modules, and to be able to update it regularly.

33. The requirements for the composition of the commission of the final works (projects) are the following:

33.1. the study programme of design ends in evaluation of the graduate's competence through defence of the final work (project);

33.2. the commission for defence and assessment of the final work (project) shall consist of the competent specialists in the branch of design – teachers, professional practicians, scientists, stakeholders. It is advised to invite the specialists from other institutions to review the final work (project). It is recommended that the chair of the expert panel of final works (projects) of the second cycle would have the doctoral degree in science or arts;

33.3. the same protection of intellectual property and/or trade secrets shall be applied for final works (projects) as in the case of public art and/or research work;

33.4. the final work of college studies shall consist of the individually prepared practical and theoretical parts of the creative project;

33.5. the final work of the university studies of the first cycle in the field of design shall consist of the independently prepared creative project and the related theoretical research work analysing the context of the selected topic and describing the ideas, knowledge and technologies applied for the project;

33.6. the final work of the university studies of the second cycle in the field of design shall consist of the independently prepared creative project and the related theoretical research work describing the new ideas, knowledge and technologies applied for the project. The student of the second cycle in the field of design shall use the graduation work to disclose his or her creativity degree and ability to apply the latest practical knowledge and technologies in the creative work.

34. Requirements for the material, information and methodical resources:

34.1. the premises necessary to organise the studies in the field of design (lecture halls, creative studios, laboratories, etc.) have to satisfy the requirements of sanitation, hygiene and work safety, while their number has to conform to specific needs of the study programme;

34.2. there have to be available the study premises, workshops with the equipment intended to make the items or project prototypes, computer classes, information bases and teaching staff – teachers and qualified teaching masters;

34.3. the information resources have to be regularly updated and easily accessible.

35. The creative and/or professional practical training (subject or module) is a constituent of the study programme that is governed by the contracts. The practical training has to be linked to the aimed learning outcomes. The results of practical training exceeding the established volumes in study credits may be recorded as informally acquired competences.

36. The information about the study programmes (for example, study forms, specialisation, funding, goals of studies, learning outcomes, assessment, optional subjects, timetables, mobility opportunities, etc.) has to be public, easily accessible and available on the website.

37. The students must have the opportunity to consult additionally with the teachers of the study programme, to study according to individual curriculum, to repeat the subjects or exams, to suspend the studies, to participate in the creative projects performed together with the stakeholders, and to make use of informal education opportunities provided in the higher education institution. The students have to be informed about the career possibilities and opportunities to get social or incentive scholarships.

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