

Formation of design culture of students in the context of social approach to modernization

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Abstract. The article proves the urgency and shows the results of theoretical development and practical implementation of the pedagogical concept of formation of design culture of students, which are given within the framework of social and pedagogical environment of higher education institution. The concept contains the model of pedagogical process of formation of design culture of students and the author's pedagogical technology. The triad of the conditions providing positive dynamics of formation of design culture of students (pedagogical interaction, social design, pedagogical technology) is defined. Experience of integration of social design and pedagogically organized social space of higher education institution is described. The pedagogical technology of formation of design culture provides sequence of created design situations with the substantial filling of cognitive, motivational, valuable and ethical, activity and reflexive components in the structure of design culture. Its functions are informative, humanistic, valuable, communication.

Key words: social innovations, social design, design culture of students, pedagogical concept.