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DESIGN SPECIALISTS FORMATION AND DEVELOPMENT

Today, there are many educational institutions that train genuine clothing designers. Ukrainian universities offer a wide range of design majors, and they are pleased to invite creative students to develop their talents in this field. It is also attractive that almost all the universities of fashion and design offer their students the opportunity to practice, and the best students are offered employment after graduation.

In the context of European integration, Ukraine has a top priority – to develop an education system in the context of the requirements and opportunities of the 21st century, that is, to modernize all its links. After all, the content of education today does not sufficiently meet the needs of society, the labour market, and is not always aimed at acquiring the necessary life competencies [1; 2].

According to the legislative documents, the Decree of the President of Ukraine "On the basic directions of reforming higher education in Ukraine" and in accordance with the provisions of the Bologna process, the content, scientific and methodological provision for vocational training of future clothes designers at higher educational establishments is updated [1;2].

The training process for students of creative disciplines at universities for future independent professional and artistic endeavour is the most complex and least developed due to its novelty, both in theoretical and methodical aspects. That is why today there are urgent problems that need to be solved for qualitative improvement in the educational process of future designers professional training and its organizational and methodological support.

Future clothes designers' vocational training has certain features. The point is that information-reproductive methods, which are largely used in the educational practice of higher education institutions, do not allow to develop the creative skills and personal qualities of students in a sufficiently high quality. That is why they have a habit of using mostly ready knowledge, without penetrating the essence of certain artistic and aesthetic phenomena. They often have difficulty in forming their own creative identity, that is, the student's awareness of his membership in the team.

For successful solution of this problem one should make use of modern personal-oriented systems in the field of pedagogical technologies for artistic and creative preparation of students for future professional and creative activity. Therefore, it is advisable to find effective ways of solving problems not only educational, professional, but also creativity stimulating [3, p. 168].

Therefore, a designer is first and foremost a person engaged in the creation of beautiful, creative clothing, so that people can express themselves, because everyone has their own style and ordinary clothing stores can't always meet the needs of demanding customers. For this purpose, there are designers who can not only choose the style, colour and accessories for certain clothes, but also to create a new, exclusive thing that will perfectly suit the client. Also, designers have the opportunity to work not only on the creation of creative and unusual clothing, but also to continue a strict, classic style for lovers of elegance and elegance.

First of all, this profession is recognized by creative personalities who are interested in fashion, have good artistic taste and great drawing skills, and are not afraid of difficulties in their work.

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