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**after War and
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KEY ASPECTS OF CREATIVENESS ACTIVITY DEVELOPMENT OF FUTURE GRAPHIC DESIGN PROFESSIONALS

In the world of design, encouraging creativity is vital for aspiring graphic designers. This active cultivation plays a foundational role, enhances students' innovative abilities, enabling them to tackle complex visual challenges and contribute significantly to the field of graphic design.

Development of creativeness activity of future graphic design professionals has its own peculiarities.

The aim of the abstract is to observe some key aspects of this process. During the research we would like to focus on such aspects as:

- 1.** Stimulating Learning: It is essential to create a stimulating learning environment that fosters creativity. This can be achieved through practical tasks, projects, and exercises that encourage students to think unconventionally and generate original ideas.
- 2.** Development of the creative thinking: Future graphic design professionals should develop critical thinking, which enable them to analyze, evaluate, and reconsider their projects and ideas. This helps students to improve their skills, identify potential issues, and seek better solutions.
- 3.** Supporting experiments: Students should have the opportunity to experiment with various approaches and techniques in graphic design. This allows them to expand their boundaries, discover new ideas, and develop their own style.
- 4.** Teaching through research: Engaging in research-oriented learning equips future graphic design professionals with problem-solving skills, encouraging innovative thinking and develop their overall creativity.
- 5.** Encouraging independence: It is important to promote independence in learning and work. Students should have the opportunity to search for ideas, explore, and develop their own projects independently. This helps cultivate independence, initiative, time planning and confidence in their abilities.
- 6.** Practice-based learning: Practical application and usage of real projects can help future graphic designers improve their skills and higher up level of their creative activeness. Completing tasks within real constraints and deadlines encourage independence and problem-solving skills in creative challenges.
- 7.** Usage of new media and new technologies: Integrating advanced technologies, such as digital drawing apps, AI, into the educational process can foster the creativity of future graphic designers. Students can utilize AI tools for idea generation, design analysis, and optimization, promoting originality and innovation in the creative process.

These aspects collectively can contribute development of creative activeness of future graphic designers, encouraging them to broaden their horizons, explore new ideas, and develop the uniqueness of their creative approach.

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