

### III. STUDENT PROFESSIONAL DEVELOPMENT IN THE CONDITIONS OF INFORMATION-COMMUNICATION SPACE



#### DIRECTING SHOWS AND ART PROJECTS: INNOVATIVE STRATEGY FOR THE TRAINING OF SPECIALISTS BRANCHES OF PERFORMING ARTS

S. N. Shumakova

*Candidate of Art History,  
Associate Professor of Directing Department  
Kharkov State Academy of Culture  
Kharkov, Ukraine*

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**Summary.** The author touches on the topic of innovative strategies for training specialists in the field of stage arts in the context of directing shows and art projects against the background of artistic trends of the time to satisfy the artistic and aesthetic needs of the modern spectator.

**Keywords:** training of future specialists in the specialty "Stage arts"; rethinking the implementation of the modern educational process for the professional training of directors of shows and art projects.

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Today, it seems essential to comprehend the current requirements, which are actualized by higher education in the cultural and artistic sphere, which is oriented to the training of a new type of specialists. Today requires professionals who not only possess a wide range of knowledge, easily adapt to changes in the socio-cultural landscape of life, but also have soft-skill qualities.

Professional mobility and self-development are characteristic of today's rapid changes in society. Self-development against the background of personal professional knowledge, self-regulation and professional self-realization are modern main components of professional self-improvement of the personality of the future specialist, what he must acquire within the framework of modern academic training.

In this sense, on the within of the national educational space, it is possible to single out an innovative strategy for the training of specialists in the field of stage arts – the introduction of the first educational and professional program in Ukraine "Directing shows and art projects", which was launched in the current academic year through the Directing Department of the Kharkiv State Academy of Culture (KhDAK) – a leading center of domestic artistic and cultural education.

According to the newest educational and professional program "Directing of shows and art projects" at the Directing Department of the Kharkiv State Academy of Culture, the training of competitive professionals of the event and creative industries capable of meeting the demands of the times, which have significant prospects for development in modern Ukraine and beyond.

Against the backdrop of the manifestation of the artistic trends of our time with the steady growth of the spectacular dominant, which occupies almost a key position in satisfying the artistic and aesthetic needs of the modern viewer, the profession of "director" must meet the latest artistic and creative requirements, the spectrum of which is noticeably expanding with the rapid development of the new forms stage culture.

Mastery not just of competences a high level, but also the mandatory formation of the director's creative individuality of the student is seen within the Directing Department of the KhDAK as the cornerstone of the desired professional training, acquisition of professional qualifications and competitiveness on the current labor market.

Within the framework of priorities, an integral form of special training is considered (in the light of today's challenges, in particular, in the field of creative thinking in directing art practice, video mapping and 3D visualization, online directing, strategic art management, logistics and coordination of large-scale show projects, etc.) with gaining practical professional experience, when each course becomes a creative workshop, a kind of prototype of the stage world.

Respectively, the specificity of the training of future directors is the implementation of the educational process, mostly by professionals in the production of modern cultural content.

In the synthesis of creative efforts with recognized contemporary directors, students have the opportunity to acquire professional competence and professional experience in the implementation of urban creative art projects of various levels, show programs, fashion shows, carnival parades, the "Queen of the City" show and shows of various folklore formats, holidays, theatrical spectacles, etc.

Thus, the training of specialists under the educational and professional program "Directing of shows and art projects" requires that students have a special mindset and acquire certain characterological properties. Therefore, an important role in the process of vocational education belongs to its practical component, which allows you to create your own directorial and production style and stage individuality of the student.

The strategy of an innovative educational project for the training of future specialists on the basis of the Department of Directing of the KhDAK is implemented in the conceptual vision of the professional training of specialists – directors of performances and art projects – as, mainly, a creative matrix with the fundamental focus of acquiring one's own artistic style, which determines the possession of cognitive techniques and professional critical thinking.

