THEORETICAL ANALYSIS OF THE –ESSENCE OF PROFESSIONAL TRAINING OF FUTURE SPECIALISTS IN ANIMATION DESIGN

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Understanding animation design as a new type of design and artistic activity poses new challenges for teachers of educational institutions and encourages them to find more effective ways of training. Today, China's educational arts processes are aimed at updating and modernizing the teaching of design by combining innovative technologies from other countries that meet modern international requirements for professional training with national educational traditions and are regulated by a number of regulatory documents. Therefore, the problem of training future animation design specialists in accordance with the requirements of the European educational space is relevant today. It will optimize the training of future professionals at a high level, who will be able to perform creative activities in an intercultural professional environment.

The art of animation borders on imagination, creativity, it is impossible to create any design work without these creative components. Authentic animation style is formed in the creative process, when the designer goes beyond the ordinary and limited social stereotypes. This style, in fact, is a professional ability that contains unique psychological characteristics of the individual, meets the requirements of this profession and is a condition for its successful implementation. It is proved that the professional abilities of an animation designer are formed on the basis of general abilities based on special, creative ones. The more complex the professional activity is, the more important it is to develop special professional skills, which consist of three important components: skills in modern IT technologies (knowledge of special computer programs), skills in project culture (ability to design, to perceive the spatial relationship of objects, drawing skills), skills in fine arts (drawing, painting, composition, art history, color perception, etc.).

It should be noted that it is important to have their own developed artistic abilities for the animation designer, which are manifested in the form of established features of professional skill. These are first of all: creative imagination, sense of color, proportional unity, artistic and figurative thinking that generates brightness of images, emotional attitude to the visual phenomenon, ability to see the core of objects, sense of harmony, ability to concretize and generalize artistic image, create original compositions. etc.

The essence of professional training in animation design for a future animation design specialist includes the creative component of artistic activity, the ability to be creative in synthesis with other components (creative, humanistic, culturological, sociological-communicative, prognostic).

Professional training of the future animation designer can be represented in the model, the core of which is the formation of the content of professional education, which reflects the specifics of mastering the basics of animation, its artistic components. The aim of training future specialists in animation design is to form students' polyartistic and multicultural perception of images of the world; their readiness and ability to carry out artistic and creative activities with the inclusion of figurative thinking. The listed above ensures the effective formation of the animated thinking of the future designer; comprehensive mastering of special educational and professional knowledge, taking into account the psychological basis of perception and presentation of information; application of innovative technologies and integration techniques in animation design.

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