THE ISSUE OF TRAINING PROFESSIONALLY DIRECTED PRODUCTS DESIGN

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The article is devoted to the issues of training of professionally directed product design in professional (vocational) education institutions. The influence of modern production technological capabilities on the requirements to the technical and technological culture of workers is analyzed. It is shown that transformations in production explain three concepts of the phenomenon of technology, which differ in the degree of their autonomy.

Technological capabilities of modern production changes the traditional view of production. Attention is drawn to the fact that, in many industries, workers are involved in manufacturing processes which use additive technologies. Thanks to innovations, the production is characterized by the transition to low-stage processes, reduction of production waste, flexibility, increase of resource saving and degree of automation, shortening product life cycle. One of the consequences of innovations is the change in approaches to product design. It becomes technological, which actualizes interest to the connection of the technical and technological sides of production with the principles of molding, to the processes of designing, prototyping and layout. A new challenge for industrial design is the awareness of the aesthetic possibilities of modern technologies.

It is proved that the work of workers in the professional environment in terms of updating the range and nomenclature of products, requires improvement of their technical and technological culture, understanding of the mechanism of various factors influence on the composition, architecture and exterior of the products with which they works. They must understand the nature and source of the continuous production of a particular type of product. The need to familiarize future workers with the design and creative side of the industry product manufacturing is established. The necessity to fully integrate vocational education into continuous design education with a focus on different professional environments is substantiated. In this context, it is proposed to introduce into the educational process of professional (vocational) education institutions different profiles of the discipline "Product Design", in which the content of professionally oriented technical and technological competence is integrated. The discipline's content focuses on understanding the driving forces of the new products development, shows the combined influence of ergonomic, economic and environmental requirements. Knowledge about the concept of product design, its general characteristics, architecture and directions of improvement allow to approach consciously to the creative component of the profession and the need to reduce production costs. At a higher quality level, the future worker is aware of the role of standardization, unification and minimization of product complexity.

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