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ORCID 0000-0002-0553-4277

ORCID 0000-0002-9076-2484

GRAPHIC DESIGN IN FUTURE LABOR EDUCATION TEACHER'S COMPUTER CULTURE FORMATION

Валентина Титаренко,

докторка педагогічних наук, професорка, декан факультету технологій та дизайну
Полтавського національного педагогічного університету імені В.Г. Короленка;

Тарас Чернявський,

аспірант Полтавського національного педагогічного університету імені В. Г. Короленка.

У статті розглянуто проблематику сучасного графічного дизайну України у ракурсах національної зорієнтованості; висвітлено розвиток графічного дизайну в Україні та вплив регіональних чинників на особливості його формування; доведено відсутність загальної моделі українського графічного дизайну та можливі перспективи його розвитку; описано досвід упровадження графічного дизайну в процесі формування інформатичної культури майбутніх учителів; з'ясовано роль засобів графічного дизайну у формуванні інформатичної культури майбутнього вчителя трудового навчання; окреслено основні принципи графічного дизайну та його ознаки як інструменту професійної діяльності майбутнього вчителя трудового навчання; обґрунтовано особливості формування інформатичної культури засобами графічного дизайну у професійній підготовці майбутнього вчителя трудового навчання; проаналізовано засоби графічного дизайну, які формують інформатичну культуру майбутнього вчителя трудового навчання.

Поняття графічної діяльності розглянуто як компонент дизайн-проектування та наголошено на важливості такої діяльності під час дизайн-проектування; охарактеризовано сучасний етап формування інформатичної компетентності майбутніх вчителів трудового навчання засобами графічного дизайну, роль комп'ютерної підготовки і знання відповідних пакетів програм; визначено місце інформатичної компетентності у загальнопрофесійній компетентності майбутнього вчителя трудового навчання; виокремлено засоби графічного дизайну, які використовуються під час формування інформатичної компетентності майбутніх учителів трудового навчання, виявлено їх особливості, визначено їх ефективність та переваги застосування на різних етапах навчання; систематизовано базові знання, вміння, здатності у сфері формування інформатичної культури вчителя трудового навчання.

Ключові слова: вчитель трудового навчання, професійна підготовка, дизайн, графічний дизайн, засоби графічного дизайну, інформатична культура вчителя.

Problem statement. Design is a complex interdisciplinary project-artistic activity, which combines natural-scientific, technical, humanitarian knowledge, engineering and artistic thinking, aimed at creating on an industrial basis the objective world in an extremely large «zone of contact» with a man in all without exception areas of vital activities (Shevchenko, 2017). Nowadays, design is rapidly developing, integrated into most areas of human activity, closely related with fine arts, architecture. Modern professional training of a teacher of labor training is no exception. One of the leading principles of design is the principle of constructivism, which produces, first of all, the construction of a composition, not its creation. In other words, during the design process it is important to combine graphic elements and their semantic positioning in the composition; such a direction as graphic design should contribute to the solution of the tasks setting.

Development of information culture (as an opportunity to navigate in the information space, operate on data based on the use of modern ICT in accordance with the needs of effective professional duties), a future teacher of labor must know graphic design tools, must have basic knowledge of design, basic knowledge of special drawing, etc. This presupposes its sufficient graphic readiness and ability to create a holistic constructive-spatial graphic image.

Nowadays, graphic design is increasingly taking the form of a pedagogical tool for future teachers of labor, which nurtures in the younger generation a love of work not only in the arts, but also in other areas of human life. Based on the introduction of aesthetic feelings, refined tastes, inspiration into the surrounding material world, a culture arises and develops, connected with testing one's strengths in artistic creativity, designing and making graphic elements with students. Thus, the success and effectiveness of the use of graphic design in the study of labor training can be guaranteed only if the teacher is sufficiently motivated to use them, has a broad artistic outlook, has software tools for both general and special purposes, can determine their place in methodical system of teaching the subject.

Research and publication analysis. Currently, it is observed that the study of teachers, philosophers, psychologists, art critics is interested in the study of methodology of design education, which determines and directs the development of design education in higher education institutions (V. Tymenko, E. Antonovych, T. Bozhko, A. Dyzhur, O Lavrentyev, S. Mizevich, R. Mukhutdinov, V. Savin, I. Savenko) and others. The study of the labor education teacher's chosen aspect of design education revealed some approaches to its solution in the works of scientists: V. Kosiv offers a vision of the development of national models and globalization of graphic design in the second half of the twentieth century (Kosiv, 2003); V. Danylenko considers the design of Ukraine in the world context of art and design culture (Danylenko, 2005); O. Znachenko researched the formation of information culture of future teachers (Znachenko, 2004). At the same time, aspects of combining the tasks of applying graphic design in the process of forming the information culture of future teachers of labor education and technology need in-depth research.

The purpose of the article is to substantiate the peculiarities of the formation of information culture of the future teacher of labor education by means of graphic design in professional training.

The results of the research. Designing in design is the optimization of functional processes in human life, increasing the artistic taste and functionality of products and their complexes. The subject of design in design is the structure and quality of the form of the subject environment in general and individual products as its elements (Design as a design culture, 2010).

Analyzing the modern graphic design of Ukraine from the perspective of national orientation, it should be noted about its activity in the field of quite different art schools, which have never differed in the unity of theoretical, methodological and pedagogical principles; all the variety was related to the personality of a particular teacher. As a result, this area does not have a single generally accepted system of education, but is marked by the dynamism of pedagogical experiments in the field of design. Despite the involvement of European experience and the latest technologies, schools maintain a traditional national orientation. Therefore, the general picture of graphic design in Ukraine is diverse: the peculiarity of its formation was the regional factor – Kharkiv, Kyiv, Lviv, to some extent Odessa.

Today, graphic design in Ukraine is developing in a complex process of interaction and mixing of various concepts, economic, organizational and stylistic forms, both transferred from Europe, and their own, which emerged on the basis of years of cultural customs, aesthetic ideas, art forms. However, «the national form itself, without taking into account the peculiarities of the national syntax of communication, does not create a national style» (Kosiv, 2003).

Pointing to the lack of a common model of Ukrainian design, V. Danylenko offers an author's futuristic projection, which, according to the researcher, should be created from a permanent intersection of vertical (national) and horizontal (globalization). The scientist is convinced that «such an intersection will give a new kind of cultural quality in design, which can not appear anywhere else, because nowhere will there be combinations of the same ingredients.»

According to V. Danylenko, «the development of nationally oriented design in Ukraine is possible only in a state of unity and contradiction of national and global»; he believes that «the design sphere of Ukraine has certain prerequisites for the development of nationally oriented design», defining actions aimed at design education as a priority area of activity in the field of design culture of Ukraine (Danylenko, 2005). Therefore, modern theoretical opinion on globalization and national processes in the art of graphic design indicates the search for the establishment of its own authenticity, the success of which in Ukraine largely depends on the development of the first link of the profession – design education.

In addition the classical concept of a «model» outlines a certain consistency, which today in graphic design is hardly possible, so it (the model) must acquire new, dynamic qualities. The result of globalization trends in graphic design is a model of unified design techniques, which is largely due to processes that take place outside the artistic and design spheres. The formation of national graphic expression today is facilitated by: transnational economy, integration policy, development of media and communication, international communication of professionals and development of new technologies. In this context, graphic design is introduced into the organization of the educational process, using the experience of different cultures, genres and styles, combining stylistic processes that occur in both graphic design and art. In the scientific sense, during the formation of the teacher's information culture with the use of graphic design tools, the theoretical aspects that affect the information competence and the ability to solve problems within the trends are important.

The implementation of graphic design funds in the professional training of future teachers of labor education is directly related to the history of the origin of civilization and its material culture, the problems of mastering traditions. Graphic design tools significantly affect the motivational basis of the future teacher; one of such means is style, which provides a stylistic unity of semantic forms of all elements – from the environment to the product.

Style is a set of color, graphic, stylistic and compositional techniques and elements designed to create a certain visual image that is constantly remembered. The main elements of any style are: logo, font, color scheme, compositional techniques. Creative activity in the field of graphic design takes place in the process of creation, which is expressed in the consistent performance of various actions.

From the very beginning, design has set itself the task of uniting beauty and expediency, technical and aesthetic principles, creating new types of products, organizing a holistic material world that corresponds to the level of development of material and spiritual culture of modern society. The content and methods of training future teachers of labor training by means of graphic design should be determined taking into account not only the conditions of personal qualities, creativity, originality of thinking, but also the formation of the required level of scientific and methodological and technological knowledge. Design arises as a project activity aimed at meeting the various needs of man and society.

Graphic activity is an important component of design, as drawings, drawings and sketches are the main means of expressing the result and the idea of solving a creative task, which involves a chain of quality transformation «sketch – design solution – the finished product.» Therefore, visual images that arise and transform in the minds of future teachers are constantly concretized and refined in accordance with the requirements of those tasks that are solved in the process of labor training of students. This process is accompanied by imaginary changes in the position of the image of the projected object in space, its structural transformation, large-scale and proportional transformation of individual structural elements. Thus, the information competence of the teacher of labor training is perceived as a special type of knowledge organization that allows to make effective decisions in professional and pedagogical activities and indicates the level of mastery and use of information and design technologies in the educational process.

At the present stage of formation of information competence of a teacher of labor training by means of graphic design depends on special computer training in the relevant software packages, as well as on the high competitiveness of the future specialist. The teacher of labor

training must be able to use computer technology and professional programs in their work, have a sufficient level of psychological and functional readiness for the successful use of knowledge in professional and everyday life. Computer competence is an important component of the general professional competence of a teacher of labor training. The process of competence formation significantly affects the motivation of the future specialist, as motivation forms a holistic behavior, increases the activity of the individual, stimulates the formation of goals and the choice of effective ways to achieve it, has a significant impact on learning performance in general. Motives are usually divided into two groups: external and internal; external incentives include material incentives and self-realization of the teacher in the teaching staff, internal – personal growth and improvement of the professional career of the teacher.

Therefore, it can be noted that the success and effectiveness of graphic design in the formation of information competence of future teachers of labor training can be guaranteed only if the teacher is sufficiently motivated to use them, has a broad outlook, has appropriate software packages for both general and professional purpose, can determine the place of graphic design in the methodological system of teaching the subject.

The mass influence of graphic design tools in the training of future teachers of labor education implies the need to analyze the principles and compositional techniques of designing graphic compositions. All the variety of graphic compositions is divided into groups, as follows: font compositions, occupying most of the visual plane; trademarks of companies, as well as brands of well-known companies; fine graphic compositions.

Conclusions. Analyzing the above, we can conclude that the information culture of the teacher of labor training as the basis of his general professional competence is an integrative property of the individual, which is manifested in the set of competencies of technological, pedagogical and subject areas. Having identified the peculiarities of the use of graphic design tools in the training of future teachers of labor training, we are convinced that each of the types of graphic tools at certain stages of professional training has its advantages. Artistic creativity in the field of graphic design becomes socially significant only when the content of graphic objects rises to the level of professional achievements in terms of scientific and technological progress and information technology.

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GRAPHIC DESIGN IN FUTURE LABOR EDUCATION TEACHER'S COMPUTER CULTURE FORMATION

Valentyna Tytarenko,

doctor of Pedagogical Sciences, Full Professor, Dean of the Faculty of Technology and Design of
Poltava V. G. Korolenko National Pedagogical University;

Taras Cherniavsky,

postgraduate student of Poltava V. G. Korolenko National Pedagogical University.

The article considers the issues of modern graphic design of Ukraine from the perspectives of national orientation. The development of graphic design in Ukraine and the influence of regional factors on the peculiarities of its formation are highlighted. The absence of a general model of Ukrainian graphic design and the possibility of its development prospects is proved. The experience of introduction of graphic design in the process of future teachers' computer culture formation is described. The role of graphic design tools in the formation of future labor education teacher's computer culture is clarified. The basic principles of graphic design and its features as a tool of future labor education teacher's professional activity are outlined. The peculiarities of computer culture formation using graphic design are substantiated. The means of graphic design, which form the future labor education teacher's computer culture, are analyzed.

The concept of graphic activity is considered as a component of design and emphasis is placed on the importance of such activity while making design. The current stage of future labor education teacher's computer culture formation using graphic design is characterized. The role of computer training and knowledge of the relevant software packages is considered. The place of computer competence within future labor education teacher's general professional competence is determined. The means of graphic design which are used in the process of future labor education teacher's computer competence formation are allocated, their features are revealed, their efficiency and advantages of application at various stages of training are defined. Basic knowledge, skills, and abilities in the field of future labor education teacher's computer culture formation are systematized.

Keywords: *future labor education teacher, professional training, design, graphic design, means of graphic design, teacher's computer culture.*

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