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Bachelor's training in artistic embroidery and prospects for their future professional individual-creative activity

Abstract. The article addresses the issue of training bachelors in artistic embroidery (higher education) within the context of predicting the future professional prospects of graduates from the Institute of Traditional Applied Arts (specialization – modeling with artistic embroidery). It identifies specific features of their professional activities and outlines relevant competencies for future artists. The results of analyzing the experience of organizing and implementing individual creative activities among graduates are presented.

Keywords: artistic embroidery, art studios, vocational education, bachelor's degree in artistic embroidery, clothing design, fashion design, construction of clothes with artistic embroidery.

In today's world, sustainable development in any industry primarily depends on the level of education of specialists in that field. An essential competence for a modern artist is the ability to continuously self-learn and develop under changing professional conditions, as well as readiness to independently determine the prospects for their professional and personal growth.

The training of bachelors specializing in "modeling with artistic embroidery" at the Institute of Traditional Applied Arts – Moscow Branch of the Higher School of Folk Arts (hereinafter referred to as the Institute) involves a multifaceted educational process, including academic courses in general education, general professional, and specialized disciplines, along with various types of practices. However, this alone is insufficient to prepare future artists for forecasting and successfully carrying out individual creative activities in the sphere of traditional applied arts. Therefore, exploratory research aimed at developing methods for preparing future artists to build strategies for professional success within the system of continuous professional education is being conducted at the Institute. This article presents an overview of the exploratory research and the experience of organizing creative art workshops focused on artistic embroidery as one form of successful career development for the Institute's graduates.

There is extensive literature dedicated to the professional future of graduates from art universities, including studies on professional perspectives [1; 4; 5; 8]. In

the works by Yu.V. Gas'kova and I.A. Ral'nikova, professional perspective is defined as consisting of life goals, plans, and value orientations of individuals [1]. E.V. Saifulina's study, which focuses on forming readiness among students specializing in modeling with artistic embroidery for professional activity, examines concepts related to inherently creative work, including knowledge of specific expressive means (regional-historical, artistic, stylistic, coloristic, etc.), technical techniques of particular types of embroidery, project skills, and fundamentals of designing and modeling, all of which enable the creation of unique works of art [9; 10].

When developing a methodology for preparing future artists to build professional success strategies, we take into account that continuous professional education in the field of artistic embroidery requires both a high level of skill and the ability to model and construct garments in line with contemporary fashion trends. Product designs can be executed either on paper or using graphic editors, ensuring broad demand for this unique type of traditional applied art while also providing opportunities for professional development and creative activities for graduates of the Higher School of Folk Arts. The key factor here is the creative component, which determines the artist's success during preparation for professional activities, in anticipated situations involving ongoing professional development, and in free artistic pursuits.

An analysis of the performance skills and readiness of students from the Higher School of Folk Arts (Academy) for creative solutions revealed that semester and final qualification projects are completed at a high artistic level. When modeling contemporary clothing, students consider current fashion trends in 96% of cases, often employing complex technical embroidery techniques and ornamental designs. During project execution, they utilize graphic editors and professional software for machine embroidery, including mastering the Wilcom Embroidery Studio computer program, compatible with various types of sewing and embroidery machines.

This program's flexibility and versatility offer vast possibilities for creating intricate embroidered patterns using different stitch types, simulating various embroidery stitches (such as Russian satin stitch, decorative nets, water-soluble fusible web lace-like effects, and more). The software allows users to adjust distances between ornamental motifs, resize elements, shift patterns, change colors when necessary, add gradient fills, and work with vector graphics created in programs like CorelDRAW. Collectively, these capabilities empower students to set and creatively solve challenging artistic tasks independently.

Comparative analyses of curricula have shown that new art-related specialties have emerged in recent years (e.g., stylists, graphic designers, 3D modelers, digital artists, UI specialists, and web designers focusing on the fashion industry). However, graduates from universities studying fields such as design, garment construction, and modeling, as well as computer-aided costume design, lack specialized training in artistic embroidery. Meanwhile, there has been a significant increase in demand for products adorned with artistic embroidery. Analyzing current trends and the success stories of specific individuals helps convince students of the importance of knowing embroidery techniques, mastering technologies, and developing creative thinking

and imagination—all crucial for producing original artworks sought after in today's sociocultural environment.

In developing a methodology for preparing future artists to build professional success strategies within the framework of continuous professional education, it is important to note that the Higher School of Folk Arts (academy) trains bachelors in the specialization "Modeling with Artistic Embroidery," offering its graduates creative freedom and entrepreneurial opportunities. V.F. Maksimovich, an academician of the Russian Academy of Education, in her research on the theoretical and methodological foundations of bachelor's degree programs in traditional applied arts [7], describes a logical sequence for mastering the content of specialized subjects, which contributes to the successful development of future embroidery artists. Particular emphasis is placed on the problem of building careers for future artists in the field of traditional applied arts, and a general roadmap (technology) is proposed for alumni to open creative art studios specializing in various forms of traditional craftsmanship [6; 7].

The author of the article shares V.M. Maksimovich's view that establishing creative art studios represents a promising direction for the successful self-realization of artists in the realm of traditional applied arts, including artistic embroidery. A creative art studio is a specially organized space designed for the creation of original artistic works (clothing, accessories, furniture items, etc.). Thanks to the theoretical knowledge and practical skills acquired by graduates in visual arts, such spaces foster creativity in solving problems across diverse areas of life. Creativity itself is an activity aimed at generating something original and unique, since novelty is a fundamental indicator of creative output [1, pp. 53-65]. The readiness of the Institute's students for individually creative activity lies in acquiring significant abilities and skills in traditional applied arts, developing creative imagination and thinking to implement projects, and enhancing communication skills.

To test the hypothesis that a creative art studio could serve as a promising form of self-realization for the Higher School of Folk Arts graduates, creative art studios specializing in artistic embroidery were established at the Institute of Traditional Applied Arts in 2022. Two alumnae from the "Modeling with Artistic Embroidery" profile were hired. Over the course of a year, they mainly produced souvenir items (flat products such as napkins, coasters, table runners with Easter and Christmas themes, accessories like shopping bags, cosmetic pouches, etc.), as well as delicate New Year's toys featuring drawn thread embroidery (Fig. 1-2¹⁶). By year's end, fifty experimental samples had been created using various embroidery techniques: multicolored satin stitch, white drawn thread work, goldwork, and replicas of graduation projects, such as tunics in the "Nizhny Novgorod Lace" and "Artistic Satin Stitch" techniques. For finishing women's apparel, both ready-made pieces and fabric swatches destined for later assembly according to specific garment models, a Pfaff Creative Sensation sewing and embroidery machine was utilized.

¹⁶ Fig. 1-7. Photos by the author of the article.

These creative art studios provide guaranteed employment, enabling the most talented graduates to independently formulate and resolve artistic challenges, and create marketable experimental projects featuring artistic embroidery.

Analysis of the pilot art studios' operations demonstrated that this form of organizing one's professional future constitutes a variant of horizontal career growth, where an artist who chooses the path of individual entrepreneurship continually expands their experience, sets increasingly ambitious goals, and takes on progressively more complex projects. Such artists are highly valued in the job market, competitive, and over time become capable of mentoring others and forming creative teams. However, internal factors are critical for sustained success: proactivity, initiative, a desire to learn, and motivation for self-development. Being proactive means understanding your goals and values, demonstrating willpower in achieving objectives and realizing plans, and acting in accordance with your life principles.



Fig. 1, 2. Christmas tree decorations. Drawn thread embroidery.

The process of preparing graduates, upon whom the preservation, development, and relevance of the art of artistic embroidery depend, should facilitate their readiness for a wide range of professional activities, including working in creative studios.

To develop and produce modern, competitive products and effectively organize their activities today, there is a need to study new methods of marketing and entrepreneurial management, acquire new computer technologies, and more [11]. At the Institute of Traditional Applied Arts, through the discipline "Economics and Management in Folk Art Crafts," students gain knowledge about business plan composition, explore marketing activities, product assortment, and pricing policies. Additionally, during classes titled "Improving Skills in Artistic Embroidery," they use graphic editors and professional software for machine embroidery, including computer programs like Wilcom Embroidery Studio.

Targeted preparation of future artists specializing in artistic embroidery for individually creative activities includes the development of the following universal and special (professional) competencies:

–Initiative and active engagement: The ability to create unique projects and find high-quality artistic, technological, compositional, and coloristic solutions, as well as to introduce them into a competitive environment. This includes the capacity to create original compositions for specific projects, select appropriate color palettes, and choose modern materials suitable for implementing particular embroidery techniques.

–Readiness for professional self-realization: The capability to skillfully execute ideas when creating embroidered products aligned with high fashion and contemporary demands, allowing graduates to produce custom-made items that cater to both current trends and client preferences.

–Knowledge of historical-regional and artistic-technological traditions: Adaptability to changes in professional content due to emerging technologies and materials, coupled with the ability to influence society through innovative and forward-thinking artistic endeavors. Graduates can creatively combine various embroidery techniques, transfer patterns from paper media, and imitate specific techniques using sewing and embroidery machines.

Within the framework of studying specialized disciplines and completing the bachelor's program, graduates are prepared to tackle professional tasks, including those requiring scientific research, and to create their own artistic projects. The sequential study and interrelation of disciplines such as technical drawing, technology and material science, general composition, performance skills, color theory, and clothing design contribute to the formation of necessary competencies and readiness for independent creative professional activities.

Technical drawing aids in executing an artistic-graphic project on a tablet using appropriate tools. Technology and material science help in compiling a comprehensive technological map with an understanding of the step-by-step implementation of a specific embroidery technique. Knowledge of the basics and laws of composition, color theory, and design is essential for project creation. Courses in clothing construction and modeling with artistic embroidery support the development of contemporary clothing samples (Fig. 3-4).

Since 2001, the Institute of Traditional Applied Arts has been educating artists in artistic embroidery at the higher education level. Currently, bachelors are producing remarkable original projects and, based on them, exclusive and highly artistic haute couture products (Fig. 5-7).

Today, graduates of the Institute of Traditional Applied Arts are invited to work without a probationary period as highly qualified artists and masters in their field, noted for the exceptional quality of their hand embroidery. The level of preparation of a bachelor in artistic embroidery and the prospects for their professional activity are mutually conditioned and closely interconnected.

A graduate possessing an artistic taste, familiarity with fashion trends, and choosing artistic embroidery as their profession contributes significantly to its preservation, development, and promotion. They can not only model and design their embroidered creations but also combine and blend various embroidery techniques according to specific parameters and customer requirements. Engaging in creative activities and having the opportunity for creative self-realization attracts

graduates, brings joy and satisfaction, ensures fair compensation, and helps address financial concerns.



Fig. 3. Y.A. Selyutina. Final qualifying project on the topic: "Traditional motifs of 'Ivanovskaya Strochka' and 'Decorative Satin Stitch' in women's clothing design. 'Magic Garden.'" Dress, 2024
Supervisor: S.Yu. Kamneva



Fig. 4. N.A. Minenkova. Final qualifying project on the topic: "Combining traditional embroidery techniques 'Adomsky Venis' and 'Colored Satin Stitch' in the decoration of the evening dress 'Firebird.'" Dress, 2020
Supervisor: S.Yu. Kamneva

Market competition has raised employers' expectations regarding the quality of professional training, specialist mobility, and readiness to perform diverse professional functions. Skills in creating bespoke or commissioned artwork (with knowledge of composition rules, color theory, design, selection of modern materials for specific models, preparation of mock-ups, patterns, etc.) are crucial. However, non-specialized skills unrelated directly to the profession are equally important: teamwork, effective communication with colleagues and clients, responsibility, discipline, critical thinking, and more—skills that students acquire while developing universal competencies.

The trend towards designing contemporary clothing and creating high-art garments with hand embroidery, which are in demand in today's society, represents the present and future of modern fashion.

After targeted, systematic preparation, bachelors specializing in artistic embroidery can successfully and efficiently address pressing issues related to societal demands for "everyday aesthetics" and creative self-realization, reviving traditional crafts from an innovative standpoint within the context of professional individual-creative activity.



Fig. 5. S.V. Bratchikova. Final qualifying project. "Creating a contemporary ornamental solution for women's clothing using traditional Ivanovo stitch techniques – 'Night Flowers' dress." 2019 Supervisor: S.Yu. Kamneva



Fig. 6. P.M. Mishenko. Final qualifying project. "Traditional Ivanovo stitch and colored satin stitch techniques in the design of the evening dress 'Songs of Blooming Meadows,'" 2022. Supervisor: S.Yu. Kamneva



Fig. 7. D.V. Polishchuk. Final qualifying project. "Application of 'Ivanovo stitch' and 'colored satin stitch' techniques in the design of modern clothing models – 'Reflections of Summer' dress," 2016. Supervisor: S.Yu. Kamneva

At the Higher School of Folk Arts (Academia), the training of bachelors in traditional applied arts is geared toward considering current trends and prospects for professional activity.

Future research aims to further develop, test, and implement methodologies for preparing future artists to build professional success strategies within the framework of continuous professional education, exemplified by the case of artistic embroidery.

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