

APPROVED BY  
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## **DESCRIPTOR OF THE STUDY FIELD OF DESIGN**

### **CHAPTER I**

#### **GENERAL PROVISIONS**

1. The Descriptor of the Study Field of Design (hereinafter referred to as the “Descriptor”) shall govern the special requirements applied to the study programmes of the study field of Design.

2. The Descriptor has been prepared in accordance with the Law on Higher Education and Research of the Republic of Lithuania taking into account Resolution No 535 of the Government of the Republic of Lithuania of 4 May 2010 “On the Approval of the Descriptor of the Lithuanian Qualifications Framework”, Order No V-2212 of the Minister of Education and Science of the Republic of Lithuania of 21 November 2011 “On the Approval of the Descriptor of Study Cycles”, Order No V-501 of the Minister of Education and Science of the Republic of Lithuania of 9 April 2010 “On the Approval of the Descriptor of General Requirements for Degree-Awarding First Cycle and Integrated Study Programmes”, Order No V-826 of the Minister of Education and Science of the Republic of Lithuania of 3 June 2010 “On the Approval of the Descriptor of General Requirements for Master’s Study Programmes”, Order No V-2463 of the Minister of Education and Science of the Republic of Lithuania of 15 December 2011 “On the Approval of Recommendations for Developing the Descriptor of a Study Field or Study Fields”, with due account of the Recommendation of the European Parliament and Council of 18 December 2006 on key competences for lifelong learning (2006/962/EC).

3. This Descriptor aims to:

3.1. Assist higher education institutions in designing, improving and assessing the study programmes of the study field of Design;

3.2. Give guidelines to experts who assess study programmes of the study field of Design;

3.3. Inform the academic community, employers and other stakeholders about the knowledge, skills and their levels acquired during studies of the study field of Design.

4. The study programme of the study field of Design may be organised as first cycle studies in colleges of higher education or as first and second cycle studies in universities.

5. The study field of Design belongs to the field of arts (W200). The Descriptor shall be applied to the following branches of the study field of Design: Graphic design; Exhibition and events design; Fashion design; Industrial design; Interior design; Visual communication design; Ceramics design; Interactive and electronic design; Interior and furniture restoration and conservation.

6. The awarded professional Bachelor’s and Bachelor’s degrees correspond to the sixth level of the Lithuanian Qualifications Framework and the European Qualifications Framework for Lifelong Learning, whereas the Master’s degree corresponds to the seventh level of the Lithuanian Qualifications Framework and the European Qualifications Framework for Lifelong Learning.

7. Upon completion of the studies of the study field of Design, the higher education qualification shall be acquired:

7.1. After completing studies at a college of higher education, the professional Bachelor's degree in Design shall be awarded attested by the Bachelor's diploma issued by a college of higher education;

7.2. After completing the first cycle university studies the Bachelor's degree in Design shall be awarded attested by the Bachelor's diploma issued by the university;

7.3. After completing the second cycle university studies the professional Master's degree in Design shall be awarded attested by the Master's diploma issued by the university.

8. Studies of the study field of Design may be organised on a full-time and/or part-time basis. The framework and scope of a study programme of the same qualification degree (credits, the curriculum and learning outcomes shall be identical irrespective of the form of studies).

9. General enrolment requirements applicable to the study programme of the study field of Design shall be:

9.1. Persons with at least secondary education shall be enrolled in first cycle study programmes of the study field of Design in an enrolment contest, taking into account their learning outcomes, entrance examinations or other criteria established by the higher education institution. Higher education institutions shall establish a list of competitive subjects by field of study and principles for the award of contest points, the lowest possible entrance grade and other criteria, having received the assessment of student representation, and publish them no later than 2 years preceding the start of the school year;

9.2. Persons with the minimum higher education qualification or professional Bachelor's qualification degree and complying with the special requirements set by the university may be enrolled into the second cycle studies organised by a higher education institution. Graduates of another study field of Bachelor's degree shall be enrolled into a course of additional studies the minimum scope whereof shall be at least 60 credits. The list of additional study subjects and the curriculum shall be set by the higher education institution.

10. The study field of Design may be a minor study field in the first cycle study programmes.

## **CHAPTER II CONCEPT OF THE STUDY FIELD**

11. The aim of the study field of design is to train highly qualified designers in competences enabling them to work self-sufficiently in the area of design and capable of the following:

11.1. Satisfy various needs for sustainable environment of the society and individuals;

11.2. Form a harmonious environment, promote positive developments in cultural, material and social wellbeing;

11.3. Analyse and critically appreciate processes happening in contemporary design, identify developmental trends and principles of design;

11.4. Create high quality design products and provide high quality services, present solutions and ideas in a motivated manner and in design language;

11.5. Apply in practice the theoretical and technological knowledge;

11.6. Organise and manage creative process;

11.7. Work in interdisciplinary teams in domestic and international contexts;

11.8. Be involved in lifelong learning.

12. Notwithstanding that study programmes of the study field of design organised in various higher education institutions may have different methodologies, all study programmes shall develop such competences as creativity, imagination, students' intellect and communication skills.

13. The study programmes of the study field of Design are related to other areas of science and arts, such as media and communication, information technologies, engineering, construction, business, branding and marketing fundamentals, fine arts, history of design and architecture, etc.

14. All study programmes of the study field of Design shall underline the importance of

visual literacy. Visual imagery (sketching and drawing) skills develop the capacities to notice, to focus, improvise, visualise and express ideas.

15. Artistic/scientific research at various levels which have an impact on solution of practical assignments at all study cycles shall make a part and parcel of studies of the study field of Design.

16. Professional activities of the designer are characterised by a variety of approaches, practices and opinions which is expressed through professional activity outcomes in creative industries and visual culture. Professional activities of the designer are directed towards provision of fundamentals to the needs of wellbeing of the society and individuals and preservation of harmony in natural environment.

17. The study field of Design uses practices and methodologies of design and fine arts, applied and fine arts.

18. Graduates of study programmes of the study field of Design shall be capable of acting as independent creators or designers, creative managers in companies or shall be capable of establishing a company of their own and creating jobs.

### **CHAPTER III GENERAL AND SPECIAL LEARNING OUTCOMES**

19. In this chapter the desirable learning outcomes of the study field of Design shall be specified, but they shall not be the specification of detailed curriculum of a study programme or study subjects (modules).

20. The learning outcomes of the first cycle (professional Bachelor) studies shall be:

20.1. Knowledge and application thereof:

20.1.1. Knowledge of the underlying concepts and conceptions of design, historical and contemporary developments of fields (branches) of design, ability to apply them in practical creative activities;

20.1.2. Ability to apply knowledge and abilities in the studies of the study field and interdisciplinary studies, in professional activities, applying visual means of expression, state-of-the-art technologies and equipment in a creative manner when translating ideas into practice;

20.1.3. Understanding the principles of design management, capable of applying them in practice during creative project implementation;

20.1.4. Ability to apply knowledge about health and safety requirements in a particular design activity.

20.2. Research skills:

20.2.1. Ability to recognise, compare and critically assess contemporary phenomena and trends of design;

20.2.2. Ability to collect and analyse data to make informed solutions of creative issues on the basis of contemporary design practices and research;

20.2.3. Ability to analyse, appreciate and summarise information necessary to formulate and substantiate solutions and to draw conclusions;

20.2.4. Ability to conduct a design study and apply it in practice to translate creative design idea into reality.

20.3. Special abilities:

20.3.1. Ability to generate ideas, suggestions and solutions for design projects self-sufficiently or in cooperation in professional and/or interdisciplinary environment;

20.3.2. Ability to organise, plan, evaluate and implement practical requirements of design projects in specific areas of professional activities;

20.3.3. Ability to experiment in development of design projects inspired by personal creative practices or after doing a synopsis of creative outcomes of other designers;

20.3.4. Awareness of characteristics of a particular field of design and its relation to other fields of arts, application of knowledge for the implementation of design projects within historical, ethical and conceptual contexts;

20.3.5. Ability to present creative ideas and/or projects aided by visual communication and information digital technologies on national and international levels;

20.3.6. Ability to demonstrate theoretical knowledge and technological skills in practical activities;

20.3.7. Ability to apply means of artistic expression, the newly emerging media and innovative technologies and innovations in creative activities and practical design projects;

20.3.8. Ability to compile a file (portfolio) of creative works.

20.4. Social abilities:

20.4.1. Ability to communicate with colleagues, potential clients and public at large whenever seeking solutions to issues of professional activities within the limits of a selected study field (branch) of design;

20.4.2. Knowledge of relations among designers and clients, businesses, consumers, co-authors and co-workers and ability to apply this knowledge when developing, realising and presenting in public a work of art or a design project;

20.4.3. Ability to communicate within a community and in public space orally and verbally in the national and foreign language(s);

20.4.4. Ability to work in a team, assume responsibility for the quality of work of their own or their subordinates guided by the principles of professional ethics and citizenship;

20.5. Personal abilities:

20.5.1. Ability to study and make decisions, solve problems, adapt to emerging situations, and plan activities self-sufficiently, respect given deadlines, demonstrate entrepreneurship skills;

20.5.2. Awareness of moral responsibility for the results of their creative activities and their impact on the society as well as its economic and cultural development and environment;

20.5.3. Ability to reasonably appreciate own strengths, realising the importance of lifelong learning.

21. Learning outcomes of the first cycle (Bachelor's) studies:

21.1. Knowledge and application thereof:

21.1.1. Knowledge of the underlying concepts and conceptions of design, historical and contemporary developments of fields (branches) of design, ability to apply them in practical creative activities and to substantiate the artistic position;

21.1.2. Knowledge of the design managerial principles and the legal framework regulating design activities, ability to apply them when implementing creative projects;

21.1.3. Ability to apply knowledge of health and safety requirements related to a particular design activity;

21.1.4. Ability to seek in-depth knowledge of a specific design field and to develop skills of creative designing.

21.2. Research skills:

21.2.1. Ability to recognise, compare and critically assess contemporary phenomena and trends of design in Lithuania and abroad;

21.2.2. Ability to collect and analyse data so as to draw informed conclusions how to solve issues of artistic creation on the basis of contemporary design practices and research as well as findings of design artistic/scientific research;

21.2.3. Ability to elaborate ideas and to experiment inspired by personal creative practices and after appreciating outcomes of other designers' experimental activities;

21.2.4. Ability to conduct a research before undertaking a new design project, ability to identify, analyse and specify issues of a particular context, the solution whereof requires application of artistic designing methods.

### 21.3. Special abilities:

21.3.1. Ability to elaborate upon ideas, conceptions, suggestions and solutions related to design projects self-sufficiently and in cooperation in professional and interdisciplinary environment;

21.3.2. Ability to organise, plan, evaluate and implement practical artistic activities within the area of professional activity;

21.3.3. Awareness of peculiarities of design process and relation with other fields of art, ability to apply knowledge from historical, ethical and conceptual contexts;

21.3.4. Ability to experiment creatively aided by the results of artistic/scientific research, personal creative practice and having summarised the design context;

21.3.5. Ability to present creative ideas and projects aided by visual, communication and information technologies within a national and international space;

21.3.6. Ability to apply means of artistic expression and innovative technologies, implementing innovations and experimenting in creative processes;

21.3.7. Ability to use the present and newly emerging media and technologies in interdisciplinary design projects;

21.3.8. Knowledge of the criteria for assessing design objects, ability to collect, analyse and evaluate information related to a specific creative activity, ability to draw informed conclusions and use them as a basis when developing unique objects and creative projects of their systems.

### 21.4. Social abilities:

21.4.1. Ability to communicate with colleagues, potential clients and public at large whenever seeking solutions to professional issues within the limits of a selected study field (branch) of design;

21.4.2. Ability to identify and to solve in a professional manner problems of consumers, producers and creators;

21.4.3. Ability to communicate within a professional environment, community and public space orally and verbally in the national and foreign language(s);

21.4.4. Ability to work in a team, assume responsibility for the quality of work of their own or their subordinates guided by the principles of social justice, equal opportunities, integrity, responsibility and professional ethics;

### 21.5. Personal abilities:

21.5.1. Ability to make decisions, solve problems, adapt to emerging situations, and plan activities self-sufficiently, respect given deadlines, demonstrate entrepreneurship skills;

21.5.2. Awareness of moral and material liability for the results of their creative activities and their impact on the society as well as its economic and cultural development and environment;

21.5.3. Ability to reasonably and critically appreciate personal professional activities, continuously improve and enhance professional abilities;

21.5.4. Ability to reasonably appreciate own strengths, realising the importance of lifelong learning.

## 22. Learning outcomes of the second cycle studies:

### 22.1. Knowledge and application thereof:

22.1.1. Ability to collect, analyse and systematise the most recent body of scientific and artistic knowledge as well as to apply this knowledge in creative work and scientific research;

22.1.2. Ability to apply in practice the acquired awareness and learned contemporary creative methods in artistic activities requiring analytical skills, innovativeness and knowledge integration;

22.1.3. Knowledge of how to translate the acquired expertise, understanding and abilities to solve problems (to find design solutions) in new, unknown or continuously changing environments and broad (interdisciplinary and inter-sectoral) contexts;

22.1.4. Ability to learn, experience and evaluate theoretical and practical innovations of the

area of professional activity self-sufficiently, to act under difficult, not fully defined and unusual circumstances;

22.1.5. Realisation of ethical, social and economic consequences of own activities and liability arising therefrom.

22.2. Research skills:

22.2.1. Ability to identify topical societal, consumer related and environmental issues, to carry out research self-sufficiently aided by advanced methods, analyse and evaluate the findings and make informed solutions to identified issues;

22.2.2. Ability to apply relevant information sources, make an information analysis, evaluate and summarise research findings and draw reasoned conclusions;

22.2.3. Ability to apply artistic/scholarly research findings in creative practices by interpreting the findings from an interdisciplinary point of view and apply them in specific social-cultural contexts on a national and international level.

22.3. Special abilities:

22.3.1. Ability to identify and to solve problems of relations among consumers, producers and creators, think creatively and develop new ways and methods for problem solution, implement complex assignments of unique objects or framework of objects;

22.3.2. Ability to integrate knowledge of various branches of arts and science in complex processes of creating and designing material and virtual environments by way of contributing to further development of design or arts, science and technologies;

22.3.3. Ability to think conceptually, improve a unique style and creative principles;

22.3.4. Ability to select and apply the most recent technological knowledge and innovative design methods for specific goal attainment;

22.3.5. Ability to professionally evaluate individual and societal needs, initiate innovative solutions and strategies to the issues identified, continuously enhance and expand the concept of design within the context of a sustainable societal development;

22.3.6. Ability to present project to the audience, discuss in a professional and interdisciplinary environment on a national and international level;

22.3.7. Ability to be engaged in a creative work self-sufficiently as well as to lead the team work composed of specialists of various backgrounds.

22.4. Social abilities:

22.4.1. Ability to work in an interdisciplinary team, organise, evaluate and improve team work and act as a team leader, communicate with clients, colleagues and the media;

22.4.2. Ability to express ideas in various forms, to argue the findings, present creative ideas to the society and concrete individuals, communicate and discuss in a professional environment and public space in the Lithuanian and foreign languages effectively;

22.4.3. Ability to act independently, generate new ideas, adapt to new situations within an ever changing social-cultural environment.

22.5. Personal abilities:

22.5.1. Ability to make decisions independently in situations which require expertise in interplay between different branches of science and arts, realise ethical, social and economic consequences of their activities and liability arising therefrom;

22.5.2. Ability to give arguments and critically assess the creative standpoint of their own and others;

22.5.3. Ability to set learning outcomes and objectives self-sufficiently, foresee ways for the attainment thereof, plan activities and respect the set deadlines, adapt to changes, generate new ideas and improve learning skills;

22.5.4. Ability to be responsible for their own self-development within the context of professional mastery, develop a unique style of creation, ensure continuous professional growth based on lifelong learning principles;

22.5.5. Ability to respect the principles of social justice, equal opportunities, integrity, responsibility and professional ethics.

#### **CHAPTER IV TEACHING, LEARNING AND ASSESSMENT**

23. The distribution of subjects/modules taught within the study programmes of the study field of Design shall be consistent with and based on interdisciplinary approach towards design, engineering, information, technologies and art subjects. Teaching and learning shall be based on the objectives clearly formulated by the teacher and set by the student in line with the study programme and learning outcomes.

24. Teaching shall be based on contemporary design, creative-technological achievements, on knowledge of the history of philosophy, fine arts and architecture, on visual, computer literacy development and expertise in design business specifics.

25. Learning shall be linked to individual or collective research and creative activities and a public presentation thereof. This approach shall facilitate acquisition of communication skills necessary for the students as well as provide the basis for attaining the learning outcomes set for the field study of Design, as well as oblige the students to apply their professional functions in practice.

26. Teaching methods shall be consistent with the concept of lifelong learning, students shall be taught and encouraged to assume responsibility for their own learning.

27. The same methods may be applied in different cycle studies, but the content and complexity degree of given tasks should vary, as well as the student's self-sufficiency rate.

28. The following teaching and learning methods may be used in the process of studies:

28.1. Passive: lectures (tools for providing knowledge and comprehension: narrative, illustration, observation, case study analysis, etc.), individual tutorials and other methods attributed to the traditional concept of studies;

28.2. Active: designing, workshops, placements and work based practices, preparation of a presentation, presentation and other methods aimed at active learning of students. Designing should be used as the key active teaching and learning method in the study field of Design. This method targets development of practical (hence, transferrable) abilities and is based on individual or group projects. A project (the visuals, a mock-up, a pilot model, etc.) shall be presented or defended in public discussions among students, lecturers and social partners;

28.3. Interactive: distance learning courses of a subject, conferences in virtual settings, online teaching aids, materials originating from video lectures;

28.4. Research-based (or those encouraging self-sufficient studies): reading reference literature, search, analysis and synthesis of information, reflexion, application of a specific research method, interpretation of data, etc.;

28.5. Specific methods of design studies: review of interim, semester and final theses, visiting and analysing exhibitions, documentation and presentation of creative works (in an analogous and digital form), participation in group and individual exhibitions as well as national and international creative contests and workshops on various levels, real project, etc.

29. Assignments for self-sufficient work shall comply with the learning outcomes of the study programme, shall motivate students and make the best use of time of students and lecturers as well as material resources (libraries, creative studies, equipment, etc.).

30. Learning self-sufficiency of students may be encouraged by giving individual assignments: in the first study cycle this can be achieved by respecting individual degree of student abilities, whereas in the second cycle individual assignments can be given upon recommendation of the supervisor of Master's studies (final thesis) and approval by the committee of Master's studies (monitoring division of the quality of studies).

31. Learning achievements may be assessed by means of applying a collegiate (whereby

students' work is appraised by a competent commission of pedagogues) and a diagnostic (whereby an examination or test organised upon completion of a topic or part of the course identifies student achievements) assessment. Creative works of students shall be assessed openly in the presence of students. Projects shall be presented and discussed in public. Studies of every study subject (module) shall be completed by a final examination or an assessment of a student's work (project). Where an accrual assessment system is used, interim assessment scores may comprise part of the final examination assessment.

32. The learning outcomes of a subject field studied shall be assessed on the basis of an accrual assessment system on the scale of one to ten. At the beginning of a semester lecturers shall inform students about the assessment methods of learning outcomes, number and scope of assignments and assessment criteria.

33. A system for assessing students' achievements shall be described in documents of a higher education institution and shall ensure that graduates of a study programme complied with the criteria as listed in the Descriptor.

34. Assessment of students' achievements shall be based on clearly set assessment criteria.

35. The assessment criteria for the first cycle studies of Design shall be the following:

35.1. Theoretical and practical knowledge stipulated in the learning outcomes as well as ability to apply the knowledge in practice;

35.2. Abilities and skills listed in the learning outcomes;

35.3. Identification and reasoning of identified issues, implementation and presentation of solutions thereto;

35.4. Quality of individual work, argumentation of the findings and conclusions;

35.5. Self-sufficient studies of additional reference material;

35.6. Preparedness for further studies, etc.

36. The assessment criteria for the second cycle studies of Design shall be the following:

36.1. Knowledge, usage and analysis of concepts of the course unit within a broader context;

36.2. Comprehension, interpretation and integration of knowledge listed in the learning outcomes with the knowledge of other course units;

36.3. Comprehension of artistic/scientific research methods and selection thereof for research activities;

36.4. Analysis, assessment, conclusions and presentation of research findings.

37. Feedback to the students on their learning outcomes and assessment as well as to the lecturers on possible improvements to teaching quality comprise an important part of assessment of students' achievements.

## **CHAPTER V**

### **REQUIREMENTS FOR THE IMPLEMENTATION OF STUDY PROGRAMMES**

38. Requirements for the academic staff:

38.1. Competent lecturers – prominent artists, scientists and practitioners – constitute the basis for a successful implementation of study programmes. In order to ensure a high quality of studies, a higher education institution shall develop artistic, scientific and research activities of the academic staff aimed at the interplay of artistic/ scientific and pedagogical dimensions;

38.2. Lecturers of the study programme of the study field of Design shall have at least Master's diploma or equivalent qualifications;

38.3. In colleges of higher education of first cycle more than half of all lecturers shall have a minimum of 3 years of practical experience in the relevant study field. 10 percent of the subjects of the study field shall be taught by prominent artists or individuals holding Doctor of Arts or Doctor of Science degrees;

38.4. In the first cycle of university studies more than 50 percent of the study field subjects

shall be taught by prominent artists or individuals holding Doctor of Arts/Doctor of Science degrees;

38.5. In Master's studies at least 60 percent of all study field subjects shall be taught by prominent artists or holders of Doctor of Arts/Doctor of Science degrees. At least 20 percent of the curriculum of the study field subjects shall be taught by lecturers holding professor's position;

38.6. Branches of artistic/scientific activities engaged by lecturers shall be compatible with the subjects taught;

38.7. Lecturers of all study cycles shall be aware of and comprehend the didactic concepts of the study programme, shall comply with the requirements for the study programme, be capable of constructing the study programme (modules).

39. Requirements for the completion of studies (a final thesis (project)), composition of the commission of final theses:

39.1. The study programme of Design shall be completed with an assessment of a graduate's competency during the defence of the final theses (project);

39.2. A defence and assessment commission for final theses (projects) shall be comprised of competent specialists of relevant study field (branch), i.e. teachers, practitioners, professionals, scientists, and social partners. At least one member of the commission shall represent other institution of science and studies. It is advisable to engage specialists from other institutions in the capacity of opponents of final theses (projects). It is recommended that the chair of the expert commission of final Master's theses (projects) shall hold Doctor of Science or Doctor of Arts degree;

39.3. A final thesis (project) shall benefit from the identical level of protection of intellectual property and/or commercial secrets as would be applicable to a work of art /science made available to the public;

39.4. In the case of colleges of higher education of first cycle a final thesis shall be comprised of an independently elaborated creative project (practical part) and an explanatory part (the theoretical part). The final thesis (project) shall be assessed on the scale of at least 9 credits. Where upon completion of a study programme a dual professional Bachelor's degree is awarded, the study programme shall provide for final theses (projects) of the major and minor study fields, which can be awarded a maximum of 12 credits in total;

39.5. In the case of the first cycle of university studies of the study field of Design, a final thesis shall be comprised of an independently elaborated creative project and a related theoretical research analysing the context of the selected topic, describing ideas, knowledge and technologies drawn upon in the project. A minimum number of credits awarded to the final thesis shall be 12. Where upon completion of a study programme a dual Bachelor's degree is awarded, the study programme shall provide for final theses (projects) of the major and minor study fields, which can be awarded a maximum of 15 credits in total;

39.6. In the case of the second cycle of university studies of the study field of Design, a final thesis shall be comprised of an independently elaborated creative project and a related theoretical research referring to new ideas, knowledge and technologies drawn upon in the project. The final thesis of the study field of Design shall help the graduates to unveil the degree of their creativity, ability to apply practical knowledge and technologies in a creative work self-sufficiently.

40. Requirements for material, information and methodological resources:

40.1. Studies of the study field of Design shall be organised in premises (auditoriums, creative studios, laboratories, etc.) which shall comply to the sanitary, hygiene and occupational safety requirements, the number of such premises shall be compatible with special needs of the study programme;

40.2. There shall be premises for studies, workshops furnished with equipment for producing works of art or master copies of projects, computer classes, information bases and teaching staff – lecturers and qualified teaching masters;

40.3. Informational resources shall be subject to continuous updates and shall be readily available.

41. Student's self-sufficient work in the first cycle studies shall comprise from 30 to 70 percent of the total scope of every study subject. The respective figure for the second cycle studies shall be from 50 to 80 percent of the total scope of every study field.

42. A higher education institution shall set the scope of contact hours. The scope of contact hours shall comprise:

42.1. At least 25 percent of the total scope of the first cycle study programme, and at least 15 percent of immediate contact hours between lecturers and students (excluding contact hours of distance learning);

42.2. At least 15 percent of the total scope of the second cycle study programme, and at least 10 percent of immediate contact hours between lecturers and students (excluding contact hours of distance learning);

43. Where learning is organised in distance learning mode, distance studies shall not comprise more than two thirds of the total scope of studies.

44. Creative/ professional practice shall make a part and parcel of the study process. Practices shall be related to expected learning outcomes:

44.1. In colleges of higher education practical work and other forms of practical training shall comprise at least 1/3 of the total scope of the study programme. The scope of practical work (of teaching, cognitive, or professional, etc. nature) shall cover at least 30 credits. The total scope of practical work shall cover at least 18 credits. The placement of the final professional practical work shall be compatible with the topic of the final thesis and related to designer's activities;

44.2. The total scope of practical work in the first cycle university studies shall cover at least 15 credits;

44.3. The total scope of practical work in the second cycle studies shall not exceed 30 credits.

45. Students shall benefit from academic assistance encompassing student motivation, preparative studies and other possibilities of academic assistance:

45.1. Information about study programmes (for instance, forms of studies, specialisations, financing, study objectives, learning outcomes, assessment, optional courses, timetables, possibilities of mobility, etc.) shall be made public and readily available on the website;

45.2. Students shall benefit from the possibility of additional consultations with lecturers of the study programme, study under tailor-made study plan, resit subjects or examinations, interrupt studies, participate with social partners in creative projects, and avail of possibilities of non-formal education offered by a teaching establishment. Students shall be informed about career opportunities and possibilities to benefit from social and promotional scholarships.

## **CHAPTER VI DESCRIPTOR OF LEVELS OF ACHIEVED LEARNING OUTCOMES**

46. There are three possible achievement levels: excellent, standard and threshold.

47. In the first cycle studies (professional Bachelor's studies), the learning outcomes can be of the following levels:

47.1. Excellent achievement level: ability to thoroughly study, analyse and generalise reference material dedicated to the project, formulate project objectives self-sufficiently, critically assess the project situation and the concept of the solution based on general background information as well as professional and theoretical knowledge acquired during the studies. Ability to implement project ideas self-sufficiently or in close cooperation with specialists from other fields of expertise, coordinate activities of a creative team, communicate freely and professionally, express positions and visualise ideas, and present them in public with relevant reasoning. The individual shall be fully

comprehensive of technical knowledge and possess practical skills, be capable of utilising materials, tools, devices, equipment, technologies, the media and have practical experience of professional activities. Ability to appreciate the business environment and market trends, plan project activities, utilise various sources of information, analyse relation between the project being designed and the environment, communicate with the clients and sub-contractors, devise design projects of outstanding quality, organise their preparation for production and control project implementation, foresee possibilities for further development. Knowledge and skills acquired during the studies facilitate further specialisation and self-sufficient enhancement in the chosen area of design, allowing to engage in fully-fledged professional activities or continue studies at the university;

47.2. Standard achievement level: ability to familiarise with, analyse and generalise reference material dedicated to the project. Ability to critically appreciate the project situation, formulate project objectives and the concept of the solution aided by a specialist. Conforming to the requirements of higher than the standard level, ability to implement project ideas self-sufficiently or in cooperation with specialists from other fields of expertise, communicate, express positions, visualise ideas and present them in public. Demonstrate sufficient level of technical knowledge and practical skills, be capable of utilising materials, tools, devices, equipment, technologies, the media and have practical experience of professional activities. Standard ability to appreciate the business environment and market trends, plan project activities, utilise various sources of information, analyse relation between the project being designed and the environment, communicate with the clients and sub-contractors, devise design projects, organise their preparation for production and control project implementation. Knowledge and skills acquired during the studies facilitate further specialisation and self-sufficient enhancement in the chosen area of design, allowing to engage in fully-fledged professional activities or continue studies at the university;

47.3. Threshold achievement level: ability to familiarise with and analyse reference material dedicated to the project, formulate project objectives and the concept of the solution aided by consultations. Possess basic technical knowledge and practical skills, under supervision of a specialist is capable of utilising materials, tools, devices, equipment, technologies, media, familiar with practical experience of professional activities. Ability to demonstrate minimum ability to analyse information, plan project activities, utilise various sources of information, analyse relation between the project being designed and the environment, communicate with clients and sub-contractors, devise design projects of average quality and supervise their implementation.

48. Levels of the first cycle (Bachelor's) learning outcomes:

48.1. Excellent achievement level: demonstrate outstanding designing skills taking the form of insights into the development of the study field and reviews of research material of a relevant scope with excellent generalisations and formulated conclusions. Self-sufficient planning of the course of work, motivated assessment of the potential posed by the concepts and procedures related to decision making. Ability to analyse thoroughly the relation between the project being designed and the environment, develop outstanding innovative design projects of highest quality, draw project implementation plans. Ability to utilise, in a creative manner, contemporary and conventional visual means of expression, the media, equipment, technologies and tools related to subjects of the study field. Possess experience of interdisciplinary cooperation, team work, professional contacts and exchange of design experiences with specialists of design or other fields of study on the international level. Ability to present own projects to the public. The knowledge and skills acquired during the studies are thorough which facilitate further specialisation in the chosen area of design or to continue studies in the second cycle of Design studies;

48.2. Standard achievement level: standard general university background and knowledge of design theory and standard general level of research skills in problem solving the field of Design. Ability to set working objectives, plan a working process, analyse information and use experience in practice, adequately assess the situation. Ability to choose communication tools and express ideas in visual, plastic forms, demonstrate standard level of application of theoretical knowledge in a

creative context. Standard ability to analyse relation between the project being designed and the environment, draft design projects, compile project implementation plans, make an innovative and creative use of contemporary and conventional means of visual expression, various materials, the media, equipment, methods, technologies and tools related to subjects of the study field of Design. Ability to express the relation between ideas and solutions in visual language, verbally and orally, present own works to a broader audience, standard level of entrepreneurship skills, not afraid to take professional risks. The knowledge and skills acquired during the studies is sufficient to allow further specialisation in the chosen area of design or to continue studies in the second cycle of design studies;

48.3. Threshold achievement level: demonstrate minimal designing skills, has satisfactory general university background and knowledge of design theory as well as research skills in problem solving in the study field of Design. Reveals satisfactory abilities to observe, research and implement own project ideas. Has sufficient technical knowledge and practical skills; aided by a specialist is capable of utilising materials, the media, equipment, methods, technologies and tools related to branches of Design in an appropriate manner and is familiar with professional design practices. Has basic skills of work management, contingency management and management of project changes, analyse information and multifaceted aspects thereof, formulate premises and arguments, analyse relation between the project being designed and the environment, draft design projects of average quality. The knowledge and skills acquired during the studies are sufficient to allow further specialisation or enhancement of abilities in the chosen area of design.

49. Levels of learning outcomes of the second cycle (Master's) studies:

49.1. Excellent achievement level: has thorough knowledge of design, artistic/ scientific research methodology, able to utilise them in an original and creative manner in research and project activities. Has a built ability of critical and analytical thinking when dealing with complex and difficult tasks of the study field of Design, by drawing on the acquired knowledge is able to initiate and undertake an artistic/scientific research self-sufficiently and substantiate creative ideas on the basis of research findings. Able to create design objects of outstanding artistic value and functionality, self-sufficiently or in cooperation with specialists of other fields of expertise to devise complex design projects, draft communication programmes, project implementation plans, has excellent skills in contemporary computer-aided design methods and software. Insights gathered during artistic/scientific research are innovative, the knowledge acquired is thorough, and the skills excellent;

49.2. Standard achievement level: has research skills and methodological knowledge and is capable of utilising them in research and design activities. Has skills of critical and analytical thinking when dealing with tasks of studies of Design of medium complexity, able to substantiate creative ideas with scientific knowledge, has moderate experience of artistic/ scientific research and designing of design object. Standard ability to undertake complex artistic/ scientific research self-sufficiently and create design projects of high artistic value and functionality, able to draft design projects self-sufficiently or in cooperation with specialists of other fields of expertise. Knowledge of how to use contemporary computer-aided designing methods and software. The knowledge and skills acquired during research are of standard level. Creative activities are characterised by uniqueness and contextuality;

49.3. Threshold achievement level: has basic background knowledge of Design, complex designing, research methodologies, aided by a specialist can apply them in practice. Has skills of analytical thinking when dealing with design issues, able to substantiate own creative ideas with scientific knowledge, has modest experience of artistic/scientific research and designing a design object. Weak ability to undertake artistic/scientific research or create design objects self-sufficiently, or draft design projects in cooperation with specialists of other branches of expertise, compile project implementation plans. Aided by a specialist is capable of using contemporary computer-aided designing methods. Knowledge and skills acquired during the studies are satisfactory.

