

PRACTICAL IMPLEMENTATION OF SOCIAL TECHNOLOGIES IN TRAINING

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The article presents a variant of the implementation of a social project on the development of drawing skills on topics. Young people can go through rapid training using modern technology, and master basic drawing skills. Study is carried out online, using Internet resources.

The project is aimed at a youth audience of teenagers 9-11 class. They need to have certain drawing skills in their future profession. However, our audience does not know how to do this at the moment.

The relevance of the project is to learn the elements of drawing from experts. These experts work in different fields and professions where you need to have drawing skills. After completing a course of several basic classes, you can get the prerequisites for professional orientation in creative professions, which are not possible without drawing elements.

The relevance of the project for the development of project training and development goals of the circle movement is that:

- each lesson is conducted by a specialist in the field of professional activity;
- experts convey not only knowledge and skills, but also share in interviews with the host real cases and life situations in their profession;
- a free style of study is used along with an accumulation of video tutorials for future use.

It is supposed to be an online course using Internet resources. The duration of the program is 8 weeks (1 lesson per week). The result is acquired drawing skills.

The problem that the project solves is that sometimes some young people in the process of acquiring practical experience in their specialty need practical drawing skills. And it is desirable to get them in a short time. Our project can help in this.

Product result is that the best result is in the representation of the profession and in the acquired drawing skills, thanks to step-by-step instructions from experts on the types of drawings through viewing videos (in the proposed videos, specific lessons on different types of drawings are explained simply and clearly).

Simply and clearly, watching the video and repeating the invited expert, you can master any kind of drawing. That in the video clearly demonstrates the host, who works as a designer, but cannot draw. And also learn a lot of useful and interesting information.

The main stakeholder is the Ural Federal University (UrFU), the boiling Point of the ASI (Agency for strategic initiatives), including the University (on Lenin, 66).

If the project is placed on an Open education platform, then everyone can study online. Then the stakeholders can also be orphanages, clubs responsible mothers with children and parents.

As a result of the project, educational and practical materials will be accumulated, consisting of a series of different videos on different topics. They can help you learn how to draw comprehensively, as well as locally for a specific task.

The test will be the feedback in the chat on the scans of drawings of project participants in the open access, on the platform of BEHANCE designers, where everyone can put likes or dislikes, as well as leave comments.

Educational results – drawings, subject knowledge and skills on topics:

- sketch the liner and temperay;
- portrait with colored pencils;
- sketch poses from nature;
- and other.

1. Ekaterina Kubina, Natalia Stepanova, Viola Larionova and Yury Davy. First Experience in Game Design for Students: Case Study // The Proceedings of the 13th International Conference on Game Based Learning (ECGBL 2019). Hosted By University of Southern Denmark. Odense, Denmark. 3-4 October 2019. Pp. 414-422. DOI: 10.34190/GBL.19.029

ПРОБЛЕМЫ УЗНАВАЕМОСТИ ОБЩЕИЗВЕСТНЫХ ТОВАРНЫХ ЗНАКОВ

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RECOGNITION PROBLEMS OF WELL-KNOWN TRADEMARKS

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This article discusses the problems of recognition of well-known trademarks. A recognition study of some well-known trademarks has been conducted. The authors conclude that it is necessary to change the regulatory framework in the field of well-known trademarks and proposes to improve it.

Средства индивидуализации призваны отличить товары или услуги, от однородных им, а также различать и выделять производителей среди конкурентов. К средствам индивидуализации относятся: товарные знаки (знаки обслуживания), наименования места происхождения товаров, фирменные наименования и коммерческие обозначения.