

THE CONCEPT OF RESEARCH AND SCIENTIFIC-CREATIVE PROGRAM AS A PRIMARY ELEMENT IN THE "DECORATIVE ART" EDUCATION CURRICULUM

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Abstract: The article aims to highlight the conceptual foundations of forming a creative personality at the graduate department "Decorative Arts" of Kosiv Institute of Applied and Decorative Arts of Lviv National Academy of Arts. This research considers the tasks of the scientific and pedagogical team and, in particular, the methods of teaching professionally oriented disciplines aimed at improving students' scientific and creative activity, as also experimental and search practice. The article deals with teaching philosophy in the Design course, which is the fundamental element of the system of the master's degree program in MA Decorative Art of the second educational grade. Its goal is to help the graduate student extend problem-solving skills through complex art tasks in decorative art. The authors have established the vectors of creative activity and the worthwhileness of research experiments during the teaching and learning process. The article's topic is part of the research activities of the Decorative Art department, dedicated to improving methods of teaching significant subjects.

Keywords: Creative experiments, Education, Folk art, Instructional methods, Research activity, Self-identification, Spirituality.

1 Introduction

The Kosiv Art School is one of the few art schools in Ukraine and the world that successfully solves the problems of preservation and modern development of folk art traditions. The leveling of national and ethnic art in the period of all-encompassing internationalization can lead to the loss of a significant part of crafts that have developed over the centuries in the territory of ethnic regions. Indifference to this problem on the part of the authorities is confirmed by the analysis of the latest directives of the Ministry of Education and Science of Ukraine, which does not reflect the issue of developing a nationally oriented specialist and do not give a special status to art education [3], as is done in the world [1].

Particularly vulnerable today are regional schools located in small towns, where decorative and applied art of Ukraine originally developed, which is on the verge of disappearing due to the low cost of works of art and the lack of state support for masters. The task of our school is not only the training of professional artistic personnel but also the popularization of folk art of Ukraine, solving the problems of filling art centers and art schools with highly professional personnel. This significant nationwide problem is solved in the Institute of Applied and Decorative Arts of Lviv National Academy of Arts in the context of the educational program "Decorative Art," which accumulates in itself the scientific and practical principles of the educational material, which are embedded in many content modules, logically connected in a coherent system.

The synthesis of knowledge and practical skills makes it possible to find an individual, scientifically based, creative way of self-expression of the future artist. Furthermore, the teachers of the educational institution are firmly convinced of the relevance of folk art as a unique type of Ukrainian decorative art [3], which is connected with the processes of deep awareness of its historical significance, the discovery of the originality of cultural phenomena, and the outline of optimistic prospects for the adaptation of Ukrainian artists to the world artistic context. Therefore, each component of the educational program, the content of which is filled based on the needs and realities of Ukrainian society, is provided with modern, relevant didactic teaching methods that are in continuous development and effectively ensure the educational and creative activity of students.

2 Literature Review

Research by Padalko, Vashchenko, Ziazun, and Moroz testify that the effectiveness of education and the creative realization of students depends on the cooperation of the teacher and the student in the context of humanistic principles, according to which educational processes are carried out [11, 25]. The educational and methodical works of artists-pedagogues of the last century, Chystiakov, Favorskyi, Radlov, and our contemporaries Bieda, Rieznichenko, Shcheryn, Yashukhin reveal the multi-vector nature of didactic approaches to image creation methods during the preparation of future professional artists.

"Design" is a discipline in the system of the educational and professional program "Decorative Art" at the master's level, which is a specialized course aimed at students mastering modern methods of activity of a professional artist in the field of decorative and fine arts. Researchers consider the formation of meaningful life landmarks in a person, elevating the movements of his soul above the movements of the mind [6, p. 227], to be the ultimate task of art [22]. Its goal is the development of aesthetic consciousness in the individual and its enrichment.

Boriev, generally defining the purpose of art, draws attention to the fact that it exists in the name of people. Therefore, its highest task is humanism, socialization of the individual, affirmation of his self-worth, bringing a person aesthetic satisfaction, and awakening his creative spirit [5].

Ziazun sees the purpose of art in the direction of a person through individual emotional and aesthetic experiences to the universal ones [25, p. 31–50]. Most researchers are united in the fact that the primary function of art is aesthetic [7, 20, 23], aimed at awakening and developing in a person an aesthetic, emotional, and valuable attitude to the surrounding reality [25].

3 Materials and Methods

The basis of the research and scientific-creative program "Decorative Art" at the master's degree of the Kosiv Institute of Applied and Decorative Arts is a deep insight into the tradition of Ukrainian folk art. The art school is the continuous chain that connects the unique heritage of the Hutsul region's folk art and classical art education and develops a strategy for developing modern art in the area, guided by the principles of preserving national identity and originality. During its almost 140-year existence of the institution, a large cohort of masters, artists, teachers, and mentors gave their minds and talents, soul warmth, and their own lives to create, thus developing the Kosiv Art School [24, p. 13].

In 2019, the higher art school accredited the second educational level – master's degree. Folk art's aesthetic, technological, and spiritual foundations serve as an inexhaustible source of creative interpretations for students and teachers of the Department of Decorative Arts based on which teaching methods are formed. The department sets itself the task of developing and introducing into the educational process teaching methods of current areas of design adapted to the problems of modern art.

Teaching methods in the artistic field of education are developed based on a synthesis of humanistic and artistic principles of activity [4, 19]. Therefore, the experience of scientists [8, 9, 10, 12], whose professional activity is significant for the modern system of artistic and pedagogical education, is of great importance for considering the outlined problem.

4 Results

In order to reveal and form all the necessary qualities of a professional artist, the educational program "Decorative Art" and, in particular, the discipline "Design" accumulates in itself

scientific and practical principles of educational material, which are laid out in some content modules, logically connected in a coherent system. The synthesis of knowledge and practical skills makes it possible to find an individual, scientifically based, creative way of self-expression of the future artist.

The department develops research issues in the context of cultural and economic tasks of the region's development. The main directions of scientific and creative projects are forming new living forms and establishing traditional principles of form-making and decoration in various types of decorative art. The design of small architectural structures, the design of sacred interiors, the formation of the stylistics of serial production samples, the creation of collections of conceptual products, the synthesis of hand-made technologies, and modern methods of manufacturing products have become important.

The design begins with analyzing the source base and variable sketching by topic. This stage aims to form a general vision of the art object and possible options for visualizing its artistic image. Next, the analysis of literature and similar samples by topic makes it possible to outline artistic tasks, which are primarily aimed at searching for innovative solutions, adapting to modern artistic practices, and establishing a national style. Therefore, the tasks that the Kosiv Art Higher School sets before itself are forming actual methods of designing works, considering modern achievements in human activity's scientific, technical, and social spheres.

Since the teaching traditions of the school are directly related to folk decorative and applied art, at the second educational level – the master's degree research of folk sources and creative experiments are the basis of the activities of the teaching staff and master's students, who jointly solve various aesthetic tasks of the department of decorative arts. The democratic and humanistic nature of folk art, which reveals the sensuous and practical experience of generations formed over many centuries, shows important regularities and fundamental values of life; its practicality and expediency attract young artists and becomes a fertile ground for the self-expression of a new generation of artists. In the specific imagery of the stylistic and plastic language of the works of folk masters, they find the most expressive in the artistic sense and the most concise – in the technological form, which very accurately and profoundly reveals the author's idea.

Dialectically developing within the specifics of its genres and types, folk art is always connected to the general artistic processes of its time. Despite the long-lasting traditions, it has always been and remains relevant and consistent with progressive and democratic ideas. Studying the principles of form-making, ornamentation, and artistic and plastic principles of image creation in the products of folk artisans develops high feelings of patriotism and an optimistic attitude to life and motivates creative experiments in young artists. At the same time, it is imperative to turn to the spiritual roots of native art, the connection with nature, everyday life, and folklore, which continues the life of traditions through ecological materials combined with the latest tools and tools modern equipment.

5 Discussion

The discipline "Design" is a system of meaningful modules that build in a logical sequence the concept of the artist's activity in solving complex aesthetic problems. Based on the current needs of society, the department annually develops design topics, taking into account the achievements of modern decorative art. For this purpose, planned internships of teachers' scientific and pedagogical staff are carried out, which take place in various forms: from studying the progressive experience of domestic and foreign art institutions to participating in international Plein air art, grants, etc. This makes it possible to adapt the topics of creative and scientific practices to the current problems of the cultural space of the state and society to determine the strategic guidelines for developing a higher art school. For example, let's cite the institute's participation of teachers and students in the international grant "Establishing an interregional partnership

with the Legionovsky district of the Republic of Poland" as an opportunity to popularize the historical and cultural heritage of the Hutsul region outside the ethnic area." The problems outlined by the project are the preservation and development of the style orientation of samples of handicrafts, ways to popularize the historical and cultural heritage, additional opportunities for preserving cultural identity, and ensuring regional competitiveness. Experimental research and creative practices of the educational process at the master's degree are designed to solve these problems on the model of the implementation of specific art projects that are closely related to topical issues of the cultural and economic development of the Hutsul region. For example, the colorful traditions of folk clothing, furniture, tableware, carpet weaving, and mob-making, combined with natural resources, attract tourists to the region, developing this industry and the region's economy.

The solution of any course project provides for the following educational stages – the study of ethnographic heritage and progressive experience on the topic, variable sketching, and graphic and technical theme technology [15, 16, 21]. The undergraduate chooses the direction of design that meets the scope of his creative and scientific interests, and the leaders build a strategy for searches and experiments to form the concept of creation. Therefore, an obligatory training module in the discipline program is an experimental and search activity. Students consolidate knowledge of the basics of scientific research and form a source base for a deeper understanding of the genesis, development, and possible prospects for solving an aesthetic problem.

Modern art education is aimed at the comprehensive use of the achievements and capabilities of computer graphics [18]. The goal is to acquaint students with its basics and software products for the design of products of arts and crafts [14]. Given this, an essential component in the educational process of the art school, along with the manual author's technique, students actively use and master the latest means of computer graphic language [13]. In particular, on the subject of "Computer Design," students should know the basic concepts of raster and vector graphics; the concept of color, palettes, and color models; formats for saving graphic files; software products of computer design (Adobe Photoshop); the main principles of the organization of the decorative composition. This will allow them to master the techniques of decorative-planar modeling of an object, the skills of linear-constructive construction, the principles of organizing design material to convey a creative idea, the methods of working on a computer in basic graphics programs, the techniques of working on a plotter and a printer for preparing textile drawings. Thus, our graduates will be fully prepared to work at a high modern artistic and technical level and can use application software to solve typical problems of the specialty, using the methods of digital representation and processing of visual information and adequately implementing the tool capabilities of graphic editors.

These processes are based on the humanistic principles of pedagogy – collectivism and cooperation, recognition of individuality and uniqueness, value for society of everyone, and consideration of the student's interests and perception of person as he is [25, p. 103]. The principle of spiritual education gives complete freedom to choose ways of personal development [6], ensures a high level of realization of life potential and encourages the creative initiative of undergraduates, gives spirituality to learning processes [17], and subordinates the actions of the teacher and the student to higher spiritual values, which in turn always produces the effectiveness of the results of work on the subject of the qualification task.

Today, topics related to the tourism industry and the development of the infrastructure of small towns and villages are relevant to the region's needs. Therefore, students choose small architectural forms for the approval of scientific research in master's qualification works; complex design of sacred and public objects; design and layout of the creation of advertising products: tourist booklets, catalogs, information leaflets;

development of clothing collections in the "neofolk" style, which every year are gaining more and more popularity among Ukrainians of all regions of the country.

Practical expediency, functionality, and a pronounced aesthetic and stylistic focus are what characterize the works of folk masters, which are kept in museums and private collections of the Carpathian region. And it is these features that future professional artists broadcast in their rather creative experiments. Ultimately new methodological approaches mark variable searches for artistic images in the sketching of master's students. Bold, sometimes controversial solutions to forms and synthesized principles of decoration encourage a profound rethinking of the heritage of traditional art and reveal innovative forms of adaptation of established prototypes of image creation to the current requirements of the time.

Another unique method of studying the discipline "Design" is the mock-up of samples and sketches of products, which is carried out with the help of mastering the skills of working with various materials and techniques of decorative art. Quite often, master's students use a synthesis of artificial and modern industrial technologies, which allows them to meet the requirements of the most demanding design. Orientation on the environmental friendliness of materials, virtuosic manipulation of simulacra of ornamental signs and motifs associated with national spiritual symbols, and a high level of skill in performing complex technical operations ensures a competent approach taking into account humanistic requirements to education and gives a tremendous aesthetic return from the learning processes to the subjects of the educational process. The research issue is ancient authentic technologies that arouse great interest in society due to their unique energy of hand-crafting, exclusively author's methods of interpretation, and yet to fully explore properties of influence on forming a sense of self-identity physical health of a person.

6 Conclusion

Scientific and educational-methodological developments of the Department of Decorative Arts of the Kosiv Institute of Applied and Decorative Arts are concentrated on methods of improvement and deepening the ways of learning the creation processes. The teachers of the educational institution are firmly convinced of the relevance of folk art as a unique type of Ukrainian fine art, which is connected with the processes of deep awareness of its historical significance, the discovery of the originality of cultural phenomena, and the outline of optimistic prospects for the adaptation of Ukrainian artists to the world artistic context.

Therefore, each component of the educational program, the content of which is filled based on the needs and realities of Ukrainian society, is provided with modern, up-to-date didactic teaching methods that are in continuous development and effectively ensure the educational and creative activities of students.

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Primary Paper Section: A

Secondary Paper Section: AL