

USING INFOGRAPHICS IN TEACHING THE SUBJECT “FOLK CRAFTS AND ARTISTIC DECORATION”

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Abstract. *This article examines the pedagogical potential of infographics in modern education and their role in developing students' design abilities in teaching the subject “Folk Crafts and Artistic Decoration”. The study analyzes the theoretical foundations of information visualization, the didactic capabilities of infographics, and their impact on students' creative thinking, visual perception, and professional competencies. The findings indicate that the integration of infographic technologies into the educational process contributes to the effective formation of design skills, aesthetic thinking, and creative competence. The article also highlights the significance of visual learning tools in preserving and promoting national cultural heritage through educational practices.*

Keywords: *infographic, visual learning, design competence, folk crafts, artistic decoration, creativity, educational technology, visual communication.*

The rapid development of information and communication technologies in the global education system is causing fundamental changes in the content and organization of education. One of the key requirements of modern education is to present educational material to students in a simple, understandable, and engaging manner. In this context, infographics are particularly important as an innovative tool for enhancing the effectiveness of the educational process.

Infographics are a way to present complex information using graphic elements, diagrams, icons, images, and short text, allowing for quick and lasting retention. The use of infographics, particularly in art, design, and applied arts, helps develop students' visual thinking.

When teaching the subject “Folk Crafts and Artistic Design,” along with studying national cultural heritage, one of the important goals is to prepare students for contemporary design work. The use of infographics in this process opens up extensive opportunities for developing and nurturing students' design competencies.

Today, one of the most important tasks of higher education institutions is to train future specialists who possess creative thinking, the ability to make independent decisions, and the skills to utilize modern design technologies. Students studying folk crafts and decorative and applied arts should:

- Develop aesthetic taste;
- Master the traditions of folk arts and crafts;
- Develop compositional thinking;

- Develop graphic and artistic drawing skills;
- Master the skills of working with modern design tools.

Infographics can serve as an effective tool for achieving these goals.

Infographics derives from the English term "information graphics" and refers to the presentation of information in graphical form. They simplify complex information and help people quickly perceive it. In pedagogy, infographics are interpreted as a means of visualizing educational information. They improve the effectiveness of knowledge acquisition by expressing the content of educational materials in graphical form. Research shows that the human brain processes visual information faster than text and retains it in memory for a longer period of time.

The main goals of infographics in education are:

- simplification of complex information;
- ensuring visual perception of information;
- increasing student interest;
- developing creative and critical thinking;
- supporting independent learning activities;
- developing skills for systematization and generalization of information.

The course "Folk Crafts and Artistic Design" focuses on the study of national applied arts, works of folk artisans, elements of decorative art, and principles of artistic composition. This course fosters students' respect for national values, aesthetic taste, and creative thinking. Thematic content includes:

- History of folk arts and crafts;
- Pottery;
- Jewelry;
- Wood carving;
- Embroidery;
- Carpet weaving;
- Pattern making;
- Fundamentals of painting and composition;
- Elements of modern design.

Since these fields require a combination of theoretical knowledge and practical activities, the use of visual aids is particularly important.

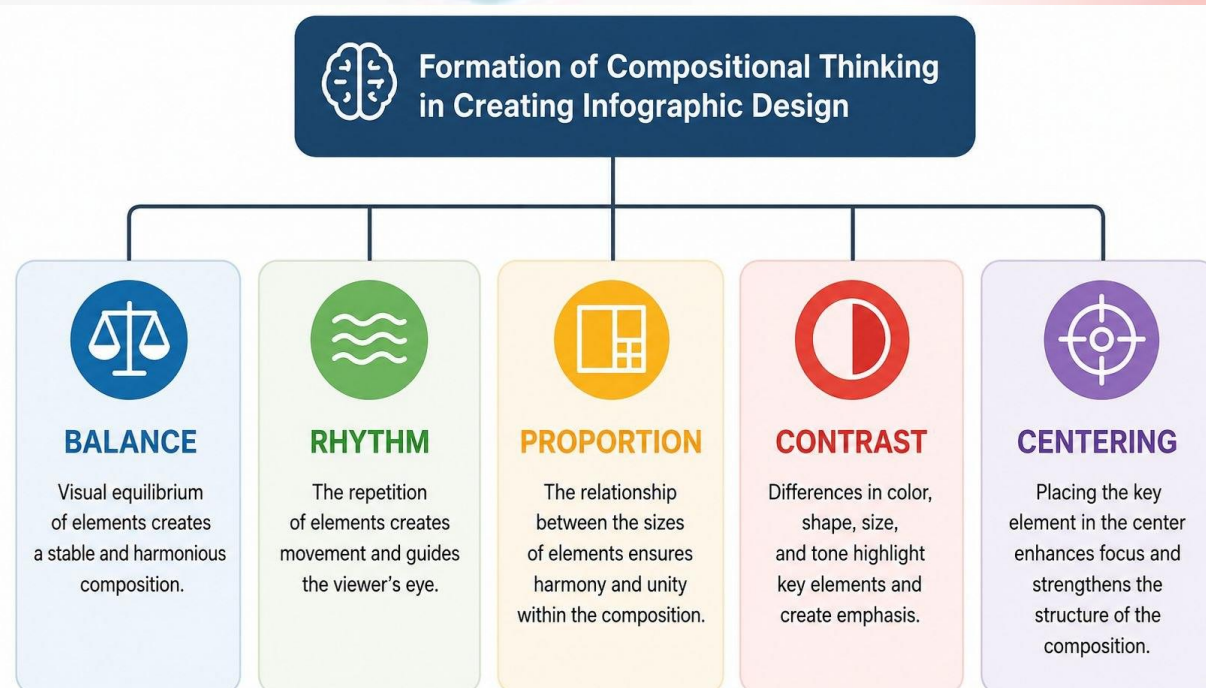


Fig. 1. Formation of compositional thinking in the creation of infographics.

Design skills are a complex professional skill that encompasses aesthetic thinking, imagination, compositional thinking, and creativity. Infographics serve as a convenient pedagogical tool for developing these skills.

When creating infographics, you need to arrange text, images, color, and graphic elements in a specific order. This activity provides a practical opportunity to master the principles of composition.

This is an important professional skill for future designers.

The benefits of infographics when studying folk crafts. Folk crafts often contain complex historical, cultural, and technological information. Infographics help present this information systematically and engagingly. For example:

- stages of pottery production;
- types of decorative patterns;
- symbolic meanings of national pattern elements;
- territorial characteristics of vocational schools;
- stages in the historical development of decorative art.

When studying examples of national crafts, infographics offer the following opportunities:

- systematization of historical data;
- classification of pattern elements;
- comparison of craft schools;
- step-by-step demonstration of technological processes;
- interpretation of national decorative symbols.

Presenting such materials in infographic form helps students gain a deeper understanding of the topic through visualization.

METHODOLOGY FOR USING INFOGRAPHIC TECHNOLOGIES IN THE EDUCATIONAL PROCESS

The main stages of using infographic technologies when teaching the concepts of “pattern” and “ornament” in primary school:

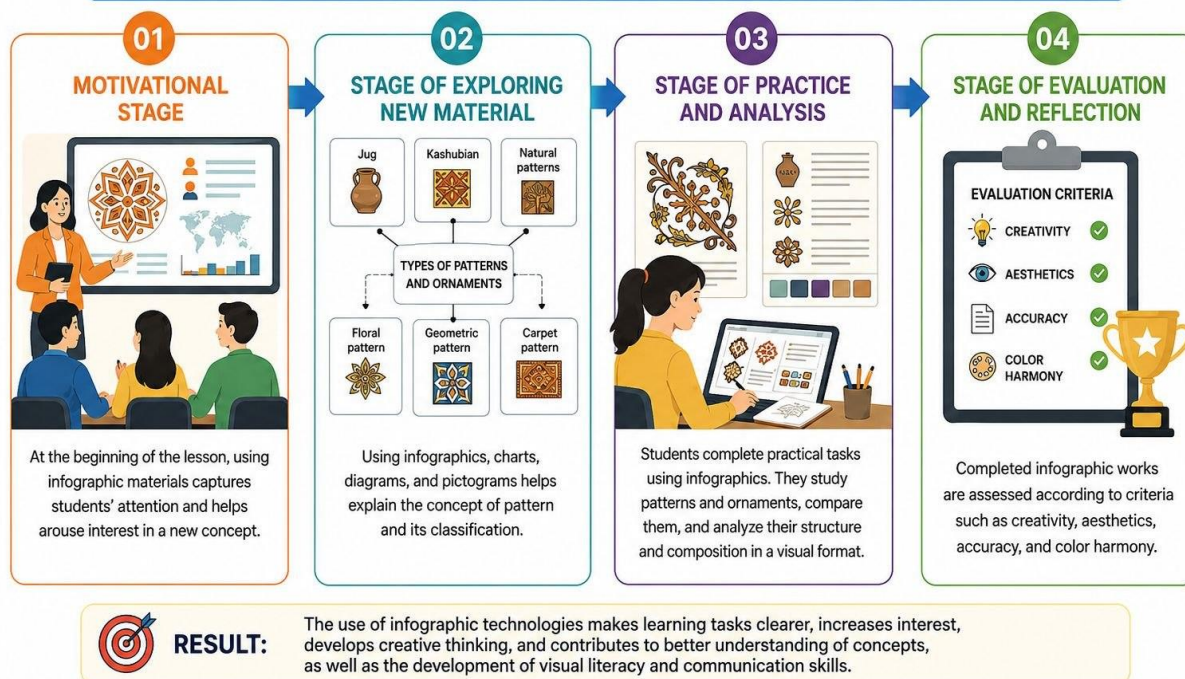


Fig. 2. Methodology for using information technologies in the educational process.

In conclusion, infographics are one of the most effective visual tools in modern education, and their importance in teaching the subject "Folk Crafts and Artistic Design" is incomparable. Infographic technologies help develop students' design skills, foster visual thinking, stimulate creative thinking, and deeply understand the heritage of folk crafts. Therefore, the widespread inclusion of infographic-based assignments, projects, and interactive exercises in this subject is a key factor in enhancing pedagogical effectiveness.

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