

AESTHETIC AND ARTISTIC CULTURE DEVELOPMENT OF STUDENTS IN STUDYING OF NATIONAL CLOTHES

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Aesthetic and artistic culture - the most important components of the spiritual aspect of the person. Their presence and degree of development in man depends on his intelligence and creative aspirations and orientation activities, a special relationship to the spirituality of the world and other people. Without a developed ability to aesthetic feeling, the experience mankind hardly able to realize themselves in such a diversified rich and beautiful world, that is the culture. However, their formation is the result of deliberate action, i. e, aesthetic education. Art culture is a special qualitative state of the individual, which is formed in the presence of the student's ideas about culture, technology and design as an integrated artistic system. Aesthetic culture is an indicator of the level of aesthetic development and education of the person. In essence, man is called to create beauty and to realize themselves through aesthetic culture. Under the aesthetic culture of the individual is to be understood a certain level of capacity saturation and focus the emotional and sensual experience, and spiritual pleasure, joy of man from all kinds of its life [2, 312]. National clothes of any state is a historical, cultural phenomenon. The best application and use of the national costume by the people, modern designers are in their artistic expression, exploring the basis for applying the use of deep folk costume traditions. When teaching design and technology use traditional Kazakh national costume and clothing design at mastering a whole range of clothes creation skills, paving the way for solving a variety of proposals, the proper use of national traditions, ornamental elements and decor. Ways of creative transformation of modern teachers really varied. Each teacher, teaching modern technologies make clothes according to their individual characteristics, manner of execution, in its approach to rethinking in choosing a source for its amazing history, that is a collection. Great importance in the training of future teachers technology is very important place arts and crafts, ornaments. When creating models of clothes you need a professional solution correct definition of the role of decoration in the product. Decorative items such as ornaments, are complementary, subordinate form of some articles in national costume. Considering the application and patterned art in national dress, we can note that every element, every detail has a certain functional load, subordinate composition solution clothes. In the course of the study we observed that the modern design art teachers use a variety of elements of the structure of the Kazakh

national costume and use different methods of design and decoration of clothes, including traditional ones. They use materials and methods of cutting, combining them with modern fabrics, modern cut, silhouette, with the technology of traditional ornamental elements of the national Kazakh costume fittings and finishes, unique to the Kazakh traditional costume, figurative characteristics of national traditional costumes, transformation and styling the source (conservation structures, shapes and types of clothing, a silhouette). Designing clothes specifically focused on the use of deep national traditions in the process of learning, paying attention to respect the role of the decor in the general compositional structure of the product. In the work with students to creating clothes, folk art organically linking pedagogy and process design of clothing, actively promotes the harmonious development of personality. Depending on the purpose of the lesson by designing clothes with national elements in the process of student creates his own creative style in keeping with its character. Teacher's technology is characterized by active creative search using a combination of the latest technology, the ethnic elements of the diverse nature of the modern training in the manufacture of garments based on national costume elements.

When you create a constructive learning, comfortable clothing patterns using ethnic elements required gradual and competent approach to this difficult case you need to master a range of skills. Sketch, or inspiration, is the first step in the creation of clothing. This is followed by phase composition and artistic design pattern to a certain point, or in other words the pattern completion. In fact, this step can also be called engineering, as at this stage there is the design and development of the model. The last and final phase of creating garments technology. Thus, to transmit to the younger generation of cultural national traditions national costume, it appears in this study, both the subject and object of preservation and transmission of cultural folk traditions. On the example of Russian folk costume F.M.Parmon professor in 1970 he developed a method of system analysis of the national costume. And the use of the national costume traditions in the art of modeling modern clothing was first theoretically substantiated E.A.Rassohinoy. Given the specificity of traditional technology and cut clothes of the time, it reveals the answers to the questions the use of national clothes in modern design practice. Many Kazakhstan designers have developed training manuals to create garments using modern means of production, on the basis of the national costume, his features making traditional costume designs, use of ethnic materials. In some moments of the historical period with the development of clothing design process starts to get complicated. Form and costume development determine the development of the material culture of society - from the simple to the complex. The Kazakh national costume, there are different types of garments according to

social class: girls, brides, women after marriage, elderly women, etc. Of particular importance is the color, the material, the ornamental elements on the belief that protect from evil spirits and evil eye. Using art-shaped features of folk art, the preservation of meaning inherent in it, the spiritual and historical experience of the nation's modern teachers in teaching is today promising. Development of modern samples of national dress, cut elements, processing, the use of decoration and ornamentation is essential in teaching design. To date, the main task when creating clothes is a physical and spiritual comfort when wearing. The use of environmentally friendly material, bodily comforts, imbued with all aestheticism includes modern clothes. In the preparation of teachers, modern technology, teachers must be well oriented in different directions, not only in teaching but also psychology, etc. Along with this, they have to have an idea and be on the lookout ethnic roots, a combination of modern and traditional elements with a rich heritage of centuries of cultural experience, however, when creating a living moment of particular historical epoch. Recreated costumes of various periods with the actualization of the individual elements, almost literal citation of the original source of modern designers, has a set of specific means of implementing the educational potential in the formation of the artistic culture of the students. Ornamental art contains a huge pedagogical potential and the sequence of climbing personality and character of the teacher. Means ornament and meaningful way of national culture, the implementation of the simplest needs in knowledge and environmental design environment. Complex patterns of funds includes: semantic tools ornament - tribal mark in the form of: circle, square, spiral; calligraphy motifs, pictographic signs, magic language, etc .; Graphic Arts -ritm, symmetry, asymmetry, stain, stroke, tone, texture, texture, color, shape, etc .; expressive means - decorative graphics, proportions, motifs, contrast, etc. It should be noted, Kazakhstan pedagogy does not develop in isolation, its formation had a powerful influence social processes geopolitical nature - globalization. Globalization as a process allowing to form a single global community, while preserving the uniqueness and originality of its individual components, allows the modern teachers make this concept more succinct, to strive for a common universal combination. The content of the artistic culture of students in the field of design activity is determined by the profession of the teacher training sector "Design" and includes a creative kind of productive activity, aimed at the creation and dissemination of valuable from an artistic point of view of products and their use in everyday practice. One of the most effective ways of development of creative activity of students, instilling in them the foundations of a national arts and crafts, namely the construction of the national product. Mastering the skill of handling a variety of materials in the decorative activities presupposes the development of

mental abilities, imagination, purchase special feeling material, its plastic and decorative design and technological features. It was revealed that on the whole decorative work depends not only on the significance of dialogue with the works of folk art, but what is important and relevant to the process of creating, utilitarian things. The ability to produce them is very important for the overall artistic development of students, to nurture a healthy moral principles, respect for labor and its products. With the level of aesthetic development of the individual and society, with the person's ability to respond to beauty and to create according to the laws of beauty naturally associate human progress in all spheres of life, the most productive manifestation of creative energy and initiative of people, clearly presented in a variety of achievements of world culture. The development of aesthetic and artistic culture - a complex process that depends on the overall life goals, attitudes, and values of the future specialist, on its common and emerging professional in the university culture.

Keywords: style, design, costume, decorative graphics, proportion, style, contrast.

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