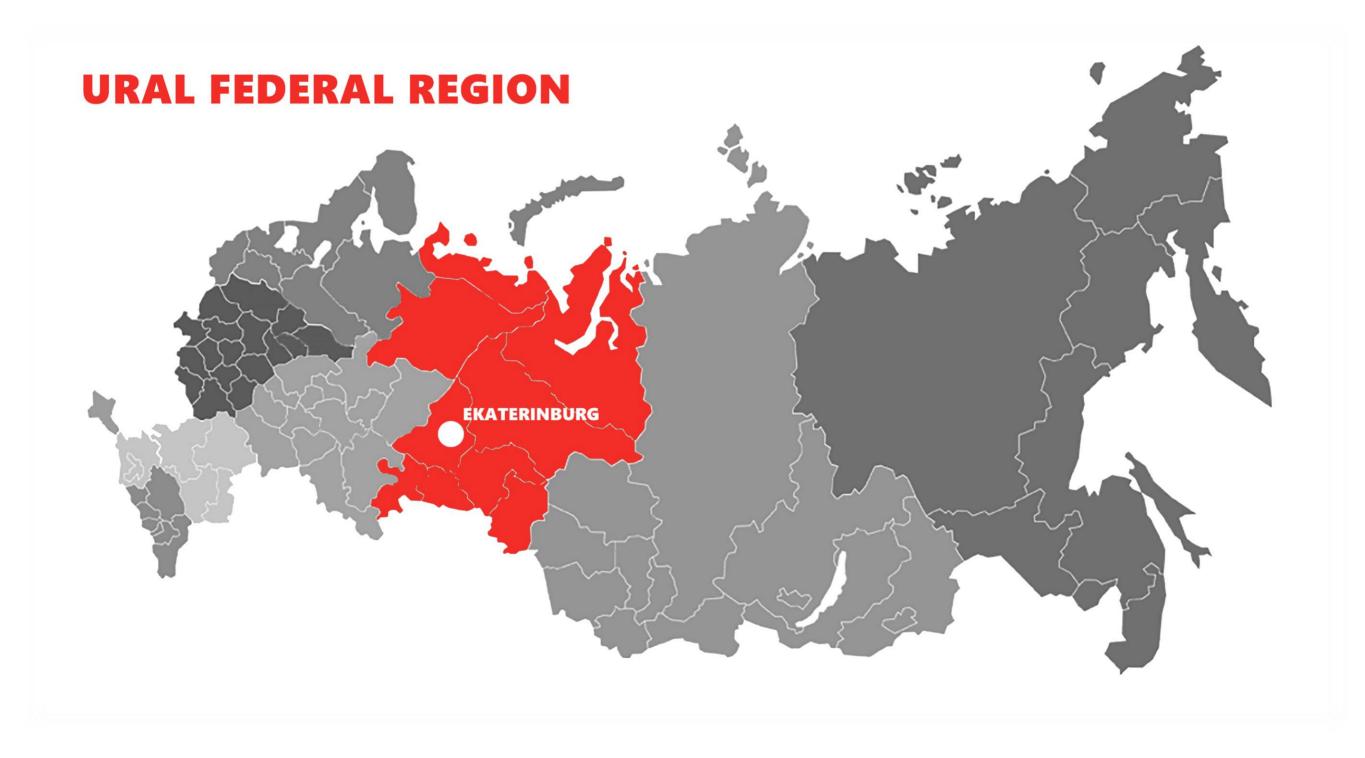


# Neoindustrial Design

#### Master Program Training Direction «Design»

Ekaterinburg, Russia

# WHO WEARE?



#### **Ekaterinburg**, **Ural region**



Industrial city 19-20 centuries.

Post-industrial territory 21 century.

# Program goal

Training of designers with a wide competencies range for creating new products that meet the challenges and needs of the 21<sup>st</sup> century

## What master students do?

- Get design skills, improve their knowledge of technologies: IT, animation, VR, AR, layout, printing
- Learn how to bring a design product to market
- Implement projects in urban design, Museum design, social design etc.
- Participate in workshops, competitions, practices



# **Advantages**

- Individual research and project trajectories
- Soft skills in the project practice incorporated
- Cooperation with company representatives
- Project-based learning
- Balance between commercial and social design



# **Career after the Program**



- Project offices and project departments
- Exhibition centers, Museums, cultural institutions
  - AD agencies, publishing houses
    - Municipal administration
  - Noncommercial sector, education

## Courses

- Design thinking
- Design algorithms
- Human-centered and inclusive design
- Infographics
- Animation technologies
- Typography
- Layout techniques
- Visual identity systems
- Photography for designers



### Dmitryi Kukushkin, 2019

#### Name of the project: **Design of Urals travel tracks**

Project tasks:

Design of visual identity systems for Urals travel itineraries in the Internet and by means of souvenir gifts.







### Daria Elanova, 2017

#### Name of the project: Design support of a not-for-profit organization of wheelchair persons

Tasks: development of visual identity for promoting of communication between various business structures (fundraising) and town administration in order to pay attention to achievements of this organization (members of this group developed and produced a chair that helps physically-challenged people to climb to the height of mountains and to go in for mountaineering.



### Julia Liapunova, 2018

Project name: Development of an ABC-book and methodological materials for autistic children

Description of the project tasks: Each picture and letter of the book was tested on pupils of 1-3 classes of a school for children with specific educational needs.

These materials were included into a study guide for parents, teachers and autistic children (autistic children shrink from society, dislike some surfaces and colors, react adversely to any new things and people).

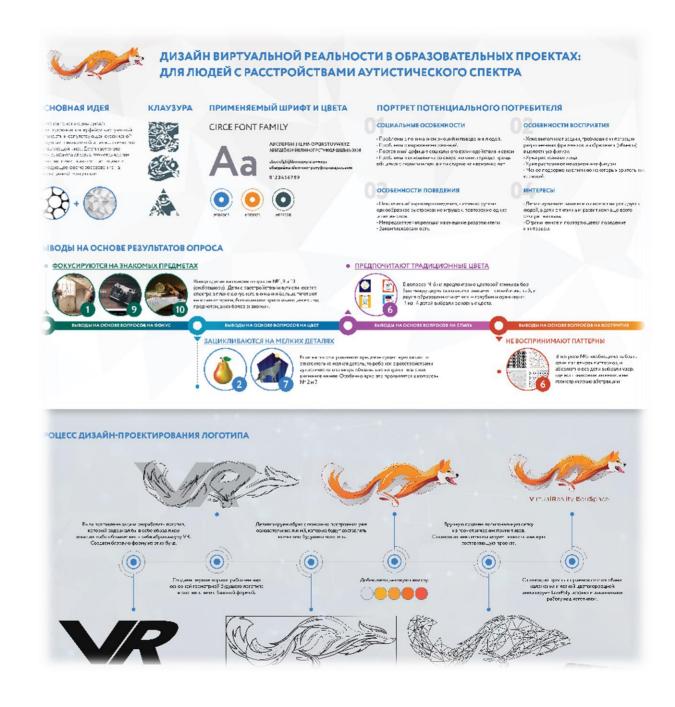
Now the second edition of the study guide is preparing.



#### Maкsim Nikolaev, 2019

#### Name of the project: Design of virtual reality for educational programs oriented to autistic children

Description of the project tasks: Determination of virtual environment parameters (color, style, dynamics) of digital application for mentally-challenged pupils (autistic children shrink from society, dislike some surfaces and colors, react adversely to any new things and people)





# Partners

- SIMA Land company, Igrushka Marker company
- Ural optical-mechanical plant
- WTF?! Advertising agency
- Ural Fashion Week
- Ekaterinburg`s History Museum
- Ural Region Museum of Local History
- Social Festival "Choose life"
- NGO "Association of the river Chusovaya heritage" (NGO)
- Publishing House "Cabinet scientist"

# Team

Department of History of Arts, Cultural Studies and Design of the UrFU - is a team of bright and active professionals realizing their potential in the sphere of art, design, and cultural scientific projects. The Department was established in 1991 within the premises of the only subdepartment preparing specialists in the sphere of art outside Moscow and Saint-Petersburg starting from 1960.

- Design (Bachelor, Master, PhD)
- History of Arts (Bachelor, Master, PhD)
- Cultural Studies (Bachelor, Master, PhD)
- Sociocultural Activity (Bachelor, Master)



# **Program`s Scientific Head**

#### Tatiana Bystrova

- Doctor of philosophy, professor of design at UrFU
- Author of the 400 publications, Head of the UrFU research team "Open city: from theoretical concept to innovative design"
- Honorary Worker of RF Higher Vocational Education
- She trained 50 master students, 15 PHD students

taby27@yandex.ru



# **Program Manager**

- Melnikova Svetlana
- PhD
- field of interest visual communications

s.v.melnikova@urfu.ru



# **Chair of Design and Culture**

- Olga GAN
- Head of the chair
- PhD
- professor at the Ural Federal University



## **Entrance examination**

- Esse
- The special test with visual material
- Portfolio
- Interview

# Thank you for your attention

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