

Contemporary component of competitive vocational education in publishing trade

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The aim of our speech

To show the development of the publishing trade through the professional education in Russia and share by some successful experience of teaching in publishing trade.

The modern publishing trade in Russia

1. Printing production
2. Digital production
3. TV and radio production
4. Making and supporting web-sites

Moscow publishing-printing college named after I.Fedorov by its own work demonstrates the stability and the development quality training the specialists of high quality during 85 years!

Master
classes

Training pedagogical personal in
Russia and abroad

National and
International
exhibition

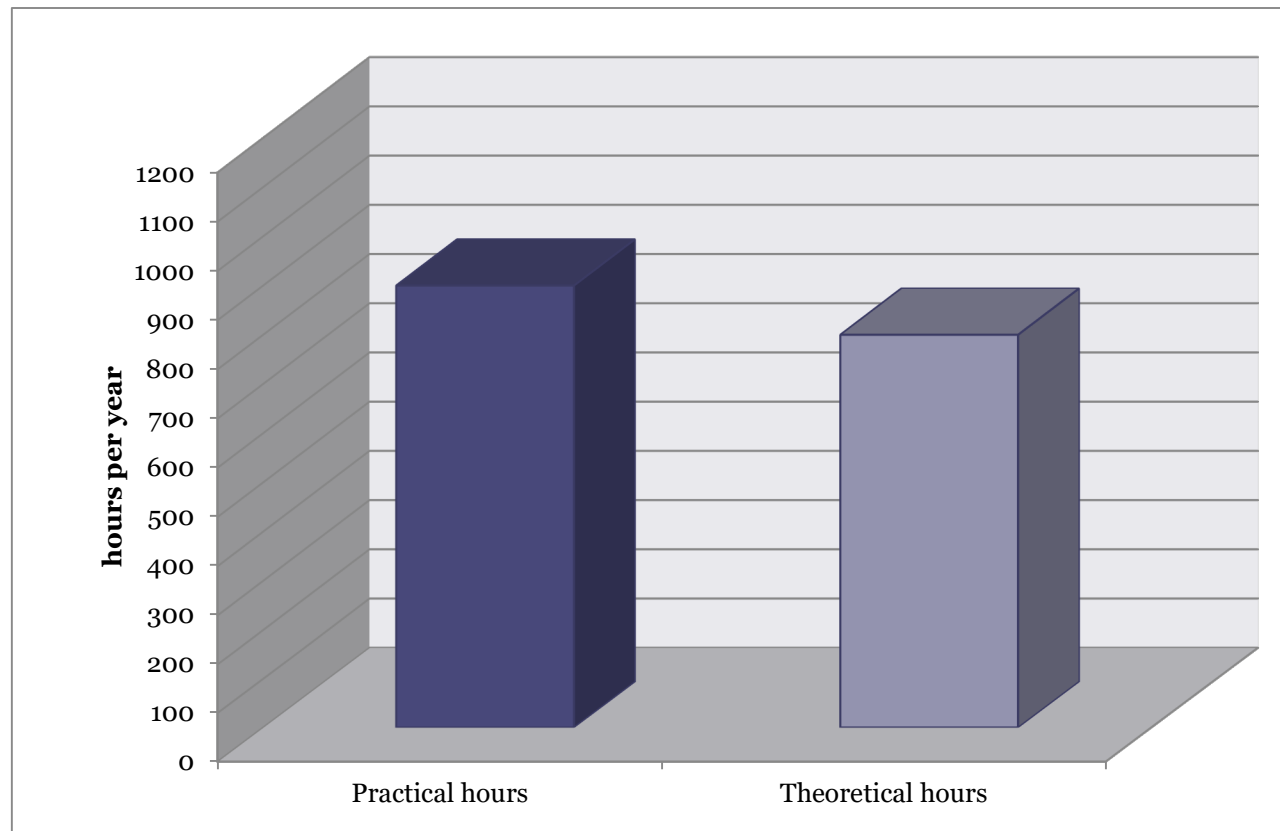
National and
International
competitions

International
communication and
exchange students

Conferences

Industrial internship

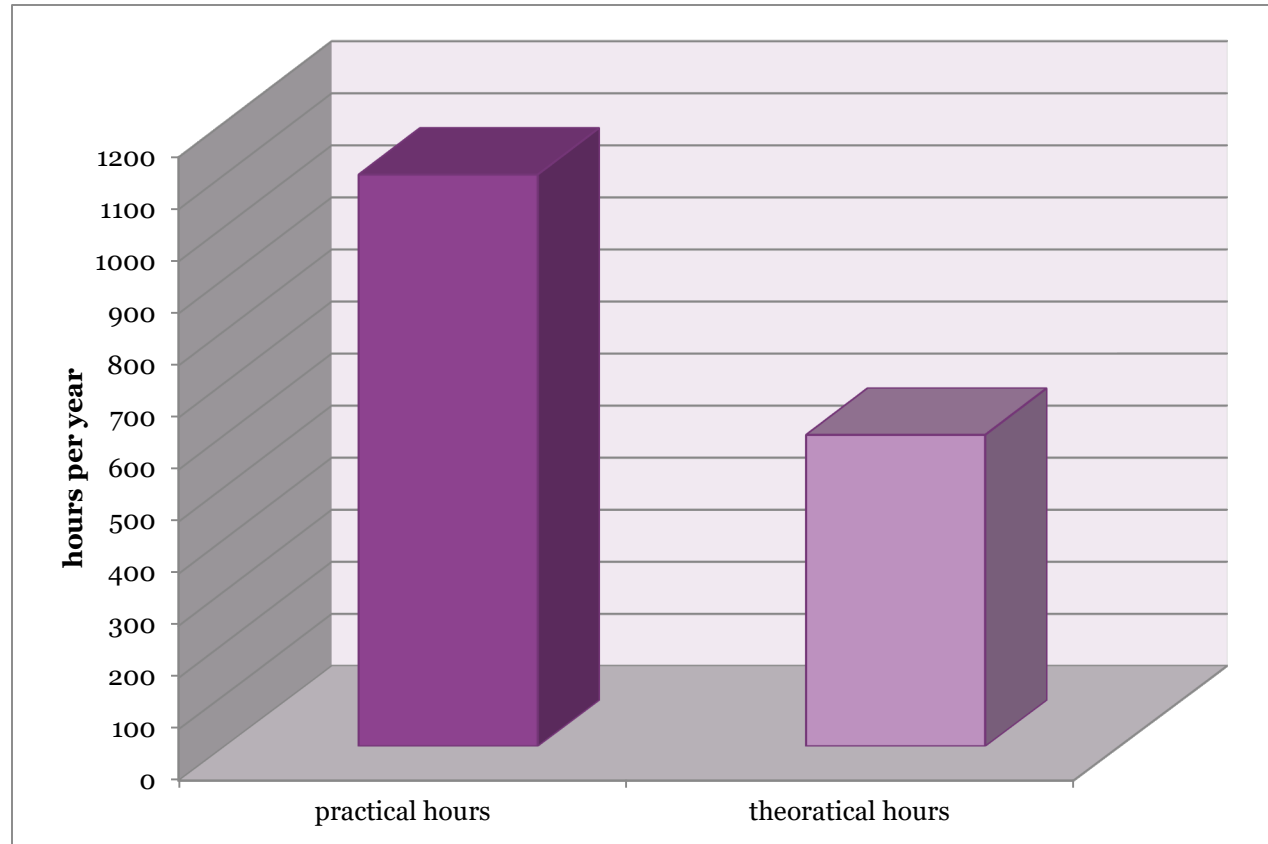
Amount of the theoretical and the practical classes at college in a previous year



Some changes in cognitive component as an example of modern competitive education

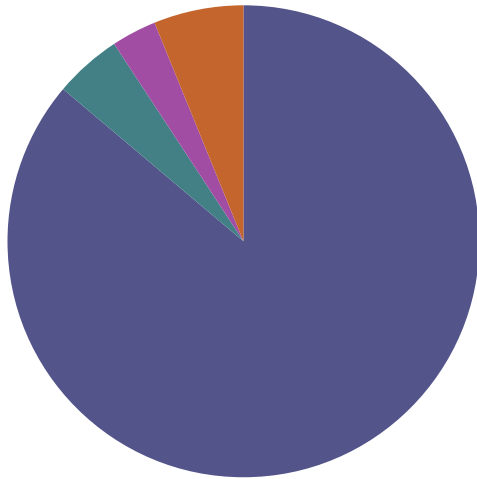
Technical English	Skills of working on the printing machines	Mass media products
Knowledge of business and technical English for comfortable work with international partner or using original versions computers' programmes	Knowledge of structure of printing machines and skills for doing some work by them	Knowledge of modern mass media process, skills for using special programme as a results of the creating some radio or TV products

The diagram of the theoretical and the practical classes in nowadays

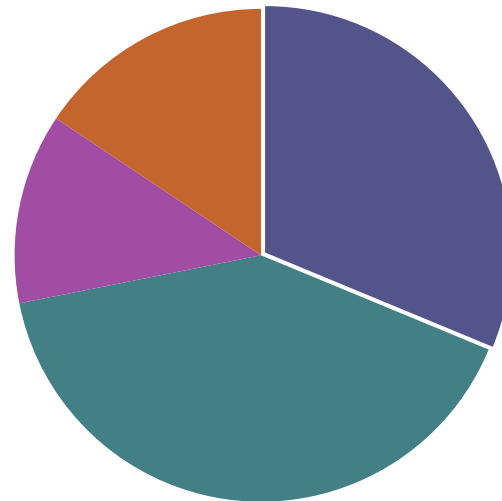


The process shows the difference of students' interests in publishing trade in Russia

Previous year



This year



■ Printing issues ■ Interactive and digital issues ■ Tele-radio-production ■ Web-design

Elective courses

The modern student interests in:

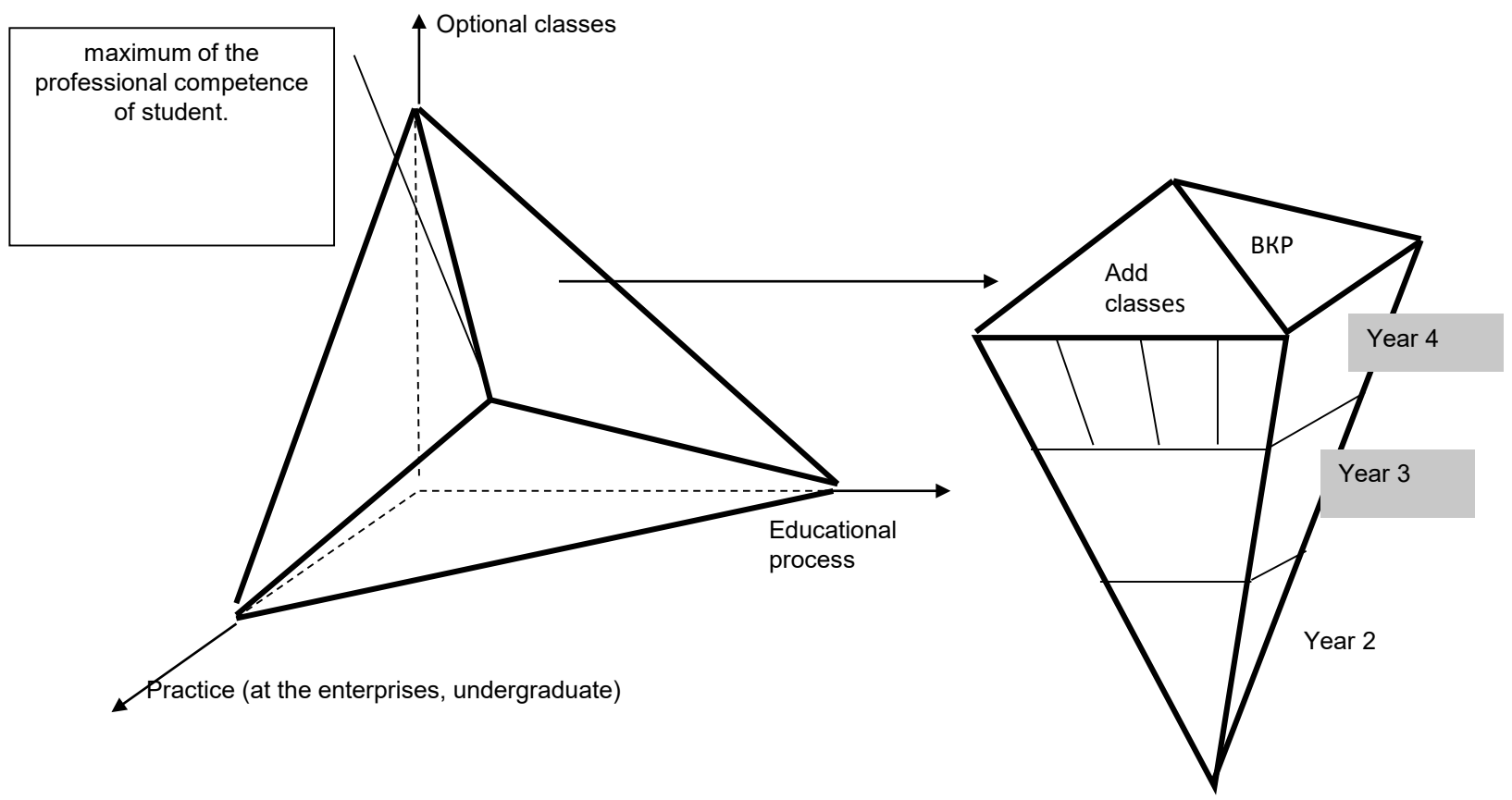
1. Pack and packaging
2. 3D modelling
3. JavaScript and PHP programming
4. Different programmes of making video

The role of historical traditions in the publishing trade

Our future is always connecting to our past

1. The historical and technological bases of knowledge about fonts
2. Technical park, where on the one side there are the modern printing machines like an offset and a digital and on other side there are lots of types of machines of high printing
3. There are many working schools in the manufactures

The whole educational process with different types of practice, individual and project work - is the triune goal - the achievement of maximum in professional competence of student



The publishing and printing college named after Ivan Fedorov in Moscow tries to follow this way



Thank you for your attention