

"... Institute trains highly qualified production engineers, system engineers, mechanics, experts in management of production, marketing of printed products and printing materials production, editors, graphic artists, graphic and packaging designers ..."



INFORMATION PACKAGE

**PUBLISHING AND PRINTING
INSTITUTE**

Kyiv, 2020

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***** Information is current as for the 2020/2021 academic year. In the next academic year, there may be minor changes in the list of specialties and educational programs/specializations.**



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1. COMMON DESCRIPTION AND THE STRUCTURE OF INSTITUTE

Publishing and Printing Faculty was founded in 1959 as one of the divisions of the Ukrainian Ivan Fedorov Polygraphic Institute. In 1989, the faculty has been introduced to the Igor Sikorsky KPI. In 2004, **Publishing and Printing Institute (PPI)** was founded on the base of the Publishing and Printing Faculty.



The Institute trains highly qualified production engineers, system engineers, mechanics, specialists in the management of production, marketing of printed products and

printing materials production, editors, graphic artists, graphic designers, and packaging designers for the publishing and printing industry in Ukraine.

Structure.

The faculty consists of six departments, seven subdivisions, and three affiliated institutions at the enterprises

1. Department of Graphic Arts trains specialists with a degree in "Fine Arts, Decorative Arts, Restoration" (educational program/specialization "Fine Arts").

Students study the art of drawing, composition, painting, etching, lithography, the technique and the technology of art materials to create an artistic image; font compositions construction tools, the creation of original models printing of publications, electronic media design using modern hardware and software, including Adobe Illustrator, Adobe Photoshop, CorelDRAW, Adobe Flash, Font Creator, FontLab Studio, Adobe InDesign.

Career opportunities: Graduates can engage in all types of fine art, working in publishing houses, editorial offices of media, design studios, publishing departments of companies, PR, and advertising agencies, and the like. Graduates are employed in the position of art director, designer, master artist, head of the publishing department of the decoration, the teachers in the schools.



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2. Department of Publishing and Editing trains specialists with a degree in Journalism.



As a result of training in educational program /specialization "Publishing and Editing", students gain knowledge and skills that will help them in the future: to organize their publishers and publishing organizations, advertising agencies, develop publishing programs; create layouts of printed and electronic publications; exercise editorial analysis of the various types of publications; write and edit texts in different media.

Career opportunities: graduates work in publishing houses, editorial offices of print and electronic publications, editorial and publishing departments of enterprises, information, advertising agencies, radio, and television, occupied the post of editor, senior editor, proofreader, journalist, head of the publishing department of scientific and research institutions, educational institutions and so on.

Students of educational program / specialization "Advertising and Public Relations" are capable of performing such activities: advertising and information; advertising and administrative (managerial), organizational and advertising; marketing and advertising; information and creative; information and communication; information management; information management; expert and communicative.

Career opportunities: graduates can work in the positions of heads of advertising and PR-agencies, advertising and PR departments, information managers, managers on advertising and PR on TV, radio, print, and online publications, government and commercial institutions, media portals, press secretaries, copywriters, speechwriters, communication experts in parties and other public organizations.

3. Department of Machinery and Units of Printing Production trains specialists with a degree in Industrial Engineering (educational program / specialization "Computerized Printing Systems").

Students of learning advanced printing equipment, tools for design and studies of printing computerized technical systems, including C++ programming language that supports object-oriented, generic and procedural areas of programming, "Compass», Autodesk Inventor, SolidWorks, AutoCAD, MathCad, MATLAB, Adobe Photoshop, Adobe Illustrator.



Kinds of graduates' activity: management and administration in the field of economic, personnel, commercial, investment work of media companies, publishers, media outlets and printing companies, analysis, and organization of their activities,



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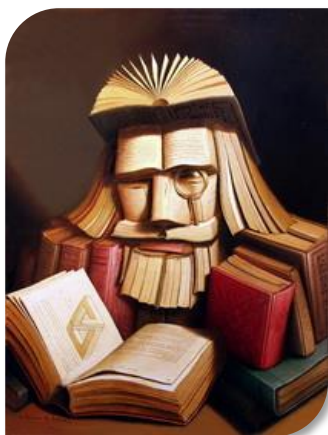


research of economic aspects of publishing and printing processes; feasibility study of design decisions.

Workplaces of the future specialists - enterprises and organizations of creative economy and media industry, namely editorial offices of mass media; new media and internet projects; planning and economic, financial and production departments of publishing houses and printing companies; marketing, logistics and sales services; advertising and PR agencies; wholesale and retail book trade enterprises; subdivisions of technical and economic research of research institutes.

4. Department of Management of Publishing and Printing Industry

trains specialists with a degree in Management (educational program / specialization "Media Management and Administration in the Publishing and Printing Industry").



Students learn basic management and economic disciplines, which are combined with subjects, aimed at studying the specifics of media economics and features of formation of effective business models in the media sphere. Specialization is focused on training managers for media sphere companies and organizations (print and electronic media, publishing and printing companies, new media and internet projects, advertising agencies).

Career opportunities: graduates can work on the positions of different level managers in media organizations; heads of economic planning, finance, marketing departments of media organizations; heads of media projects and programs; managers of economic planning and production departments of media enterprises; financial managers, managers for work with clients (account manager), managers on logistics, purchasing, sales in the relevant departments of enterprises.

5. Department of Reprography

trains specialists with a degree in "Publishing and Printing Industry" (educational program / specialization "Technologies of Printing and Electronic Publishing").



When mastering the subject "Technology of Electronic Multimedia Editions" students study the technology of electronic publications; technologies for creating multimedia products; design publications and packaging and 3D-modeling; layout setting software; software and hardware for multimedia publications; the processing of audio and video with the use of modern hardware and software Autodesk 3ds Max,



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Adobe InDesign, Adobe After Effect, Adobe Premiere Pro, Adobe Photoshop, HTML, CSS.

Career opportunities: graduates can work in publishing, media centers, enterprises, advertising agencies, firms, in the positions of designers, managers, engineers, research engineers of electronic, multimedia, and complex publications, and their structural elements using advanced computer publishing systems.

When mastering the subject "Digital Technologies of Reproduction", students study the technology of text and graphic information processing; media technology of rarities recovery; technology of publishing and printing industry; automated design of publications and packages; object-oriented programming on the web-server; design of publishing and printing industry using software Adobe Illustrator and Photoshop, Esko ArtiosCAD, Heidelberg Package Designer, HeidelbergSigna Station, KodakPreps, AutoCAD, T-Flex, MathCAD, MathLab.

Career opportunities: Graduates can work in enterprises, publishing houses, reprocenters, a testing laboratory for technology materials, performing the duties of designers, technologists, engineers, pre-press, printing, post-press and finishing pre-production with the use of automated computerized publishing and printing systems.

6. Department of Printing and Publishing Technologies trains specialists with a degree in "Publishing and Printing Industry" (educational program / specialization "Technologies of Printing and Electronic Publishing").

Students study modern technological processes of printing production, including processing programs of textual and graphical information, layout, design, and make-up of electronic and print media, development of packaging, graphic design: HTML, CSS, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, CorelDRAW, QuarkXPress, CERBER®, AutoCAD, T-FLEX CAD, MathCAD, Heidelberg Signa Station, Package Designer, SPSSI, Kodak Preps and the like.



Career opportunities: graduates work process engineers, designers, engineers, researchers at printing companies, publishing houses, printing houses, research, and design organizations, to develop and produce a variety of publications and packaging, as well as products that do not require additional protection against forgery (banknotes, securities, certificates, tax stamps, etc.).



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2. EDUCATIONAL PROGRAMS

Levels of higher education. Training of students at the **PPI** is carried out at several levels of higher education. The first (Bachelor's course, I - IV academic years) - the students acquire fundamental knowledge in physics, mathematics, mechanics, computing, informatics, and special disciplines. During the IV year, they defend a bachelor's thesis and obtain a qualification degree Bachelor.

At the second level (Master's course, I-II academic years) training is carried out according to the Master program. Students are trained and acquire relevant skills including laboratory practice. Additionally, students have the opportunity to continue their education in a Graduate course, and then in a Doctoral candidacy of the University.

Terms of specialists training: Bachelor (b) - 4 years; Master (m) - 2 years (standard terms of training in Bachelor's course and Master's course), Graduate course / Doctoral candidacy - 3 years (4 years by the correspondence study).

Training of specialists is carried out on the full-time and correspondence forms of education.



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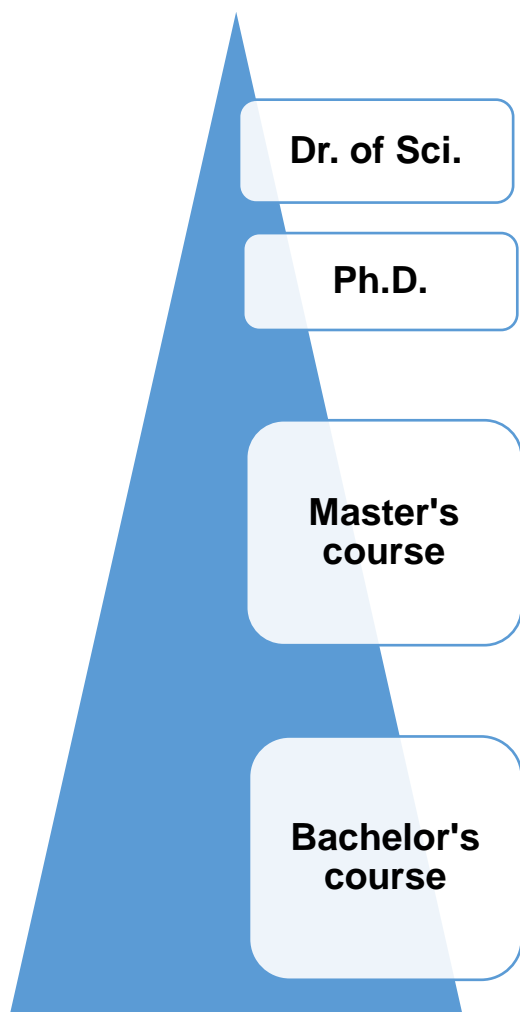
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Specialties and educational programs / specializations:



Journalism
Industry Engineering
Management
Publishing and Printing Industry

Fine Arts, Decorative Arts, Restoration

- Fine Arts

Journalism

- Advertising and Public Relations
- Publishing and Editing

Industry Engineering

- Computerized Printing Systems

Management

- Media Management and Administration in the Publishing and Printing Industry

Publishing and Printing Industry

- Technologies of Printing and Electronic Publishing

Institute graduates work in the printing plants, publishing houses, and other organizations that produce printed products by conventional and special printing modes, as well as in research and design institutes, which carried out research and development in the field of the printing industry and mechanical engineering, design and synthesis of materials basic and auxiliary production industry.



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3. TRAINING AND LABORATORY BASE

The Institute consists of such branches and laboratories:

- Training Engineering laboratory (Center) of the Department of Machinery and Units of Printing Production (since 1998);
- Scientific and Engineering Center "POINT", Department of Reprography;
- Technical Centre of Reprographics. Technology Branch of the Department of Printing and Publishing Technologies in the SE PC "Ukraine" (since 2003);
- Training Technology Center of the Department of Printing and Publishing Technologies (since 2004);
- Training Laboratory of the Desktop Publishing Systems, Department of Publishing and Editing (2003);
- Training Lithographic Laboratory (Center) of the Department of Graphic Arts (since 2003).

Laboratory of Printing Machines and CAD and Training and Demonstration Center *Heidelberg* operates at the **Department of Machinery and Units of Printing Production**.

Scientific and Engineering Center "POINT" and the listed below laboratories operate at the **Department of Reprography**:

- Laboratory of Physico-Chemical Fundamentals of Graphic Arts Technology;
- Laboratory of Computer Engineering;
- Laboratory of Printing Materials;
- Laboratory of Artificial Intelligence;
- Training and Technology Center of Printing Production.

Department of Publishing and Editing is provided by:

- Students' Editorial office;
- Laboratory of Desktop Publishing Systems;
- Training Technology Center.

Department of Printing and Publishing Technologies is provided by the following laboratories:

- Laboratory of Computer Processing of Text and Graphic Information;
- Laboratory of Platemaking Processes;
- Laboratory of Technology of Printing Processes;
- Laboratory of Binding and Stitching Technologies;
- Laboratory of Printing Materials.



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4. RESEARCH ACTIVITY

The main directions of scientific and technical research of the **Department of Fine Arts**: a study of the problems of the modern design of printed editions.

Department of Publishing and Editing carries out research work on the nature of texts and features editorial preparation of various publications by means of modern desktop publishing systems.

The main directions of scientific work of the **Department of Machinery and Units of Printing Production**:

- optimization of the structure of construction of thread and wire sawing machines;
- development of equipment and technology of pad-transfer printing machines;
- synthesis of cyclic mechanisms of printing machines;
- synthesis of cyclic mechanisms;
- synthesis of balancing devices of cyclic mechanisms and machines.

Sphere of scientific interests of the **Department of Management of Publishing and Printing Industry**:

- strategic management of publishing and printing enterprises and the formation of effective functional strategies;
- management of the innovative development of the publishing and printing industry in the process of formation of the knowledge economy;
- economic and information security of the industry;
- crisis management of the enterprise;
- management of enterprise potential;
- development of book publishing in the global and national contexts;
- the book and book reading in a social communications system;
- management of enterprise competitiveness in the publishing and printing industry;
- management of formation and use of nominal capital of printing companies;
- product quality control of printing enterprises;
- problems of development of publishing and printing services in Ukraine, marketing of publishing products and printing services;
- current problems of book distribution in Ukraine and the study of government influence on the development of the book trade.



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The main directions of scientific and technical activity of the **Department of Reprography**:

- development, exploration, and operation of computerized processes, automated processing systems of textual and illustrative information;
- the design of repro-centers, shops and production areas of the publishing and printing industries, its computer networks and software;
- research of materials for applied providing of automated editorial and publishing processes of printing production;
- development of computerized technologies for the production of printed, electronic, multimedia publications, artificial intelligence systems.

At the **Department of Printing and Publishing Technologies** it was created several scientific schools and applied research areas:

- improving the performance properties of printing equipment by means finishing and strengthening treatment;
- control of printed forms durability;
- development of technological processes of finishing and hardening of machine parts and tools;
- physicochemical fundamentals of photosensitive materials;
- physicochemical fundamentals of flat printing;
- special printing methods and packaging design technology;
- stabilization processes of reproducing information by the interaction of printed contact elements.



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5. INTERNATIONAL PROJECTS AND COLLABORATION

The main directions of an international collaboration of **PPI**:

- participation in international conferences, seminars, etc.;
- training of department scientists abroad;
- student exchanges;
- joint research.

Today **PPI** has existing agreements on joint scientific and educational-methodical activity with the following foreign institutions of higher education:

- Berg University of Wuppertal (Wuppertal, Germany)
- Leipzig Technical University (Graduate School of Technology, Economics, and Culture - HTWK) (Leipzig, Germany)
- Moscow State University of Printing (Moscow, Russia)
- North-Western Institute of Printing St. Petersburg State University of Technology and Design (Saint- Petersburg, Russian Federation)
- Packing Institute of the University of Reims (Reims, France)
- Beijing Institute of Graphic Communication (Beijing, China)
- Institute of Graphic Communication (Institute of Printing) of Warsaw University of Technology (Warsaw Polytechnics) (Warsaw, Poland)
- Warsaw University of Advertising (Warsaw, Poland)
- Lodz University of Technology (Lodz, Poland)
- Ryerson University (Toronto, Canada)
- University of Graduate Studies in Management "Monarch Business School" (Wahlen, Switzerland)
- Livingstone International University of Tourism Excellence and Business Management (LIUTEBM) (Lusaka, Zambia)

PPI maintains creative collaborations with the following foreign universities:

- Stuttgart Media University (Germany)
- Western Michigan University (USA)
- Clemson University (USA)
- Belarusian State University, "Research Institute of Physics and Chemical Problems" (Minsk, Belarus)
- University of Ljubljana, Faculty of Science and Technology (Ljubljana, Slovenia)
- Tashkent Institute of Textile and Light Industry (Tashkent, Uzbekistan)



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Two thematic schools are held on the basis of the PPI:

- Summer school in the framework of a cooperation agreement between the Igor Sikorsky KPI and the Polytechnic Institute of Lodz (Lodz, Poland).
- Winter school (supervised by Prof. Volker Rong, ex-head of the Bergischen University of Wuppertal (Germany)).

The Faculty maintains creative and practical communications with the printing plants of Ukraine, Germany, Poland, participates in international exhibitions "Polygraph Industry". The leading world companies are actively involved in the process of creation and support of modern laboratories of PPI. Branches of the department on the GE "Press of Ukraine" and OJSC "Kievpoligrafmash" are providing training of cycle of disciplines on plate making, printing, and binding equipment. Students are trained at the factories that manufacture printing machines (companies "Heidelberg" and "KIA" (Germany) and at the modern enterprises of Ukraine.



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6. CONTACT INFORMATION

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2. Department of Graphic Arts

Head of Department:

D-r of Cultural Studies, Prof., Svitlana V. Olyanina

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3. Department of Publishing and Editing

Head of Department:

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4. Department of Machinery and Units of Printing Production

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5. Department of Management of Publishing and Printing Industry

Acting Head of Department:

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6. Department of Printing and Publishing Technologies

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7. Department of Reprography

Head of Department:

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