



ATTRACTING STUDENTS TO PROFESSIONAL AND CREATIVE ACTIVITIES USING THE CLUSTER APPROACH

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ABSTRACT

The article discusses the use of the cluster approach to attract students to professional and creative activities in art education. The authors substantiate the importance of this approach and describe its main principles and implementation examples. The conclusions of the article point to the effectiveness of the cluster approach in increasing motivation and improving the quality of student learning in art education.

KEYWORDS

Educational cluster, art education, innovation, pedagogical technologies, cooperation, creativity, educational programs, methodology, quality of education

INTRODUCTION

In modern conditions of increasing globalization, the developed countries of the world, together with all sectors of the economy, pay great attention to the modernization of education, improving the quality of education through new innovations. In particular, in our country, the issue of training competitive teachers in accordance with the requirements of the world market economy is also on the agenda. It should be noted that the issue of quality education and training of competitive personnel in the field of art is one of the

main tasks of modern society, the solution of which cannot be postponed for the future. Art education plays an important role in shaping a person's personality and culture. It combines art and science, which makes it unique. At present, art education, its various stages (primary, secondary, higher and postgraduate education), are focused on systemic isolation within each stage, where their goals, objectives, technologies of the educational process are defined, which are different from each other and do not have a logical relationship. Naturally, this problem



is not alien to our education system. This indicates the negative impact of teaching fine arts in the system of continuous education, which prepares students of the artistic direction of pedagogical universities for the level of demand for future professional activities. Such training creates certain difficulties in providing students with pedagogical knowledge at the level of modern requirements and in preparing them for research and creative activities. But how to ensure the high quality of education and development of students of pedagogical universities in this area?

One answer could be the creation of a pedagogical education cluster in arts education. There are many scientists engaged in research in the field of pedagogical educational cluster in art education, both in foreign and national universities of the country and research centers. Cluster education is a relatively new direction in professional pedagogy, its application in the educational process requires the identification of pedagogical conditions and experimental verification of the effectiveness of the formation of a competent specialist, Gavrilova O.E. notes. and other authors. Innovations in the education system of advanced countries cannot be ignored. To achieve good results, such methods can be adapted to domestic pedagogy. However, such a task cannot be solved within the framework of a separate institution of the system of continuous education without ensuring the relationship between the educational process and subjects. In modern studies, the authors emphasize that the integrating function of the synthesis of sciences is not the absorption of some parts by others, but a deep, ever-increasing impact and interpenetration of them while maintaining independence.

To solve these problems, it is necessary to organize a pedagogical educational cluster that will unite research centers and other organizations working in

the field of pedagogy and art within the entire system of lifelong education. The cluster model allows you to create collaboration that improves results and solve problems that cannot be solved within a single organization. The idea of clustering the development of the economy really has the potential that can be used in various implementations. V.A. Beizerov from Belarus points out that the construction of clusters in the education system should be expedient and efficient.

The introduction of a cluster approach in the education system has its advantages. Firstly, clusters contribute to the creation of a synergistic effect, when the interaction of various structures and actors leads to a more efficient use of resources and an increase in competitiveness. In educational clusters, different educational institutions, including schools, universities, vocational schools and enterprises, can interact, share knowledge and experience, creating favorable conditions for the development of competencies and training of personnel that meet the needs of the economy.

Secondly, clusters in the education system contribute to a more flexible response to the needs of the labor market. Structured clusters make it possible to more accurately identify the needs of enterprises and organizations for certain personnel and adapt educational programs and courses to these needs. This helps prepare professionals who already have the necessary skills and knowledge, which increases their employability and productivity levels.

Responsible design of clusters in the education system requires taking into account a number of factors. It is important to analyze the existing needs of the labor market, predict its development and determine the appropriate educational programs and directions. Effective coordination and partnerships between



educational institutions, businesses and organizations also play an important role in creating successful clusters.

The flexibility and adaptability of clusters is especially important in today's rapidly changing economic and technological environment. Clusters must be able to respond to new demands and challenges, offer up-to-date educational programs and solutions, and provide opportunities for developing skills and competencies that will be in demand in the future.

The creation of clusters in the education system can contribute to a more efficient use of resources, reduce costs and improve the quality of education. Interaction between educational institutions and enterprises can provide practical training, internships and cooperation in research and development.

In general, the construction of clusters in the education system should be carried out taking into account the requirements of expediency and efficiency. Such an approach can contribute to a better preparation of young people for the requirements of the modern labor market, contributing to economic development and raising the standard of living of society.

Recently, the pedagogical educational cluster has become increasingly relevant in art education. Authors G.N. Krainov and A.I. Panov argue that clusters are an effective organizational form for consolidating the efforts of educational institutions aimed at achieving competitive advantages and promoting innovative scientific and educational products and values.

This concept brings together several educational organizations working in the field of fine arts, with the aim of providing a more effective and high-quality education. High requirements for the functioning of innovative educational clusters determine effective interactions that stimulate overall synergy and the desire for productive dynamics. This is a set of

educational organizations, professionals in the field of art, industry and culture, working together to solve common problems and tasks related to the need to replace the "training and development of personnel in the field of art. It is an integrated system that brings together educational institutions of different levels and profiles, as well as professionals working in this field. Introduction of proven foreign experience by strengthening the interconnectedness of the system of continuous education, assistance to teachers in the introduction of modern innovative technologies in teacher education. It should be noted that the correct organization of fine art classes in pedagogical universities and secondary schools contributes to the future educational system, choosing the most effective methods and tools for the formation of students' knowledge, skills and abilities in fine arts.

The main tasks of the pedagogical educational cluster in art education are:

1. Providing quality education and training in the arts.
2. Creation of conditions for the development of the creative potential of students and teachers.
3. Development of the scientific and methodological base of education and training.
4. Participation in the design and implementation of projects in the field of art and culture.
5. Introduction of innovative methods and technologies in the educational process.

Taking into account the latest trends and requirements of the labor market, the independent search for knowledge and skills by students was transferred to a credit-modular system, which is aimed at developing practical skills. On the basis of the "Mentor-student" traditions, individual educational programs were developed, as well as modern educational programs "Teach and Learn". As part of the mutual agreement



between the National State Pedagogical University of the Russian Federation, an online discussion was held on the topic "Organization of plein air practice with international participation." In April of this year, students from the Russian Federation spent a week of field practice together with our students. Our students are preparing to participate in the International Plein Air Practice between partner universities, organized by the Novosibirsk Art Institute in May at the recreation center of the ASPU near Biysk on the initiative of the National State Pedagogical University of the Russian Federation. These programs help shape the pedagogical, professional and creative abilities of students, as well as develop the necessary decision-making skills in new situations.

The educational center "Fine and Applied Arts and Design" has created a creative environment aimed at attracting students and schoolchildren to creativity. The center organized the activities of scientific and creative circles for independent work of students. To enhance learning in various areas of fine and applied arts, as well as to improve the quality of education, students were provided with modern teaching materials and learning resources. Qualified and experienced teachers from abroad were involved (NGPU RF), who were able to transfer to students not only knowledge and experience, but also inspiration for self-development, etc.

The educational center "Fine and Applied Arts and Design" has created a creative environment aimed at attracting students and schoolchildren to creativity. The center organizes scientific and creative circles for independent work of students. To enhance learning in various areas of fine and applied arts, as well as to improve the quality of education, students are provided with modern educational materials and resources. In addition, qualified and experienced teachers from the Russian State Pedagogical

University named after A.I. Herzen, which help students not only gain knowledge and experience, but also find inspiration for self-development and creative ideas.

In order to interest students in professional and creative activities, mini-circles have been created in the center, based on the principle "Student-to-student-mentor, student-student-student". This gives them the opportunity to apply their theoretical knowledge in practice and develop their professional and creative abilities. Meetings with specialists and master classes of academicians of the Academy of Arts of Uzbekistan and folk craftsmen are also organized. School teachers who have achieved high results in their activities are also invited. Events such as workshops, seminars, conferences, exhibitions and competitions are organized to share experience.

We have partnered with employers and other arts organizations to provide internship opportunities for students and help graduates find jobs. We organize scientific and practical seminars "Pedagogical synergy" with the participation of professors and teachers of the department, school teachers and students. The purpose of the seminars is to find solutions to the problems that young teachers face in their professional activities. The seminars also present the practice of graduates from the age of three.

In order to develop the creative potential of students, we need to create a favorable educational environment that would contribute to the development of creative thinking and creative activity. One of the key factors that ensure the development of the creative potential of students and teachers is the availability of modern equipment and technologies. To do this, it is necessary to equip educational institutions with modern equipment and tools that will allow



students and teachers to implement their creative ideas and projects.

Involving creative people in learning is an important element in creating a favorable educational environment. They can become a model for students, giving them new ideas and perspectives. Well-known artists, designers, architects and other representatives of the arts can act as such samples.

In addition, it is necessary to pay attention to the development of creative self-realization of students. This can be done through creative workshops, exhibitions and competitions that allow students to express their creativity and receive feedback.

In general, creating conditions for the development of the creative potential of students and teachers is an important factor in ensuring quality education in the field of art. This will help prepare personnel capable of implementing their creative ideas and projects in the modern world.

The development of the scientific and methodological base of education and training is also one of the important aspects of providing quality education in the field of art. To do this, it is necessary to constantly improve teaching methods and technologies, develop new curricula, update textbooks and teaching aids, and conduct research in the field of pedagogy and the psychology of learning.

In addition, it is important to create research centers and laboratories where teachers and students can conduct scientific activities and conduct research in the field of art. This will expand the scientific and methodological base of education and training, as well as contribute to the development of the creative potential of students and teachers.

Thus, the development of the scientific and methodological base of education and training is an

important aspect of providing quality education and training in the field of art. This will not only increase the level of knowledge and skills of students and teachers, but also contribute to the development of art in general.

The participation of students in the design and implementation of projects in the field of art and culture is an important component of their education in the arts. This allows them to gain practical teamwork skills, develop their creative intuition and find new ideas. It also helps them learn how to work with customers and take into account their requirements.

Evaluating and updating projects is also an important part of the learning process. This allows students to receive feedback from teachers and experts in their field, as well as improve their professional skills.

To ensure quality education in the field of art, it is necessary to create research centers and laboratories where teachers and students can conduct scientific activities and conduct research. This will help expand the scientific and methodological base of education and training, as well as contribute to the development of the creative potential of students and teachers.

One of the important aspects of providing quality education and training in the field of art is to ensure the availability of scientific and methodological materials for all interested parties. To do this, you can use various modern technologies, such as online courses, video lectures, webinars, etc. Thanks to this, anyone can get the necessary knowledge and skills in the field of art.

Also important is the participation of students in the design and implementation of projects in the field of art and culture, as this is an important component of their education in the arts. Such experience helps students gain practical teamwork skills, develop their creative intuition and find new ideas. In addition, it



helps them learn how to work with customers and take into account their requirements.

In general, the development of the scientific and methodological base of education and training is an important factor in ensuring quality education in the field of art. This approach will not only increase the level of knowledge and skills of students and teachers, but also contribute to the development of art in general.

"The participation of students in the design and implementation of projects in the field of art and pedagogy is an important component of their education in the arts. It allows them to gain practical teamwork skills, develop their creative intuition and find new ideas. It also helps them learn how to work with customers and take into account their requirements.

In the context of a pedagogical educational cluster, such projects can be implemented with the active participation of tutors and other teachers who can provide students with the necessary knowledge and assistance in implementing projects. Also, within the cluster, you can organize events aimed at supporting student projects, such as exhibitions and competitions.

In general, the participation of students in the design and implementation of projects in the field of art and culture is an important component of their education, which can be effectively organized within the pedagogical educational cluster."

The introduction of innovative methods and technologies in art education is an important aspect. With the development of technology and the emergence of new tools in the visual arts, it is necessary to introduce them into the educational process so that students can receive relevant knowledge and skills.

One example of innovative methods would be the use of computer programs to create graphic works. Such programs allow students to create complex and beautiful images using various tools and effects. In addition, such programs can be useful for creating animations and 3D models.

Another example would be the use of digital technology to create interactive installations and multimedia art. This can be useful for creating contemporary art and design projects.

The introduction of innovative methods and technologies in the educational process also helps students develop skills in working with new technologies and prepare for their use in their future professional activities.

At the end of the week, classes are held in the "Creative Workshop", based on a differentiated approach to learning. Such activities help to motivate students to the creative process. The work done in these classes, as well as the creative work done by students in the course of independent learning activities, are regularly checked. At the same time, together with the students, their achievements and shortcomings are analyzed. Thus, assessment and study of students' opinions help to identify problems and shortcomings in the educational process and make the necessary adjustments.

The creation of a pedagogical cluster in art education will achieve the following results:

- Consolidation of teaching staff, which will create a unified methodological approach to learning.
- Exchange of experience and knowledge between teachers, which will improve the quality of the educational process and improve its results.
- The introduction of new methods and technologies in the educational process, which will help students gain



relevant knowledge and skills necessary for future professional activities.

- Development of students' creative potential and improvement of their professional skills.
- Creation of a favorable atmosphere for learning and development in art education.

CONCLUSIONS

Attracting students to professional and creative activities is an important task in the educational process. To achieve this goal, it is necessary to use innovative methods and technologies, as well as create conditions for the development of students' creative abilities. One of the effective approaches is the creation of a pedagogical cluster in art education. This method allows you to combine the efforts of teachers and students to solve common problems and create a creative atmosphere. The cluster approach also allows students to gain new knowledge and skills, as well as develop their professional and creative abilities. As a result, students can gain interest in their future profession and be able to apply their knowledge and skills in practical activities.

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