

FORMATION OF COLORISTIC COMPETENCE OF ARTISTIC SPECIALISTS IN THE CONTEXT OF THEIR PROFESSIONAL TRAINING IN HIGHER EDUCATIONAL INSTITUTIONS

In the context of the rapid development of art and design, there is a growing need for highly qualified specialists who are able to deeply analyze and apply the laws of color in their creative work.

The goal and objective of this study is to form coloristic competencies of students of art specialties during professional training from a theoretical and practical perspective. To achieve the goal, it is necessary to complete the following tasks: analyze the scientific literature on the chosen topic and determine the forms and methods that are most suitable for the formation of coloristic competencies of art students.

Coloristic competence reflects the attainment of an appropriate level of knowledge, skills, and abilities by future art teachers or designers, and is manifested in the composition of colors aimed at creating expressive, profound, and aesthetically complete images. It encompasses both the theoretical foundations of color theory and the practical mastery of various techniques of working with color, its psychological impact on the viewer, and its interaction with other artistic means of expression.

The development of coloristic competence among students of art-related specializations is a key component of their professional training in higher art education institutions. Coloristics, as a field of theoretical and practical knowledge, contributes to the formation of artistic vision, aesthetic taste, and the ability to create harmonious and expressive visual images. In the context of rapid technological advancement and globalization, the demand for highly qualified professionals with a profound understanding of color is steadily increasing.

To foster the development of coloristic competence among art students, we propose a set of creative tasks that combine instruction in color theory, practical exercises, and the analysis of visual art forms. These may include workshops,

project-based creative assignments, and practical training designed to enhance the comprehension and application of color solutions.

Equally important is the application of an individualized approach, enabling students to express their thoughts and emotions through art, while supporting the development of their personal creativity and imagination. A positive learning environment also plays a crucial role, as it fosters a friendly and inspiring atmosphere in which students feel comfortable and motivated to engage in self-expression through artistic practice.

Professional training of art majors should provide not only theoretical knowledge, but also the ability to use it in practice – to create original works, work in classrooms, and adapt color solutions to different contexts. Such an approach improves the formation of a wide range of competencies that meet the requirements of modern professional activity.

Particular attention should be paid to the integration of theoretical knowledge with practical skills, which provide a deeper understanding of the role of color in the composition. It is important to form an aesthetic taste, analytical thinking and the ability to independent creative activity. During their studies, future artists, designers, and set designers acquire a system of competencies that allow them to navigate modern color trends and change color in various ways.

Therefore, the formation of coloristic competence is an integral part of the training of future specialists in the field of art, which ensures their competitiveness and ability for self-realization.

Key words: coloristic competence, coloristics, color science, future fine arts specialist, applicant for art majors, professional training in higher education institutions.