

Thus, tourism professionals today must possess project management skills, as this is a demand of the time. Only with such knowledge and experience can they keep pace with progress. Currently, project management in tourism is one of the most effective activities, even in conditions of war, which brings instability, risks and challenges but also provides opportunities to achieve project goals.

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THE CHARACTERISTIC FEATURES OF PROJECT MANAGEMENT IN THE SPHERE OF DESIGN

The project approach is a process divided into certain stages of work that ensures the establishment of the project goal, development of the effective

implementation of the plan, setting deadlines, optimal use of available resources, monitoring of completed tasks, and consideration of all possible risks to the project. The project approach is characterized by breaking down complex tasks into smaller parts, which makes it possible to implement successfully and manage projects of various sizes. The goal of the project approach is to ensure success for the customer, the team and the company organising the project. It is useful in various fields of activity to improve and speed up work.

In the modern world, project management plays a key role in achieving goals. It helps to organize work of enterprises and even apply this approach to freelancing. Due to the project approach, both parties - the client and the design team - can carefully develop a project plan, estimate all the risks, costs, materials, amount of work, and set deadlines. The project approach should clearly organize the work and answer all questions

The general principles of project management are: focus, systematicity, comprehensiveness, security, priority, and economic security of activities.

Focus is the direction of work to ensure the fulfillment of all goals, systematic analysis of all parts of the object. Complexity involves consideration of phenomena in their connection and dependence. Availability - all events envisaged by the project must be provided with all the necessary resources. Priority is given to the most urgent tasks. Economic security of events is calculation of all possible costs and losses for the project [4, p.223].

Projects are carefully selected to ensure that they are best suited to the tasks at hand. The ideal team for the highest quality and fastest delivery should be assembled from professionals with experience across a variety of projects, clients, and requirements. However, there is a human factor, and even the most ideal teams can have conflicts. To prevent them from affecting the further development of the project and causing damage in one form or another, managers advise finding a compromise between team members. This helps to stabilise the work and avoid creating further reasons for new misunderstandings [3].

Teams who work on large projects use task management apps all the time. Let's look at the must-have apps that help managers:

Microsoft Project is an application designed specifically for planning. It simplifies the work of project managers by addressing several basic needs: creating developed plans, allocating resources, tracking the project, its problems and progress, and analysing the entire scope of work.

Jira is a project management software. It is used for detailed bug tracking, sprint planning, and backlog management. It focuses on the detailed development process and bug tracking. Provides reports, charts, process graphs, and sprint summaries.

Asana is a platform that provides tracking and management of projects, tasks, and workflows for different types of teams. It allows to break down large tasks and prioritise them. It also has visualisation of task schedules and automation, which makes it easier to work.

The main stages of the project approach in design:

1) Project initiation: defining the project goal, analyzing customer requirements, forming a team. This stage is characterized by discussing the main idea and developing the project concept. Analysis of resources, scope of work, possible costs, and timelines for completing tasks.

2) Planning: developing a detailed project plan, identifying key milestones, and allocating resources. At this stage the team usually develops an implementation plan, thinks over all stages of work, prepares documents, finances and develops a timeline. Through this stage, the team understands tasks, how they are distributed in time, and what competencies are required. It is also used to understand which parts of the work can be performed simultaneously and which cannot, i.e. which tasks depend on each other. It is also important to take into account the availability of team members and create optimal schedules.

3) Implementation: the process of creating a design, including the stages of concept development, prototyping, testing and making adjustments. Human resources

are coordinated, materials and equipment are provided. We also systematically monitor and analyse problems that arise in the process using special issue tracking systems, risk tracking systems, financial systems, cost systems and reporting systems.

4) Project completion: finalization of work, delivery of the project to the customer, analysis of the results. Completion of work, evaluation of results, analysis of achieved goals, creation of reports.

There are certain advantages of the project approach in design.

Systematization of work: a clear understanding of the stages and tasks, which avoids chaos. Establish a project team that is involved throughout the project. The team clearly follows and adheres to all work requirements.

Resource optimization: efficient allocation of material, financial and human resources. From the beginning of the project, the team assigns responsibilities, so that all aspects of the project are taken into account at an early stage, and obstacles are avoided

Improving the quality of the final product: due to clearly defined criteria and standards. Due to clear work criteria, it is much easier for the design team to develop a high-quality design project. This helps to meet deadlines faster and calculate the cost of such work more accurately [1].

Examples of applying the project approach in graphic design:

Branding and identity: development of logos and corporate identity for companies using a project-based approach. Website design: a systematic approach to creating web resources, including planning architecture, user interface design and testing. Advertising campaigns: development of comprehensive advertising materials, taking into account the target audience, messages and media channels.

Illustration and information graphics: The project approach is also often used to develop posters, infographics and illustrations. The stages of work include research, data analysis, and conceptual design. This helps to ensure that communication goals are met and that the message is visually clear

Interactive design: It involves developing elements for websites and creating animations. The project-based approach allows to plan the development of animations, as well as testing and optimization on different devices [2].

Design of printed materials: The project-based approach is useful for creating printed materials such as books, booklets, magazines, newspapers and so on. It involves applying a systematic approach to the message, colour selection and typography. In this case, all elements are taken into account when developing layouts.

Design projects require careful preparation and team selection to optimize available resources and goals. The project management approach makes this work much easier due to its advantages. It is convenient because it helps to structure clearly the stages of work and systematize the process so that each member of the project team is useful, understands their responsibilities, clearly performs them, and adheres to the task schedules. Also, by dividing the work into stages, the team can review its progress, discuss successes and failures, and offer ideas for improving and optimizing the project. If unexpected circumstances arise, it is possible to respond in a timely manner and eliminate difficulties and continue development. The project approach helps to use properly and manage time, it ensures team productivity and quality work, promotes employee efficiency and quick adaptation to problems or changes in project creation.

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INTEGRATION OF LANGUAGE TRAINING AND ECONOMIC DISCIPLINES THROUGH THE IMPLEMENTATION OF JOINT PROJECTS

In today's interconnected world, language skills have become indispensable for professionals in all fields, particularly economics. Consider the recent example of a multinational company that faced significant financial losses due to a miscommunication during a high-stakes negotiation. This incident underscores the critical role of effective communication in driving economic success. To equip students with the language skills necessary to thrive in the global marketplace, it is imperative to integrate language training with economic disciplines by implementing joint projects. This speech will explore the importance of language proficiency in the economic context, the limitations of traditional language instruction, the benefits of joint projects, successful case studies, and practical implementation strategies.

The integration of language training and economic disciplines through joint projects offers a highly effective approach to addressing the limitations of traditional language instruction. Traditional methods often isolate language learning from real-world applications, making it difficult for students to apply their linguistic knowledge professionally. By contrast, joint projects allow students to engage with economic