

# Design

Kazan (Volga Region) Federal University

Degree or qualification is awarded: **Bachelor**

Language of study: **Russian**

Mode of study: **full-time, extramural**

Duration: **4 years**

Availability of free education: **no**

Price: **251 620 / ... RUB per year**

Programme webpage at the university website:

<https://kpfu.ru/philology-culture/uchebnyj-process/specialnosti-i-napravleniya>

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**The program is aimed** at comprehensive and high-quality training of qualified competitive specialists in the field of motion design, with relevant knowledge of design, with modern knowledge of information technology, management, marketing, communication psychology, graphic design, animation, storytelling.

## **Educational process**

A wide range of disciplines taught at the programme are aimed at acquiring competencies in various fields of knowledge, such as general humanitarian training, general art training, special training in the field of communication design / motion design.

At lectures and seminars practice-oriented forms of work are widely used, most of the lessons are held in computer classes equipped with the latest technology. Students learn a wide range of computer programs to use in their professional activities. At the same time, some of the disciplines are aimed at mastering applied skills related to individual creativity.

Disciplines are taught by practicing specialists, heads of design and advertising firms, members of creative unions, Honored Artists of the Republic of Tatarstan, doctors and associate professor.

There are plenty opportunities for students to undergo an internship in Kazan and Tatarstan. This is a variety of advertising firms, printing studios engaged in advertising and publishing activities, manufactures of communicative products where students can gain practical experience.

## **Fields of professional activity where graduates have advantages**

The demand for professionals in the field of communication design is growing every day. Internet resources, media and advertising, television, cinema, mobile applications, video games are in need of specialists in the field of communication design. None of these areas can do without professionals in this sphere, and these areas are developing at a rapid pace in our country.

There are not so many specialists in the field of motion design now, and the profession is in demand: any TV channel, film studio or video production cannot do without them. The Internet, media and advertising, television, cinema, mobile applications, video games are in need of specialists in the field of motion design.

## **Specializations within this programme**

### **Communication Design**

#### **Full-time**

Studying involves gaining knowledge of methods and forms of transmission of graphic information, including advertising, which is: it is supposed to transfer a message from one person to other using graphic visual aids.

The profile assumes the connection of several specialties at one; it combines advertising, computer design, printing, web design, industrial graphics, and photography. The gained knowledge and skills broadens graduates' opportunities to find a good job, professionals in the field of communication design are in demand in the modern labor market.

The profile of "communication design" involves the training of specialists with knowledge, skills and abilities not only in the field of design, but also in the field of fine and decorative arts, management, marketing, psychology of communication. The art of visual communication of information lies not only in the development, but also in the competent arrangement of graphic material on various media, transport, in shop windows, on the facades of houses, etc.

## **Motion Design**

### **Extramural**

Students will acquire knowledge of methods and forms of transmission of graphic advertising information in a form of a message from one person to another. It implies the use of graphic visual tools, such as animation, video, i.e. dynamic content. Today motion design is used everywhere, e.g. mass events, theatre and concerts, television. Motion design is a connection of several specialties such as advertising, computer design, printing, web design, industrial graphics, photography, video, animation.

A motion designer combines a wide range of skills, from graphic design and animation to the basics of drama, directing and storytelling. After graduation students gain knowledge how to use computer graphics, modern graphic, 2d-, 3d- and video editors.