

EFFECTIVENESS OF PROJECT APPROACH IN FORMING OF CREATIVE PERSONALITY IN ART ACTIVITIES

Rybalko I.,

*PhD student at managerial of technologies department, KROK University, Kyiv, Ukraine,
e-mail.: dpk2@krok.edu.ua*

ORCID: <https://orcid.org/0000-0002-5332-2666>

Danchenko O.,

*Doctor of technical sciences,
Professor at Project and Process Management Department, «KROK» University, Kyiv, Ukraine
e-mail: Elenadan@krok.edu.ua*

ORCID: <https://orcid.org/0000-0001-5657-9144>

Bielova O.,

*PhD, Associate professor at Marketing and Behavioral Economics department,
KROK University, Kyiv, Ukraine
e-mail.: bielovaoi@krok.edu.ua*

ORCID: <https://orcid.org/0000-0001-9359-6947>

The changes that are constantly taking place in the world require the formation of new generations of professionals, distinguished by an active life and professional position, their own perceived subjectivity, willingness to comprehensive knowledge and creative transformation of the objective world, its purposeful improvement through modern technologies, innovative ways to manage different areas of activity. One of the areas for the implementation of these targets is their use in the development of various projects, because it is the technology of the project approach has shown its effectiveness and demand for modern business structures [3].

International and domestic experience in implementing a project approach in various fields convincingly proves that its effectiveness is based not only on the ability to apply developed and time-tested techniques, but also the skillful use of psychological characteristics of people directly or indirectly related to a project. When considering the creative sphere and the implementation of art projects, the leader must clearly understand that he must work with creatively gifted individuals who have specific character traits.

The art project manager will have to work not with a team of software developers, designers or engineers who are guided by logic and facts, but with creative people, such as art directors, teachers, designers, writers, musicians, artists and others who are more visual and intuitive [1]. These psychological differences directly affect the emotional state of both the individual and others, which, in turn, is reflected in the performance of individual and collective work. This once again confirms the specificity of creative projects, where special attention is paid to the performer as a project resource [2].

In the course of acquaintance with various scientific works, several approaches to understanding the formation of creative personality, its mental, intellectual and versatile abilities were revealed. Each person is unique with individual multifaceted creative manifestations. Therefore, to create a single classification of characteristics and traits that will be inherent in each creatively active person, is impossible. Even the

same person, joining different creative projects, can show qualities, properties, realize interests and aspirations, mobilize emotions, feelings, needs and motives in different ways. And these differences in the behavior of a creative person and the ability to realize creative potential in different ways depend on many factors, among which the most important are the internal relationships between members of the project team and the internal climate in the organization as a whole.

By participating in various types of project activities, its stakeholders get the opportunity to manifest and further improve their psychological properties: awareness of their individuality, originality of intelligence, abilities, cognitive-emotional and need-motivational sphere, uniqueness of the person's vision of reality, open new ideas, images, models of life. A creative person is eclectic, inquisitive and constantly strives to combine data from different fields in his ideas.

The result of a successfully implemented project in any field is a product that fully meets the requirements and expectations of the customer and consumer. But in the case of the product of art projects there is another, no less important factor - the satisfaction of the artist. Regarding the evaluation of the project, a creative person approaches it subjectively and biasedly to personal result and may be too critical or, conversely, too loyal to the result of a colleague, depending on the personal relationship. It should also be noted that for some creative people the process of creating something is more attractive than the end result.

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