HIGHER EDUCATION

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INFORMATION ENVIRONMENT OF THE UNIVERSITY'S FOR THE TRAINING ADVERTISING PROFESSIONALS

The analysis of the term "university information environment" is performed in the research, starting from the analysis of the general concept of "environment" through the formation of the term "educational environment". The need to use modern distance learning tools in all areas of education, such as distance learning courses, cloud services, etc., has been identified. It is established that building of the educational process in an university requires combination of all potential of the modern achievements of information technologies and totality of teachers experience, that envisages the use of environmental approach and has to provide the preparation of future specialists good for creative professional activity. It is proved, that in accordance with modern requirements, the educational process should take place in conditions of constant access to the Internet, for use in the training the Cloud services and Internet technologies.

Keywords: informational environment, vocational training, educational process, ICT, computer advertising technologies, environmental approach.

Брюханова Г. Информационная среда университета при подготовке специалистов по рекламе. *В исследовании проанализирован термин "информационная среда университета", начиная от анализа общего понятия "среда" через образование термина "образовательная среда". Определена необходимость использования во всех сферах образования таких современных средств дистанционного обучения, как дистанционные курсы, облачные сервисы и т.д. Установлено, что построение учебного процесса в университете требует сочетания всего потенциала современных достижений информационных технологий в совокупности с опытом преподавателей, что должно обеспечить подготовку способного к творческой профессиональной деятельности будущего специалиста по дизайну рекламы. Доказано, что в соответствии с современными требованиями образовательный процесс должен происходить в условиях постоянного доступа к интернету для использования в обучении облачных сервисов и интернет-технологий.*

Ключевые слова: информационная среда, профессиональная подготовка, учебно-воспитательный процесс, ИКТ, компьютерные рекламные технологии, экологический подход.

Background. Numerous social and economic changes considering future development of the society, change of the value orientations on the transition from XX to XI century make the system of the higher education of Ukraine to perfect existing methods and search the new ways of activation of the necessary changes in formation of the educational technologies for the further providing of qualitative preparation of the future specialists in different spheres of life. In the conditions of rapid development of digital technologies, education cannot use old methods of training specialists. There is a direct connection of the processes of informatization of higher education with the mechanisms of training specialists. With the advent of the information environment, the university expands its range of education and training facilities, and replaces paper textbooks, methodologies and magazines with distance learning courses, the electronic deanery and Cloud services. All this has a positive impact on the quality and accessibility of education for different student groups.

The problem of informatization of education at the university in relation to the training of advertising design specialists has some aspects. Often, material support does not meet the requirements of implementing a fully-fledged information environment. The educational process is necessary to provide specially equipped classrooms with Internet access, powerful computers with modern software according to the needs of professional direction. Teachers must have not only professional experience but also an understanding of the necessity of using digital technologies and the desire to use them for learning students of modern information technologies.

Definition of the concept "The information environment of the university" needs an analysis of the concept's matter it derives from – the information environment, the information environment of the higher educational institution. Often there is complication of definition of widely used concepts that are intuitively clear.

Analysis of the last researches and publications. S. Sysoeva studies European requirements for the criteria of the effectiveness of professional training of specialists in the pedagogy of higher education [1]. Innovative educational model in higher education in Ukraine studied councils scientists, including V. Bykov, A. Gurzhiy, M. Shishkin [2] and others.

To our opinion, in these works the necessity of application of inno-vations in professional training and introduction of a common educational environment of vocational education in the conditions of European integration is emphasized.

V. Kremen and V. Bykov studied the issue of computerization and informatization in the system of education in the work "Categories "space" and "environment" [3]: features of model representation and educational application by many other scientists. Importance of IEE of the higher educational institution reviewed with M. Bratko in the field of management of professional training of specialists in the educational environment of the

University College, A. Kobysa in the paper "Application of the informational educational environment in the educational process of the Vocational School" [4]. S. Titov studies the development of means and methods of communication and information interaction in the information and educational environment of the educational institution [5].

The **aim** of this research is to analyze the essence of the concept of "information environment University" and consider the factors that influence the mechanisms of modern education in the university.

Materials and methods. In the course of the research the materials of scientific researches on the given subject were used. In this work, general scientific methods such as analysis and synthesis, analogy and modelling, as well as empirical method are applied.

Results. The specificity of the profession of a designer envisages that a student already on the first course masters certain skills of possessing computer environment and software for the tasks completion. Therefore, to attract such a student to exploit facilities of informational environment will be considerably easier, than a student, who studies, for instance, fine art or another sphere not connected with a computer environment.

But, before to proceed the analysis of the exploitation of the environmental approach in advertising design-education, it is important to determine the concept of the environment in general and the informational environment of the university in particular.

The concept of the environment. The ancient Greek philosophers understood environment as the whole, which parts are the surrounding world, people and also their cooperation, from anc.gr. – nature.

Historically, the concept "environment" comes from such areas of knowledge as chemistry, biology or chemistry, which give it a different value, that in general is determined as surroundings, where objects and subjects cooperate, and different phenomena occur.

According to a number of sociologists, the notion of "human environment" generally consists of natural and artificial conditions, where a person defines himself as a natural and social being. There are two interrelated parts of the environment in the social ecology: natural (air, earth, stones, plants, etc.) and social (relations in a society where a person realizes himself as a person).

Although a few types of influence of environment on a certain object are determined, its essence is determined by totality of main factors and this influence can be well-organized or elemental.

Taking into consideration, that part of environment of a man is a social environment, psychological and pedagogical researches pay serious attention to its study.

In general, the concept of environment unites in itself the natural and social constituents of human existence.

L. Maksymova considers that different types of environment: natural, anthropogenic, vital, form general environment of a man's life that influences on his/her development together with different factors [6].

The concept of the educational environment. The educational environment is closely connected with a socio-cultural environment, and, thus, is a part of the social and in general vital environment.

As an informational environment we understand the surrounding world of a man full of information; on the one hand, his/her own information activity and on the other hand – creation, transformation, consumption of information in other contiguous spheres of activity.

The organization of educational environment in the higher educational institution for effective professional preparation is one of the major tasks of the higher school.

As M. Bratko classifies, in the English-language scientific space among the publications, that have to do with the themes of educational environment of the higher school, researchers apply different determinations of this concept [7]: educational environment; educational climate; academic environment; study environment; learning environment.

In opinion of the Norwegian scientist A. Abualrab [8], the educational environment is the key subject of the educational politics and researches in the field of higher education at the present stage.

The concept of the information environment. The concept of the informational environment. The concept of informational environment has to include the elements of the educational environment and informational constituent as the use of ICT and the services of different searching systems, such as Google, Bing, Yandex and others.

In the information sphere information and informational infrastructure are combined. These are collection, forming, distribution and the use of the information that is put into practice by certain subjects; these are also the systems of regulation of the proper public intercommunications and totality of relations, which are created by the formation and the use of the informational resources in the process of creation, collection, editing, gathering, accumulation, storage, search, distribution and giving to the consumer the documented information. In addition, the informational sphere is involved in the process of creation and usage of informational technologies and means of its providing; for defense of the information and rights of the subjects that participate in informational processes and informatization.

Assisting to the information exchange, carrying out the transfrontal, interactive and mobile contacts of various subjects of the economic activity, uniting different types of such activity in the only spatially-communicative and sociocultural environment, finding out actual necessities and interests of subjects of the economic activity at determination of the information politics, creating the centers of the new geopolitical intercommunications

and competition, changing the character and value of socio-economic relations in the spheres of politics, culture, science, religion and others, informational space fulfils communicative, integrating, geopolitical and social functions, which are important for existence of the modern society.

The concept of the information environment of the university. The studies in the modern higher educational institutions need the obligatory usage of ICT, and the web-site of the university, except the general information, has to provide the students with the access to the educational content – Wiki, Moodle and to the services of any searching engines (Google, Yandex, Yahoo, Bing and others).

The widespread determination of this concept – information educational environment (IEE) is the integral system, made from many sub-systems that carry out its functions, using the modern information-technological and education-methodological facilities for the needs of the participants of the educational process.

According to the definition of O. Sokolova, the informational environment of the institution – is one of the parties of its activity, that includes organizing-methodological facilities, the integrity of the technical and programmatic means of preserving, editing, transmission of information that provides prompt access to the information and fulfils the educational scientific communications.

As the informational environment of the university we understand the unity of the quantitative and qualitative pedagogical possibilities of the educational environment of ICT, which are actualized as a result of professional preparation of the specialists. The information environment of the university represents the totality of constituents, each of which is responsible for its sector of specialist preparation. The material constituent of the educational environment consists of material and natural components of the environment, which can be involved for the specialist preparation.

The spiritual possibilities of the environment have cultural, moral, ideological, psychological components that are formed on the basis of cooperation of different factors.

The structural possibilities of the educational environment consist of the people organization, which combines material, personality and spiritual pedagogical possibilities of the environment.

The information constituent combines in itself modern information technologies, network services, searching systems and others. The usage of ICT, electronic educational courses, electronic textbooks and others are the parts of it.

The facilities of the information environment of the university for the training design specialists. The today's situation at the market of labor sets the teachers of the higher school the task of specialists preparation of a high degree of readiness to quick adaptation to the change of conditions and

facilities typical for professional activity of a modern designer. Such a teacher needs a capacity for permanent professional growth and self-perfection; capable of critical thinking, to see a problem in the whole; constantly to be "in the trend" of the modern design, to exploit information technologies for development of professional abilities and skills.

The organization of the educational activity in a university requires creation of informational environment and introduction of the modern innovative forms into the educational process. The usage of ICT in professional institutions for preparation of future specialists in design allows more reasonable organization of educational process during theoretical, laboratory and practical lessons. It gives additional possibilities in development of new textbooks, training aid, electronic educational complexes from different disciplines, in creation of information- reference database and the remote access to the educational resources, in giving and usage during professional preparation of designers the actual information from history of design and modern development of its different spheres, in relation to the features of technological processes, knowledge of present-day advertisement technologies and materials.

For improving the quality of the education in the higher educational institutions of advertisement design the newest educational and scientific-technical technologies, aimed at forming of knowledge, abilities and skills of specialists have to be applied, and an information environment has to provide the information necessities of all participants of the educational process.

Modern software allows to form for future qualified advertisement design specialists not only professional knowledge and skills but also creative competence that includes ability to analyze the newest processes in design, to use modern advertisement facilities in professional activity, to be able to analyze the advertisement market condition, to use the acquired knowledge about technological processes in polygraphy, to orient in the present-day market of advertisement services.

The presence of IEE allows a teacher to use cloudy software products and cloudy services, giving possibilities to attract to work individually or during the lessons with the group of students an electronic wall Padlet, electronic disks e-Disk, cloudy storages with support of office suite MS Office Web Apps: Microsoft Office 365, Microsoft One Drive, Google, Yandex, Dropbox and others.

The system MOODLE is a free software product with an open code, which is spreads on terms of GNU GPL license and can be modified in accordance with the necessities of a user; it has a well organized system of technical support and is accompanied by plenty of documentation, in particular, in Ukrainian; it can be installed without unnecessary difficulties on any platform that supports PHP (Linux, Windows, MacOS); it is important that, taking into account the achievements of the modern

pedagogics, the system is turned to cooperation between students and teachers and is provided with various facilities of discussion, having specialized forums and chats.

Google resources. The company Google gave the service developed on the base of Google Apps. It represents a control system of the studies (CSS) of Google Classroom. This system is very similar on purpose to Moodle [9].

Allowing the teachers to use the integrated instruments of the Google Apps package, in particular, Google Drive and Gmail, the service Google Classroom is advantageously different from its predecessors, remaining a separate control system of studies at the same time.

The groups, being a basic element of CSS Google Classroom, taking into consideration its functions and structure remind forums, allowing the users to deal with other users during communication within this group. It is also convenient to use groups, spreading the rights for access to the educational courses. At the same time, there is possibility to use an additional e-mail account and work Disk intended for the usage only in educational activity, keeping thus separately personal and working documents.

Google Classroom gives the possibilities for creation the tasks integrated from Google Drive, for the common work with the projects, using bilateral connection between a student and a teacher, having the opportunity to communicate real-time and for the cross evaluation of tasks in the groups.

The conditions of the class, giving the users an universal working instrument, providing them with a comfortable interface and all possibilities necessary to the participants of the educational process, are comfortable for work of a teacher, and a student.

The possibilities of using the cloudy services are especially needed to the teacher for maintaining and further work with large volumes of data from different information sources, basic and additional literature, metho-dical materials important for preparation and giving lecture, practical, laboratory or seminar lessons.

E-learning course (ELC). Attracting the students to the active work with various visual aids, using computer models, electronic educational courses intensify students' mental work and give enormous possibilities as to organization of interactive studies. The use of developed ELC allows not limiting in the educational process only by the discussion of the theoretical questions and doing laboratory works in the computer class. Due to maximal activation of individual work of the students it is possible to use more rationally allotted for the study of corresponding disciplines during lecture time, paying more attention to the key and problem questions of the courses.

The modern realities require the revision of the traditional approaches to the design specialists preparation, and large value for development of the design-education, especially during the preparation of competitive design

specialist of the print products, acquire development and use of electronic educational courses, in particular for mastering "Technologies of printing", as one of the major special courses.

Knowledge, which is modern today, becomes out-of-date already in a few years, which is why there is a need of permanent, according to life requirements, increase of the qualifying level for a competitive specialist, and for forming of the all-round developed personality of a competent specialist it is a necessity to turn to the innovative system of education.

Studying the special course of "Technologies of printing" the students have an opportunity to use all advantages of ELC. In addition, the environment MOODLE, where was created this course, gives the students possibility of access to the database of additional materials on every topic of the studying module, to every practical task created by the teacher [10].

For developing ELC, for example, for the course of "Modeling and design of packing", it is necessary to take attention that the part of text information is the most necessary and important for a consumer. That is why the text part is the most important part of the composition construction of the packing design, and it must paid special attention to the modern tendencies of typographic and supported by graphic elements. Its role in successful advancement of the product at the market is enormous, and in lecture materials of the course serious attention must paid exactly to typographic.

In the distance course of the lecture additional resources give materials, which acquaint a student with modern tendencies in advertisement and help to master knowledge necessary for them for the further developments [11].

It is important to emphasize this important element of information-educational environment of the University as a media library. For example, in the KNUTE (Kyiv National University of Trade and Economics), a library is created that gives users access to the enormous potential of Internet educational resources for all areas of study and research. The multimedia library is equipped with modern computers with access to the Internet and the fund of multimedia documents of educational-cognitive value, electronic teaching aids, methodical instructions, free access to the sites of domestic and foreign libraries, information resources of different countries.

According to the definition of M. Moiseieva informational education environment (IEE) of the educational institution has five modules: value-purpose-oriented, programmatic-methodical, information-knowledge, communication, technological [3].

A. Kobysia, studying such structure of IEE, defines the content and filling of each of these modules according to its basic functions [4].

The content of the value-purpose-oriented module is defined by the totality of educational aims and values; this is a task of the educational institution, qualifying features of the graduating students of different professions, plans of realization of educational, methodical work, timetable of the industrial practice and others.

In the programmatic-methodical module there is necessary information as to the strategies, forms and programs of preparation, these are plans among which there are educational, training, plans of realization of educational, methodical work, timetables, timetables of the industrial practice.

Information-knowledge module is a system of knowledge and abilities, which presents basis of professional activity of a specialist and information important for efficiency of studies, these are electronic study-methodical complexes from different disciplines.

The communication module dedicated to the forms of cooperation between the participants of the pedagogical process: teleconferences, round tables, webinars, communication through forums, chats, teleconferences with the help of the radio of the educational institution, press and others.

The technological module includes those studies facilities, which used in an information educational environment, for example new information technologies, including communications networks [4, p. 55].

For professional preparation of the advertisement designers in Borys Grinchenko Kyiv University the system ELC is used, it includes all professional disciplines. For example, already work out by the author electronic courses from such disciplines as "Computer design technologies", "Technologies of polygraphy" [10], "The sign systems in design", "Modelling and design of packing" [11].

The results of the research. Determined the origin and meaning of the term "information environment University" and put forward scientific hypotheses scientific hypothesis about the dependence of the quality of education using modern ICT and "cloud services" and the development of information educational environment using computer internet technology.

According to the results of this research, a set of proposals was developed, in particular: creation and improvement of the university's information environment; introduction of distance learning tools in the educational process; equipping computer audiences with modern computers with the installation of advanced software; equipping the entire territory where the training takes place, free access to the Internet; providing free access to internal educational services for students and university lecturers, not only at the university, but also outside.

Conclusion. To analyze the concept of "the information environment of a university" in relation to preparation of advertising design specialists, we can conclude, that this concept has absorbed all experience of the scientific working from physical and chemical environment to the modern meaning. It is unity of quantitative and qualitative pedagogical possibilities of IEE with the use of computer internet-technologies, that are actualized because of the professional specialist preparation and are totality of the parts, each of which is responsible for the preparation sector of the specialist.

The advantage of Google services during design specialists preparation is that giving access to all-round electronic information, they release

us not only from unnecessary papers but also allow to combine selectively in the process of studies the traditionally separated stages of study, fixing and mastering of the educational material.

The information environment of the university gives an opportunity to apply different methods of the educational process structure; individual approach is possible, together with the simultaneous use of individual-group methods and forms of studies. In addition, the use of information technologies allows, rationally building the lessons, to save time; the presence of interest, visual aids and interactivity of the information, availability and simplicity of actions at high end-point assists to increase the motivation to the studies and the better mastering of information.

The use of Google Classroom and Moodle in higher educational institution systematizes and puts the work of all participants of educational process on a higher level.

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Брюханова Г. Інформаційне середовище університету при підготовці фахівців з реклами.

Постановка проблеми. В умовах швидкого розвитку цифрових технологій інформатизація вищої освіти вимагає удосконалення механізму підготовки фахівців. Потрібне інформаційне середовище, яке змінить асортимент та властивості засобів надання освіти: поява дистанційних навчальних курсів, електронного деканату та хмарних сервісів, що позитивно впливатиме на якість та доступність освіти.

Аналіз останніх досліджень і публікацій показав, що проблема ефективності професійної підготовки фахівців, попри наявність окремих наукових доробок, потребує додаткової уваги і професійного підходу науковців.

Мета статті – проаналізувати сутність та різні аспекти поняття "інформаційне середовище університету", визначити та розглянути його складові, а також запропонувати використання механізмів їх впливу на підвищення якості сучасної освіти в університеті.

Матеріали та методи. *У процесі дослідження використано матеріали наукових розвідок за цією тематикою. Застосовано такі загальнонаукові методи, як аналіз і синтез, аналогія та моделювання, а також емпіричний.*

Результати дослідження. *Визначено походження і значення терміна "інформаційне середовище університету", а також висунуто наукові гіпотези про залежність якості освіти від використання сучасних засобів ІКТ та "хмарних сервісів", а також розбудови інформаційного освітнього середовища з використанням комп'ютерних інтернет-технологій.*

За результатами цього дослідження розроблено комплекс пропозицій, зокрема: створення та вдосконалення інформаційного середовища університету; запровадження в освітній процес засобів дистанційного навчання; оснащення аудиторій сучасними комп'ютерами із встановленням прогресивного програмного забезпечення; оснащення всієї території, де проходить навчання, вільним доступом до мережі інтернету; забезпечення вільного доступу до внутрішніх освітніх сервісів для студентів та викладачів університету не тільки в університеті, але і за його межами.

Висновки. *Проаналізовано поняття "інформаційне середовище університету" стосовно підготовки фахівців з дизайну реклами, що увібрало в себе весь досвід наукового опрацювання від фізичного і хімічного середовища до сучасного значення його як єдності кількісних і якісних педагогічних можливостей інформаційного освітнього середовища з використанням комп'ютерних інтернет-технологій. Інформаційне середовище університету надає можливість застосування різних прийомів побудови освітнього процесу; можливим є індивідуальний підхід разом з одночасним використанням індивідуально-групових методів і форм навчання. Використання Google Classroom та Moodle у закладі вищої освіти систематизує та виносить на більш високий рівень роботу всіх учасників освітнього процесу.*

Викладені концептуальні положення потребують подальшого наукового дослідження в напрямі поглибленого використання можливостей хмарних сервісів для навчання.

Ключові слова: інформаційне середовище, професійна підготовка, навчально-виховний процес, ІКТ, комп'ютерні рекламні технології, середовищний підхід.