



УДК 7.012:004=111

ONLINE TEACHING IN THE DESIGN EDUCATION SYSTEM

DUBRIVNA Antonina
Kyiv National University of Technologies and Design, Ukraine
antart@ukr.net

In the article was analyzed the features of online teaching in the Design Education System. It is identified the problems faced by instructors and students. It was proposed effective methods and teaching technologies to solve problems in order to optimize the educational process.

Key words: *educational platform, social networking sites, teaching materials, online session, design education.*

INTRODUCTION

Humanity for the first time in the history of the development of civilization, are faced with such a large, truly global problem as the pandemic, when the coronavirus has spread to every continent. And after a year has passed since its inception, we cannot say that humanity has coped with it. Undoubtedly, there are positive dynamics, some countries have developed a vaccine and start to use it. It is clearly seen that this situation has greatly changed the economic and socio-cultural picture of the world. Obviously needs to be realized the new reality and start solving the problems associated with it. The Education System was faced with the fact that, due to quarantine, teachers change the methods and technologies of work, create a new type of content and try to find a new forms and tools of interaction with students.

PURPOSE

Investigate and explicate aspects of the organization of the student learning process in the Design Education System, its forms, management tools and the role of the instructors as the main organizer and controller of the educational process.

RESULTS AND DISCUSSION

In the study of the problems associated with online teaching in the Design Education System, it is important to highlight a number of tasks that need to be solved for effective work. There are communication, creation of materials for training, publication of materials for training, online session, monitoring of training, and collaboration.

The main task in online learning is to set up operational communication with students. Communication is important not only through the head of the group, but personal contact with each student is very important. This can be done, for example, via e-mail or make a chat on social networks, or in some messenger and



make it so that every student has access there. Also, important task is to establish new rules of the game to students. They need to know what awaits them, what new requirements will be and how certification will take place.

At KNUTD there is a Modular Educational Process Environment (MEPE) platform, where professors can post teaching materials and communicate with students. However, it is important have used additional tools and techniques to effective organization and creation of online sessions.

It is emphasized, the using of social popular networking sites (Facebook, YouTube, Instagram, Tik Tok) and various messengers (Telegram, WeChat, Messenger, Viber) has shown high efficiency in build of communication with students [1]. If earlier, in the conditions of full-time study, teachers of Design Faculty arranged general viewing-exhibitions of works, but in a pandemic, this is impossible and professors communicate with each student individually.

Visualization is very important for any educational material, and especially for disciplines related to visual arts and design. Today, there is a whole arsenal of digital tools and technologies in order to visualize educational material. And the task of the modern instructor is to know it, and use it effectively.

The first important task is to create the Screencast. Instructors, especially in the field of visual arts and design, have a lot of demo material that show. With a simple app, it is possible record everything that happens on a computer screen, and create a short video, telling the desired problem, and then share this video with students. It is noted, according by observations, it is much more effective to split a lecture into small videos, and in the intervals between them to do a survey in order to control knowledge and memorization.

In teaching visual arts and design disciplines the app "Witeboard.com" helps a lot. Basically, it is a virtual whiteboard where teacher can draw pictures and explain drawing process. This is a free service that helps to conduct interactive visual communication during the practical lesson, and also to complete the task on the topic of visual arts. Using these resources, it is possible cover various issues on the topic of the lesson, and using the online conference, and lead a discussion.

In many universities, there is a learning management platform, in which teachers lay out the basic educational materials for the disciplines that students are studying. If there is no such system, very effective way to publish learning materials is social networking sites [1]. There it is possible to create closed groups where materials are posted and discussions can be held.

Very adequate internet platform for publishing educational materials and powerful tool for teaching strategy is YouTube. There anyone can create a channel and publish short videos that simply and easily explain how to solve various visual problems, demonstrate the peculiarities of working with different artistic techniques [2].

Having access to such an educational video, a student or any You Tube user can refer to it again and again, at any time, according to their needs. This



social network is very popular and is actively used by students and users of all ages. You can put the video publicly, or you can make the link available only for course participants.

Thus, the using an LMS platform, a social media platform, cloud storage (One Drive, Google Drive, Dropbox, Yandex Drive, iCloud Drive), or your own website. This autonomy, openness of access to educational materials at any time and in any place where there is the Internet, the ability to plan your own time is the main advantage of online learning and increases the effectiveness of education. Due to the problems associated with the pandemic, our reality has changed and now there is a clear need for digital educational content among users.

Many professors fear that if teaching materials become publicly available, there will be no need for a teacher. After all, if the instructor has recorded and posted their educational content on the Internet where everyone can use it, the user does not need to contact him again to do so. This is true, but this is only one side of reality. The other side of this reality is the ability to forever preserve your intelligence and your best practices in the digital world. In fact, this is digitized personality, re-create yourself in the virtual world. After all, this world every year is becoming closer and more real than the material reality in which we exist.

It is important to note that in the modern world, where we observe an overabundance of information, the user has information fatigue and a quick loss of attention and interest in the information product. Maintaining attention is the most difficult and important task. The user needs to be constantly surprised and constantly strive for his attention. Therefore, as practice shows, long lectures (1.5 hours) are not effective. It is much more useful to break the material into short videos and arrange discussions in between.

The online broadcasting is a joint work with a student. This is not a one-sided monologue, so it's important to take care of the sound quality during this session. What is important is the demonstration of the material and the voice of the teacher who comments on this educational material. Today there are a lot of broadcasting platforms (Webinar, PRUFFME, Tutorium, Zoom), but most of them are paid. The most important thing to remember is that no matter how we organize the work, the main thing is that it is convenient for the student to receive an educational product. Also, it is very important to clearly think over the content of the online session and be flexible and manage the entire educational process.

Monitoring of training is very important in online teaching. There are not final control or intermediate certification, but constant fixation of the level of knowledge of students, as well as their involvement in the learning process. How to do it? There is only one way - to ask the student questions. The forms of control can be different. This is both the student's self-assessment and the students' assessment of each other. For such forms of control, you can use Socrative, Google Forms, Mentimeter, Kahoot.



The hardest part of online learning is collaboration, and comes with technical and organizational challenges. Joint work can proceed according to the plan: 1 – Project development; 2 – Collection, analysis, evaluation of information; 3 – Scientific research; 4 – Solving problems [3]. By joint work, it means not so much the work of students with the instructor as the work of students with each other, their active interaction and cooperation. Also, it is very important to create and maintain personal warm contacts with students, which should be based on mutual respect and trust.

CONCLUSIONS

In modern reality, education is a product of consumption of a large number of users. Life under the conditions of a pandemic and quarantine has generated new requests for the form of educational content and online teaching has become the main form of transferring information and knowledge to students. The opportunity to study anywhere, a flexible learning pace, the availability of educational content at any time within an online course, a convenient time for learning make online teaching very relevant. Thus, a modern instructor needs to be a highly educated mentor in the ocean of a wide variety of information, aids to understand its quality, and succor quickly obtain to students the necessary information products for their development.

REFERENCES

1. Prescott J., Stodart M., Becket G., Wilson S. (2015). The Experience of using Facebook as an Educational Tool. *Health and Social Care Education*, 2(2), 132–138.
2. Antonina Dubrivna. You Tube channel. URL: https://www.youtube.com/channel/UC6kYttbND_fiBC9b21uVO_g (дата звернення 02.03.2021)
3. Florence M., Kiran B., Swapna K., Albert R. (2019). Award-Winning Faculty Online Teaching Practices: Roles and Competencies. *Online Learning Journal*, 23(1), 184–205.

ДУБРІВНА А.

ОНЛАЙН-ВИКЛАДАННЯ В СИСТЕМІ ДИЗАЙН-ОСВІТИ

У статті проаналізовано особливості онлайн-викладання в системі дизайну освіти. Визначено проблеми, з якими стикаються викладачі та студенти. Запропоновано ефективні методи та технології навчання для вирішення проблем з метою оптимізації навчального процесу.

Ключові слова: освітня платформа, сайти соціальних мереж, навчальні матеріали, онлайн-сесія, дизайн-освіта.