

PEDAGOGY
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The urgency of the problem is determined by the implementation of educational standards of the third generation, which requires the consideration of educational content based on a competent professional able to solve unusual problems in a wide range of industries and cultures. The aim of the study is to develop a universal artistic creative methods in teaching bachelor students. We have identified the need for a systematic approach to universal design activity based on the analysis of domestic and foreign experience in research methods of design activities. We have also revealed a three-stage structure of the design process covering the functional, structural and technological, artistic and aesthetic components.

Key words: level system of higher education, versatility, design, method, structure of the design process.

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