

ТРАДИЦІЇ ТА ІННОВАЦІЇ МИСТЕЦЬКОЇ ОСВІТИ В УКРАЇНІ ТА СВІТІ»

DIGITALIZATION AS A CHALLENGE AND OPPORTUNITY FOR ARTS EDUCATION IN UKRAINE AND THE WORLD

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Анотація. The article examines the impact of digitalization on art education in Ukraine and worldwide. It analyzes modern digital technologies transforming the educational process and the challenges of adapting traditional teaching methods. Prospects for developing digital competencies of students and educators are discussed.

Keywords *digitalization, art education, innovation, tradition, digital competences*

Анотація. У статті розглядається вплив цифровізації на мистецьку освіту в Україні та світі. Аналізуються новітні цифрові технології, які трансформують освітній процес, а також виклики, пов'язані з адаптацією традиційних методів навчання. Обговорюються перспективи розвитку цифрових компетентностей студентів і викладачів.

Ключові слова *цифровізація, мистецька освіта, інновації, традиції, цифрові компетентності*

Problem statement and its relevance.

Digitalization is one of the main factors of change in education of the 21st century. Art education, traditionally focused on the practical interaction of students with the material and the mentor, faces new challenges and opportunities. On the one hand, digital technologies open up access to world art resources and tools. On the other hand, they pose the task of preserving traditional forms of learning and developing living creative experience.

Analysis of major research and publications.

Modern research highlights key areas of digitalization of art education. In world practice, online platforms for distance learning, described by J. Brown [3, p. 322], VR/AR technologies for working with museum exhibits, researched and described by scientists such as Zhao, Y. and Frank, K. [4], digital collaboration tools for group projects [1]. In Ukraine, the integration of digital tools into the system of higher education and art schools remains relevant [5]. At the same time, the problem of combining digital and traditional teaching methods to preserve the authenticity of the artistic process and develop students' creativity remains unresolved [2].

Objectives of the article.

The aim of the article is to study the impact of digitalization on art education, identify the main challenges and opportunities, and formulate recommendations for integrating digital technologies into the educational process without losing traditional values.

Presentation of the main material

First, modern educational technologies, including VR and AR platforms, provide new opportunities to study museum exhibits and master artistic techniques, allowing students to explore objects in an interactive format and gain hands-on experience not available in a traditional classroom [3, p. 324]. Furthermore, online courses and digital libraries act as an unlimited source of knowledge, promoting students' independent work and improving teachers' competence.

Second, digital platforms open up prospects for international collaboration and communication [4]. Students have the opportunity to work in intercultural teams, exchange

experiences, and present the results of their activities to a global audience, which stimulates the development of professional skills and interpersonal skills.

Third, the training of digital skills is becoming an integral part of arts education [1]. Modern students and teachers need to have skills in working with multimedia technologies, graphic design, digital image processing and interactive platforms, which allow them to effectively combine traditional creative practices with innovative digital approaches.

Fourth, digital technologies open up opportunities for individualized learning and an adaptive approach to student needs. Interactive platforms allow you to track progress, provide personalized recommendations and use analytics data to improve curricula.

Fifth, digitalization contributes to the development of creative industries through the integration of arts education with technological startups and innovative projects [3]. This creates conditions for the practical implementation of student projects in a real business environment, contributing to the formation of professional skills and entrepreneurial skills.

In addition, it is worth noting that digitalization stimulates the development of interdisciplinary learning. Art major students are given the opportunity to use digital tools in combination with computer science, engineering, and media technology, which contribute to the formation of an integrated approach to creative projects and increase the competitiveness of graduates in the global labor market.

At the same time, the digitization process is accompanied by a number of challenges [5]. Among them, the existence of a digital divide between different regions and educational institutions, the need to adapt curricula and improve teachers' skills, as well as the risk of losing authentic creative experience in the case of the prevalence of virtual learning formats.

Conclusions and perspectives for further research.

Digitalization in art education is both a challenge and an opportunity. It contributes to the globalization of the educational process and access to resources, but requires the preservation of traditional teaching methods and the development of students' creativity. Further research can focus on effective models of integrating digital technologies into curricula, assessing the impact of VR/AR on students' practical skills, and developing methodological recommendations for teachers.

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