

Svitlana Alieksieieva

*Candidate of pedagogical sciences, research worker, research worker of laboratory of professional career
Institute of Vocational formation of Ukraine*

Preparation of future designers at the college of artistic profile to the development of professional career

Annotation

In the article is exposed the problem of use of the acmeological technologies for training of future designers to the development of a professional career in the system of vocational education, analyzed career and professional plans of young people, their ideas about professional career, criteria of its successful realization. The use of these technologies in educational process is considered to be effective as personality zones of development of future specialists become the object of technology.

Keywords

technologies of developing education, technologies of personal orientation to education, method of projects, game modelling, training technologies, technologies of career coaching

1 Raising of problem

Design as a key element of economic policy provides competitive advantages of products at today's global marketplace. The training of specialists who are able to provide the market with goods and services production that meets international quality standards is a requirement of the time. Modern labour market development trends require maximum focus on professionalism, competence, career maturity of the future experts in the field of design. The relevance got by a problem of career-oriented training of future designers capable of rapid adaptation to organizational and technological changes in the industry of design. Namely educational institutions must be an effective mechanism for the formation of youth career resource, which, in accordance with their own interests and needs ready for effective career self-realization in the design activity.

In the tough conditions of competition at the labour market achievement of career goals impossible without the implementation of the strategic plan developed by the professional careers that are particularly important at the stage of training. Because of motivation for career growth future specialist is capable of forming a pragmatic model of behaviour at the labour market and the implementation of a professional career on the basis of a rational approach. Knowledge of the possible models of career, the ability to plan, manage and implement the process of career development will help designers to be competitive at the labour market and to decide on personal perspectives of professional fulfilment.

2 Analysis of the last researches and publications

Scientific understanding of the problem of the study have been contributed by the theoretical ideas of modern scholars, dedicated to pedagogical, psychological, social, legal, organizational issues of mechanisms for identifying of career growth as the basis for successful professional activity (A. Markova, O. Tolstaia, M. Safonov V. Chiker). A notable phenomenon in the study of issues of professional career become works: M. Miropolskaia – professional orientation as a basis for the formation and construction of the professional career (2004) [4], A. Borisiuk – professional career as a socio-psychological phenomenon: the stages, types of professional career (2007) [1], P. Kalinichenko – psychological aspects of an individual's career: the main motifs, types, phases and stages of career choice (2006) [3], S. Sotnichia – career management (2001), I. Nazarov

– psychological and pedagogical support of graduates of educational institutions in designing of strategies personal and professional life (2007) [6], L. Prokofiev – professional career of men and women (2000), A. Poplavskaia – the problem of the professional career [5]; O. Slobodeniuk – the concept of the formation of a conscious choice of professional career (2007), D. Zkatnov – preparation of student youth to the choice of a professional career on the principles of personal-oriented approach; structure and indicators of students ready to build a professional career (2010) [2].

3 A selection of not decided is earlier parts of general issue

The analysis of the problem shows that the design's education system has contradictions that hinder the formation of readiness of the future designers to develop professional career. This is caused by a certain discrepancy between the content of the training and the requirements of modern society to its quality. In particular, controversy has arisen between: the needs of the labour market and the low level of professional training of graduates of colleges of art profile to this process; prominent labour market demand for specialists in the design and the lack of elaboration of theoretical and methodological bases of preparation with the already formed conscious choice of professional career in design activities; the need for training of the designers who are able to provide competitive products and the lack of conditions for the formation of future designers the positive career expectations, aimed at the development and implementation of their own creativity; a torrent of modern design technologies and the unwillingness of the future experts to self-education and self-affirmation in the design activity; the necessity of formation of readiness of future designers to the selection and development of the professional career and the insufficient level of professional competence of teachers in the preparation of young people to this process. Bridging the marked contradictions is possible provided by the solution of theoretical and practical problems of increase of readiness of graduates to the selection and development of professional career in the design field.

4 Aim of the article

Ground theoretical and methodological basis of training of future designers at colleges of art profile to develop professional career.

5 Exposition of basic material

The purpose of the study: justify theoretically, develop and experimentally verify the contents, forms and methods of training future designers to develop professional career in art college profile.

Research concept is based on the provisions of the design philosophy of education, the theory of development of pedagogical systems, personality theory and management theory. Preparing students for the selection and development of professional career should be focused on the professional development of future designers with career opportunities, interaction with potential employers in order to study the actual needs of the design industry.

The leading idea of the concept of study lies in the fact that the choice of educational program of training of future designers to develop professional career should be focused on the formation of professional mobility of future specialists in modern labour market conditions. The quality of training of future designers ensure the implementation of the theoretically grounded pedagogical conditions that make it possible to design an appropriate system of modern educational technologies that will contribute to their readiness for the development of professional career. The effectiveness of training of future designers to develop professional career is ensured by the formation of the internal needs of future professionals in career development, which should take place on the principle of individual approach to the use of a complex of appropriate diagnostic methods.

The general hypothesis of the study is that the willingness of future designers to develop professional career will be effective on condition of creation of corresponding psychological and pedagogical conditions, the implementation of theoretically based forms and methods of training, the development of model and technologies of preparation for this process.

The research tasks: to analyse the state of research problem of training future designers to develop professional career in the pedagogical theory and practice; theoretically justify preparedness framework of future designers to develop professional career in colleges of artistic profile; to identify the psychological and pedagogical factors of selection and development of professional career in design activity; to develop the concept of training of future designers to develop professional career; to identify the pedagogical conditions of training of future designers to develop professional career at colleges of artistic profile; theoretically justify and experimentally verify the forms and methods of training of future designers to develop professional career using the methodology of assessment of their readiness for this process; to develop and test the model and technology of training of future designers to develop professional career.

To achieve the tasks we used the set of interrelated methods: theoretical: scientific analysis of the main categories of research, analysis, synthesis of philosophical, psychological, pedagogical, art history, cultural knowledge; monographic studies, methodological literature and regulatory documents; system and functional analysis, comparison, modelling, classification, systematization and synthesis of theoretical and methodological principles; empirical: diagnostic (psycho-pedagogical observation,

interviews, tests, questionnaires, interviews, peer review); pedagogical experiment with qualitative and quantitative analysis of the results; retrospective analysis of teaching experience of the author.

The experimental results of the study were analysed using statistical methods for processing quantitative and qualitative interpretation of the data obtained using the methods of mathematical statistics and computer technology tools.

The scientific novelty of the study is that the first time it was theoretically grounded the concept of training of future designers at colleges of artistic profile to develop professional career, which provides a solution to urgent social and educational issues regarding the creation of conditions for the realization of citizens' constitutional rights to free development of personality, to work and to professional development; pedagogical conditions of training of future designers to develop professional career at colleges of artistic profile, in particular: the creation of a positive motivational guidance to professional career; providing basic orientation of training of future specialists for practical work that will help to master the relevant professional knowledge and skills of career building; accessibility of online training to develop professional career in design activity within or outside the education system of design; raising the level of qualification of teachers in preparing young people to develop professional career in design activity; it was designed and theoretically substantiated the model and technology of training of future designers to develop professional career, criteria, indicators and levels of formation of readiness of future designers to develop professional career; there were improved forms and methods of professional training to develop professional career, which will boost the process of formation of positive career expectations; there have been further developed position relative to strengthen the training of future designers at colleges of artistic profile and filling in the teaching with the concept of "professional career in design activities."

The practical significance of the study is in development of methodological support of future designers preparatory process for the development of professional career, that includes the author of the program "Job and Career", built of professionally oriented modules that can be implemented in the educational process in the study of fundamental disciplines or as a separate special course; online network platform of learning the basics of professional career development in order to create the skills of future designers and their careers organizer skills; guide to psychological and pedagogical support of preparatory process of the future designers for the development of professional career; program of improvement of the level of qualifications and skills of teachers for the preparation of young people for choosing and development of a career in design activity; methodology of estimation the readiness of the future designers to choosing and development of professional career with the corresponding diagnosing complex technologies; methodological recommendations to establish employment monitoring system, and the success of the implementation of professional career of graduates of colleges of art profile.

6 Conclusions and suggestions

Analysis the state of research problem of training future designers to develop professional career in the pedagogical theory and practice testifies to the necessity the psychological and pedagogical factors of selection and development of professional career in design activity. The concept of training of future designers at colleges of artistic profile to develop professional career, which provides a solution to urgent social and educational issues regarding the creation of conditions for the realization of citizens' constitutional rights to free development of personality, to work and to professional development; pedagogical conditions of training of future designers to develop professional career at colleges of artistic profile, in particular: the creation of a positive motivational guidance to professional career; providing basic orientation of training of future specialists for practical work that will help to master the relevant professional knowledge and skills of career building; accessibility of online training to develop professional career in design activity within or outside the education system of design; raising the level of qualification of teachers in preparing young people to develop professional career in design activity.

The perfection of the system of professional preparing of future designers to the career development is possible with the introduction of acmeological technologies, where the objects of technologization are becoming the personal zones of development, methods of preparing to a successful career and professional formation. The main aim of using of acmeological technologies in professional training of future designers to the development of a career is forming in a self-consciousness of a person the demanded necessity in professional self-development and self-realization in professional field. The main task of acmeological technologies is the actualization of professional and personal self development with the help of special methods and psychological technics. Acmeology introduces to the system of training of future designers ideology of progressive professional formation, purposeful career orientation, readiness to professional self-realization.

Acmeological technologies are the technologies of developing education technologies of personality oriented training, method of projects, game modeling, training technologies, career-coaching technologies.

Let's consider the principal forms of acmeological technologies. The psychological mechanism of educational process becomes the principal object of attention in organizing the developing education in studying of professionally oriented series of disciplines. It gives the possibility of comprehension by future designers the importance of education in the development of a career. Such an approach determines the value of the career preparing, that becomes available in the conditions of training at a vocational educational institution and raises its prestige.

The result of using the acmeological technologies in the system of vocational education is the formation of readiness of future designers to the development of professional career, taking into consideration their individual personal qualities. It is very important for realization of a modern polyvariant career, the main

thesis of which prove the uniqueness of its realization for every designer.

Not less significant in the context of the acmeological theory are the technologies, called "method of projects". These technologies promote the development of integrated knowledge and skills of a personality from different fields, provide the use of various methods of training, ensure the orientation for apprehensive, independent, educational activity of future designers. The realization of this method is going on with the use of research method and is of great educational and practical importance for the formation of the career maturity of a future designer.

In the process of preparing of future designers to the career progress the great importance is attached to "Game modeling", that completely changes the technology of training "Game modeling" is the variative form of training, which ensures the intercommunication of imitative modelling and role behaviour of participants in the process of solving pattern tasks of enough high level of problematics. Game modelling reveals individual career potential of future specialists, makes it possible to overcome psychological barriers in personal contacts with different people, furthers improving of the career important personal qualities. For instance, in game modelling "Take me to work" future specialists master skills of self-marketing, it is very important for further successful employment. Such acmeological technologies develop key career competence, individual qualities, which influence on the quality of the process of preparing for the development of a professional career.

The subject of acmeology in the process of training of future designers for career development is the problem of achieving the top of the career mastership, because it stimulates the highest possible orientation. On the creative self-realization profession for reaching "acme" in the progress of a professional career it is necessary to have the maximum of self-mobilization and it demands the reflective self-regulation. The reflexive self regulation is possible under the condition of the use of training methods of education, aimed at the advancing of a career readiness and improving the interpersonal relations. Such training technologies must be aimed at the formation of psychological readiness for the realization of a professional career. Such training technologies as team-building, trainings with elements of individual psychotherapy and psychocorrection, sensitive trainings, video-trainings presented themselves very efficiently. The principal peculiarity of acmeological training is the program goal orientation. It demands every-day studying and analyzing practice needs and using of constructive, communicative and organizational activities, which are professionally important for a career progress. More over we see the transition from comprehensive motivation to professional, which ensures the gradual transition to self-regulation and self-organization in prospective career activity.

In such developed countries as USA, Great Britain, Japan and others despite the differences in the principles of organization and methods of operation are proposed various career coachings in different fields of activity, which are very efficient in the improvement of a career mastery, in the formation of the positive professional image. The analysis of the

experience of other countries with the widespread acmeological service shows, that it provides the valuable and full psychological and acmeological service, gives the effective professional assistance to the future specialists of different professions.

Career coaching is a kind of a personal coaching. It helps future designers to solve many problems in a career development; namely in the investigation of a career; development of habits of the passage of the interview and formation of a personal confidence; creative job search strategies; writing the resume; appreciation of personal strong qualities; personal marketing and branding, appraising of future employers, conducting the talks about salary.

Instructors of coaching are responsible for the strategy "connection – explanation – obligations", which must be followed by future specialists. In this system the connection provides harmony of a person in the professional formation, the connection with an employment agency. A future specialist acquires knowledge and skill "to self himself (herself) profitably" during the practice; to carry on telephone talks efficiently; to advertise own abilities and achievements. The explanation includes the studying of career goals of a personality; revealing of correspondence of values of an individual to his career; exposing necessary knowledge and skills for a success in a professional work; finding out the interests, which will be transformed into efficient work. The obligation

is aimed at drawing up a plan of action and responsibility for its realization. The career coaching is the practical application of own knowledge and the formation of self-presentation.

Based on the foregoing, it should be noted that acmeology introduces into the system of training of future designers the purposeful career orientation and the formation of readiness to future professional self-realization. The principal task of acmeological technologies actualization of a personal and a professional self-development with the help of special methods and psychological technics. Technologies of developing education, personal orientation to education, method of projects, game modelling, training technologies, technologies of a career coaching are referred to acmeological technologies.

The main aim of using of acmeological technologies in the professional training of future specialists is the formation in self-consciousness of an individual demanded necessity in professional self-development and career progress. The peculiarity of acmeological technologies is the program goal orientation, which provides the positive career motivation of future specialists, the formation of their career competence. Acmeological approach to technologies of training allows to advance the system of training of future designers and to improve the quality of vocational education.

References

- [1] Borysyuk A S 2007 Profesijna karyera yak socialno-psyxologichnyj fenomen: (etapy, typy prof. karyery) *Problemy zag. ta ped. psyxologiyi: zb. nauk. pr. In-tu psyxologiyi im. G. S. Kostyuka APN Ukrayiny* 9(4) 94–101
- [2] Zakatnov D O 2010 Organizacijno-pedagogichne zabezpechennya pidgotovky uchnivskoyi molodi do planuvannya karyery *Teoret.-metod. problemy vyxovannya ditej ta uchn. molodi: zb. nauk. pr. / APN Ukrayiny, In-t problem vyxovannya [ta in.]* 10(2) 373–80
- [3] Kalenychenko R A 2006 Psyxologichni aspekty indyvidualnoyi karyery: [osn. motyvy, typy, stadiyi ta etapy vyboru karyery] *Problemy ta perspektyvy formuv. nacz. gumanit.-texn. elity: zb. nauk. pr. / APN Ukrayiny, Nacz. texn. un t „Xark. politexn. in-t”* 9/10 129 – 35
- [4] Miropolska M A 2004 *Profesijna oriyentaciya yak osnova formuvannya ta pobudovy profesijnoyi karyery* Byul. In-tu pidgotov. kadriv derzh. sluzhby zajnyatosti Ukrayiny 2 17 – 9
- [5] Poplavska A P 2005 Problema zdijsnennya profesijnoyi karyery: analiz zarubizhnyx ta vitchyznyanyx pidxodiv *Problemy zag. ta ped. psyxologiyi: zb. nauk. pr. In-tu psyxologiyi im. G. S. Kostyuka APN Ukrayiny* 7(1) 250–60
- [6] *Problemy mysteczkoji osvity: Typologichni kryteriyi ta naukovu-metodologichna rozrobka* Instytut kulturologiyi AMU K.: SPD Golosuj, 2005, 400