

IMPLEMENTATION OF THE DUAL EDUCATION SYSTEM FOR "DESIGN" SPECIALTY

ВНЕДРЕНИЕ СИСТЕМЫ ДУАЛЬНОГО ОБРАЗОВАНИЯ ДЛЯ СПЕЦИАЛЬНОСТИ "ДИЗАЙН"

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In the article are basics of the dual education system, its implementation in the ATU educational process, and role of the first international contest of young designers "Steppe up" as one of the effective elements of dual training for the "Design" specialty.

В статье рассматриваются основы системы дуального образования, ее внедрение в учебный процесс АТУ, а также роль первого Международного конкурса молодых дизайнеров-модельеров "Steppe up" как одного из эффективных элементов дуального обучения для специальности "Дизайн".

Keywords: dual education system, elements of dual training, international contest.

Ключевые слова: система дуального образования, элементы дуального обучения, международный конкурс.

The dual system of education is the combination of training with periods of productive activity. The future specialist studies in two institutions that are partners in relation to each other, mastering theoretical knowledge in a professional school and practice at a training enterprise at one time and developed the competencies which necessary for the production.

The form of dual training is used in greater or lesser extent in many European countries, the generally accepted leader among which is Germany. Dual training is introduced in strict legislative edges and is implemented with the help of commercial and industrial and artisan chambers, with solid support of private business [1].

Dual education in Germany is focused mainly on the production and technology sectors and is almost not used in the humanitarian sector. Germany has the lowest among European countries youth unemployment rates due

to the implementation of dual education programs. The labor market in Germany is 54% formed by graduates of dual programs [2].

In Kazakhstan, also since 2012, the system of dual education has been implemented. The Labor Code introduced the relevant concepts. The Law "About Education" provides theoretical training in colleges and production - at the enterprise in a ratio 40 out of 60. The Ministry of Education and Science approved the Rules for dual training system in the TVE organizations. The amount of compensation paid to the trainee is not less than one MBZP, for the period of passing the production training the students can be credited with the length of service. According to the data of 2016, dual training is conducted in technical, technological and agricultural areas in 348 colleges of the country (43% of the total). In the implementation involved 1,718 enterprises (0.1% of the total) with a coverage of 22 thousand students (4% of the total contingent) [2].

Almaty Technological University has also implemented elements of dual education into the educational process since 2014. The students of the "Graphic Design" specialization studied on the basis of the partner enterprise LLP "Balalar adebieti", where they fixed in practice the theoretical knowledge obtained at the university.

In the current year university signed a partnership agreement with LLP "Endeavour" on the implementation of the dual system of education for "Costume design" specialization students (Fig. 1 – students of gr. DK-14-21 during the classes at "Endeavor" LLP).



Fig. 1

The dual system is being improved, and therefore, in order to orient future specialists to production activities in April of 2017, the Almaty Technological University together with the Fund "Beautiful Children of Kazakhstan", famous Kazakhstan designers and light industry enterprises of Kazakhstan held the first International contest of young fashion designers "Steppe up", which opened unique opportunities for young people from all regions of the country to prepare and declare their creative work for the court of an authoritative jury.

Student competitions of young designers are an important cultural and professional event among other entertainment events. Such competitions pursue different goals and implement many tasks [3]. One of such tasks is the implementation of the dual training system programs.

Today's fashion industry requires professionals with a clear understanding of the market competition realities, the ability to sell themselves and their product [4]. The concept

of the contest is in collaboration of talented young designers under the leadership of Kazakhstan leading designers and production, and guide to the business world and helps to adapt the younger generation to professional activities.

The project started on 1st December by sending out questionnaires to all those who wished to participate in the contest (Fig. 2 – press conference in honor of the competition opening). Then the Art Council of the contest selected 9 best collections from 44 proposed by the participants. Art Council chose not only beautiful but also commercially successful collections. Four students of ATU took part in the final and were supervised by teachers of the "Design" department. The authors need not only an idea or a concept, but also modern technology, so selected collections were made on the basis of large enterprises: "KazPO-N Zibroo" LLP, "Kazakhstan Textiles" LLP, Production Innovation Company LLP "Utaria" ltd. Each finalist created a capsule collection under the supervision of Kazakh brands designers - Saken Zhaksybayev (ZHSaken), Ajazhan Zhaksybay (Aika Alemi) and Aida Kaumenova (KaumeNOVA).



Fig. 2

The gala-show of the contest was held in Almaty Technological University with wide coverage of this cultural and professional event in the media.

Following of the competition results the authoritative jury named three brightest and most talented contestants, who received contracts with partner enterprises for the industrial production of selected collections, as well

as large cash prizes. Almost all finalists of the project expect a useful experience of internship in well-known Kazakhstan designers' teams.

Adilya Zhumabayeva won the first place with the "TOBE" collection. She was given a certificate for 300 000 tenge. Silver and a certificate for the amount of 200 000 tenge went to Alua Bazanova with a collection of "Aliud". Azamat Gazizov with a collection of knitwear won the third place and 100 000 tenge. In the nomination "The choice of the press" Nurdaulet Beketayev won with the collection "Adep" (Fig. 3 – winners of the competition).



Fig. 3

The "Steppe up" competition as an innovative form of activity in the field of education and the fashion industry contributes to the solution of many problems and has presented a profitable platform both for the participants and for all parts involved in organizing and holding the competition.

For the participants of the competition - this is the launching pad for professional development and career growth, getting a prestigious award and promoting your own brand.

For the university the competition is an innovative form of professional education in quality training of personnel for the whole industry. Because fashion is a talented designer, also the manufacturer's professionalism, budget planning, brand promotion and competent PR.

For manufacturers-partners the contest is a guide for new ideas, bold decisions, a platform for finding worthy receivers.

For organizers and sponsors holding a competition at a high level helps to establish new partnerships, search and attract interested investors in various fields of activity.

CONCLUSIONS

In a competitive market environment competition is an effective tool for innovation. Organizing and participating in the competition is the implementation of bold projects which are tested in the context of competition and prove their viability.

In general, the elements of dual training for the "Design" specialty are effectively implemented into the educational process. The holding by the Almaty Technological University with "Beautiful Children of Kazakhstan" Foundation, well-known Kazakhstani designers and light industry enterprises the first International contest of young designers "Steppe up" also ensured the successful implementation of the dual education system.

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