Yerevan State Academy of Fine Arts

DESIGN

Academic Programme

Handbook

Master's degree

Content

Introduction

Welcome to design world, which operates in YSAFA since 1963.

Studying in Design master's degree academic programme you will have the opportunity to acquire basic knowledge, skills and abilities for design, conceptual projections, as a result you will be highly qualified master in industrial design.

The programme attaches a special emphasis on students' creative ideas, substantiating of ideas and making those projections.
Students learn to think and use the variety of opportunities offered by modern information technologies in their complicated projections.

Academic programme mission

The mission of the academic programme is to prepare MA degree specialists for industry, environmental design. Within the framework of the academic programme a student carries out research, methodological-projection activities, gets the knowledge of actual design methods for the projection of miniature and manufacturing, material, environmental things.

The academic programme prepares MA degree students, who will have analytical, research and critical thnking and high performance skills.

After the implementation of the programme a student will have his/her input in national and international design sphere contributing the increase of life quality and society development.

Undergraduate students are in great demand in labor market and receive invitations from different organizations. Besides "Design" students accept orders from abroad via Internet.

"Design" MA degree academic programme description

"Design " academic programme prepares MA degree students for industrial design, furniture and equipment projection, who have compositional creative, analytical and critical thinking, performance and research skills in design. They have the ability to solve the most difficult tasks.

The aim of the academic programme

The aim of the academic programme is to ensure a learning environment for students, to develop knowledge, competencies and skills through theoretical and practical courses, which are necessary to achieve success in the professional field, with the development of students' aesthetic, intellectual, analytical and research competencies.

Academic programme objectives

- To develop a marketplace demanded set of flexible professional and creative, research and critical skills for design and other industrial vacancies.
- To develop students' skills for self-developmnet and creative usage of marketplace innovations and directions.
- To give students intellectual and theoretical knowledge and skills, which will be be necessary in marketplace for industrial and environmental design.
- To create such learning environment, where will be combined research components of industrial material environment, product and equipment design and implementation, methodological and experimental, art, equipment and technology.
- To develop students' competencies to work independently and manage others work.
- To develop students' analytical, research, critical skills transference in design and business sphere.
- to help students to specialize in any field of design

Qualification	Master's degree in design
Mode of delivery	full time
Duration	2 years
Number of credits	120

Learning outcomes

After successful completion of the program, graduates should be able

1. To show the ability to continue their further education independently through professional and related fields knowledge and competency improvement.
2. To show research abilities in environmental and industrial design and related fields taking into account fundamental principles of the fields and using the latest achievements for the purpose of design objects creation.
3. To express critical and analytical thoughts and conclusions concerning environmental and industrial design both in written and oral form for professional and non-professional community.
4. To show the ability of proposing creative solutions, research and innovation making in the field of environmental and industrial design.
5. To show the ability of decision making independently, responsiveness for team and an ability to lead the team.

RA National Qualifications Framework descriptors /Master's degree/

5. Autonomy and responsibility (including learning skills

5.1. Can deal with complex issues and problems in a specialized field of work or study
5.2. Manage unpredictable work situations requiring new approaches with autonomy and professional independence,
5.3. Contribute to the advancement of professional knowledge, practice and research,
5.4. Take on lead responsibility in a team for the work of others and demonstrate leadership
5.5. To identify his/her own learning needs and continue study in a self-directed manner

4. Generic cognitive skills (including making judgements)

4.1. Can investigate and generate new ideas, concepts, theories and/or research issues related to the specialty area
4.2. Offer innovative and creative solutions that extend knowledge and practices of the field

3. Communication, ICT and numeracy skills

3.1. Can use professional communication means to communicate coherently one's conclusions and research results to the specialist and non-specialist audiences

3.2. Can apply ICTs to solve new complex problems and support research in the respective field

3.3. Can analyse and evaluate relevant quantitative and qualitative data within the field to draw conclusions and make decisions on the basis of incomplete or limited information

2. Applying knowledge and understanding

Can apply in an integrated way the conceptual and methodological principles of the field for solving theoretical and practical problems with incomplete information or in new and unfamiliar situations within the specialty area (or interdisciplinary fields)

1. Knowledge and understanding

Demonstrates comprehensive knowledge and understanding of theories and methods of the given specialty and at the interface between different fields, some of which is at the forefront of knowledge in the field and serve as a basis for implementing autonomous research

Alignment matrix of RA NQF descriptors and master's degree "Design" academic programme learning outcomes						
NQF	Learning outcomes					**Total**
	LO1	**LO2**	**LO3**	**LO4**	**LO5**	
5.1.	**-**	**2**	**-**	**2**	**-**	**4**
5.2.	**-**	**-**	**-**	**-**	**2**	**2**
5.3.	**-**	**2**	**-**	**2**		**4**
5.4.	**-**	**-**	**-**	**-**	**2**	**2**
5.5.	**2**	**-**	**-**	**-**	**-**	**2**
4.1.	**-**	**2**	**-**	**2**	**-**	**4**
4.2.	**-**	**1**	**-**	**2**	**-**	**3**
3.1.	**-**	**-**	**2**	**1**	**-**	**3**
3.2.	**-**	**1**	**-**	**2**	**-**	**3**
3.3.	**-**	**1**	**-**	**1**	**1**	**3**
2	**1**	**2**	**1**	**1**	**1**	**6**
1	**2**	**2**	**2**	**2**	**1**	**9**
Total	**5**	**13**	**5**	**15**	**7**	

Curiculum

Design

N	Course names and packages	Certification based on semesters							Academic workload of student											
									Hours				Semesters							
													1		2		3		4	
		Exam	Testing	Review	Project presentation	Portfolio project	Papaer	Course paper	Student's full workload	L Classroom classes	Individual work	Credit	Week classroom workload	Credit	Week classroom workload	Credit	Week classroom workload	Credit	Week classroom workload	Credit
	Պարտադիր դասընթացներ																			
1	Aesthetics		1						60	32	28	2	2	2						
2	Research methods	2	1						180	64	116	6	2	4	2	2				
3	Design technical drawing			1					180	64	116	6	4	6						
4	Design analysis	2	1						180	64	116	6	2	4	2	2				
5	3d/three-dimensional computer modelling			1-3					450	224	226	15	6	7	4	4	4	4		
6	Design			1-3					510	256	254	17	4	5	6	6	4	4		

7	Portfolio project		3						60	32	28	2					2	2		
8	Design modelling with material			2											2	2				
	Elective courses																			
9	Art management		1						60	32	28	2	2	2						
	English for specific purposes (esp)		1																	
	Decorative painting			1																
10	Landscape design			2					60	32	28	2			2	2				
	Interior and exterior design			2																
	English for specific purposes (esp)		2																	
	The newest production technology of organic substances		2																	
11	Research work							2,3	960			32				12		20		
12	Thesis and project preparation								840			28								28
13	Diploma defence								60			2								2
	Total								***360 0***			***12 0***	***22***	***30***	***18***	***30***	***10***	***30***	***0***	***30***

Course investement scale in learning outcomes formation

Learning outcomes / Course	LO1	LO2	LO3	LO4	LO5
1. Research methods	4	4	3	4	3
2. Design technical drawing	0	2	0	2	1
3. Design analysis	4	4	4	4	4
4. 3d/three-dimensional computer modelling	4	4	3	3	2
5. Design	4	4	4	4	4
6. Aesthetics	3	0	3	2	3
7. Design modelling with material	4	4	3	4	2
8. Portfolio project	4	4	4	4	2
Art management English for specific purposes (esp) Decorative painting					
Landscape design Interior and exterior design English for specific purposes (esp) The newest production technology of organic substances					

Assessment scale of course investement in learning outcomes formation

Mark	Mark description
4	The course is completely directed to the formation of the outcome.
3	The course is basically directed to the formation of the outcome.
2	The course is partly directed to the formation of the outcome.
1	The course promotes to the formation of the final product
0	The course has no promotion to the formation of outcome.

Teaching and learning methods

In general, academic programme courses are divided into following components: lecture, laboratory and practical work, pre-design research, creation of sketches, seminar-discussions, finalizing and presenting projections. The internship is organized after semester exams.

Students actively cooperate with lectures in learning process, which leads to individual learning. As a result of general and individual discussions, lecturer's responses promote to the formation of students' knowledge. A special emphasis is attached on students' self-education.

A student chooses the theme of diploma work in MA 2nd year, 1st semester. Whatever students choose it should include knowledge acquired academic years. The chair approves the theme and the volume of work.

Assessment

- Assessment methods – MA thesis defence /final certification/
- Components of mark

	Component	Criterion	Mark %
1	General and professional knowledge and understanding	Theoretical general and professional knowledge and understanding • Ability to express knowledge and concepts acquired in work done and presentation, • Clarity of approaches and methodology done deep and research volume • Knowledge of exsisting ideas, accepted values, thought and discussions of relavant field • Ability to understand course and academic programme contextual and critical ideas. • Critical thinking about ideas and applied methods • Ability to analyse facts and task • Ability to combine facts and ideas • Ability to gather the most important elements of a fact • Ability to use the knowledge and experience in decision making process	60%
2	Professional applicable, as well as transferable applicable competencies	Professional applicable transferable integrated competencies • Skills displayed in work done, • appropriate usag of technique and technology in work done • Combining of thinking and work done • Usage of aquired knowledge and understanding • Self-learning • Communication skills • Uage of information technologies • Problem solving skills • autonomy and initiative • team work competencies • effective usage of time/ time managemet • response to others views	40%

- **Assessment scale**

At the end of the semester YSAFA students' assessment is done with numbers, letters and scores.

Score	Mark	Letter mark	Comment
10	4.0	A	Passing marks
9	3.5	B	
8	3.0	C	
7	2.5	D	
6	2.0	E	
5		FX	Failed A student has an opportunity to redo some tasks
Below 5		F	Failed A student should repeat the course.

Assessment criteria

Score	General and professional knowledge and understanding	Professional applicable, as well as transferable competencies	Key words
	The work represented by student shows	The work represented by student shows	
10	• acquisition of excellent and exclusive knowledge, intellectual abilities • understanding, deep interpretation of relevant profession or subject, deep and reasoning perception	• excellent usage of professional, transferable, applicable competencies for relevant or generally associated with profession or subject. • demonstration of exceptional abilities, creative and individual approaches	excellent independent creative exclusive
9	• excellent and comprehensive acquisition of knowledge • deep interpretation of relevant profession or subject, deep and reasoning perception	• excellent usage of professional, transferable, applicable competencies for relevant or generally associated with profession or subject. • demonstration of exceptional abilities, creative and individual approaches • usage of methods	excellent comprehensive settled down
8	• valid and considerable knowledge acquisition • commenting on relevant or generally associated with profession or subject • reasoning perception of methodology	• excellent usage of professional, transferable, applicable competencies for relevant or generally associated with profession or subject using different methods	valid grounded based on methods considerable
7	• knowledge acquisition, professional approach	• usage of professional, transferable, applicable competencies for relevant or generally associated with	Controlled Appropriate

	demonstration of relevant or generally associated with profession or subject • acquisition of relavant methodology	profession or subject based on relevant professional approach, demonstaration well-structured methods and control approaches	Critical
6	• acquisition of sufficient knowledge, a good demonstration of relevant or generally associated with profession or subject • not in-depth methodology approach	• transferable, applicable and sufficient usage of relevant or generally associated with profession or subject • demonstration of comprehensive approach about chosen subject or profession	Sufficient Grounded Shallow
5	• acquisition of limited and insufficient knowledge	Limited usage of transferable, applicable and professional applicable competencies	Limited Elementary
4	• incomplete acquisition of knowledge	• Transferable, applicable and professional applicable competencies Incomplete usage	Incomplete

Admission

I. Competition

Design MA degree admission is held in two competition stages. First stage is held based on the following priority criteria:

- Grade point average (hereinafter: GPA) of previous academic programme
- Final mark of graduation paper
- GPA of professional academic courses
- Scientific papers, thesis and reports published or accepted for publication
- GPA of non-professional academic courses

Second stage is held based on the following priority criteria:

- Professional commission's written positive opinion
- GPA of previous academic programme
- GPA of professional academic courses
- Scientific papers, thesis and reports published or accepted for publication
- GPA of non-professional academic courses

List of needed material resources for academic programme implementation

Material resources for general professional courses

Chairs
Drawing tables
Artificial lighting lamps
Computer
Internet
Library resources

Material resources for special professional courses

Powerful computers
Software
Colour printers - A4, A3, A2 formats
Volume printers
Paper of different quality - A4, A3, A2 formats
Scanner
Copy machine - A3, A2 formats
Well-equipped studios
Projector

Teaching staff

	Name, Surname, Middle Name	Position	Subject	E-mail	Telephone
1	Gagik Gevorgyan, Zaven	Professor	Design Design analysis	g.gevorgyan@yafa.am	20 67 46 094/51 50 76
2	Karen Aghamyan, Gurgen	Professor	Design	-	58 91 41 091/45 69 64
3	Armen Kanayan	Associate professor	Design technical drawing	kanayana@mail.ru	27-47-41 093 37-52-86
4	Roza Sarukhanyan, Slavik	Senior lecturer	English for specific purposes (ESP)	re.sarukhanyan@gmail.com	011/277381 077/400409
5	Svetlana Arzumanyan, Suren	Associate professor	Aesthetics	st.arzumanyan@inbox.ru	010/227775 093/730840
6	Sergey Abovya, Khachatur	Lecturer	3D modelling	sergeyabovyan1@mail.ru	010/266344 091/122347
7	Ani Atcharyan, Hrachya	Lecturer	Research methods	ani-acharyan@mail.ru	010/541392 055/549390