# Pedagogical Features of the Development of Creative Activities of Students in Professional Educational Institutions

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**Abstract:** The development of students' creative activity in vocational educational institutions creates the necessary conditions for them to apply their theoretical knowledge in practice. Due to these pedagogical features, students are more actively involved in independent thinking, developing new ideas and solving practical problems. This, in turn, serves to improve the level of their professional training.

**Key words:** Creative activity, vocational education, practice process, pedagogical features, innovative thinking, problem-based learning, interactive methods, self-assessment, constructive feedback, educational technologies, creative environment, student assessment, project-based learning, digital technologies, group discussions, pedagogical strategies, innovations, independent thinking.

**Introduction.** The development of creative activities of students in Professional educational institutions is one of the most important goals of the modern educational system. Creative activity plays an integral role in improving the ability of students to translate theoretical knowledge into practice, develop new ideas and solve problems. Today, the role of creative approaches in the educational process, the issues of the formation of self-expression opportunities and innovative thinking skills of students remain relevant.

The reforms carried out in the educational system of Uzbekistan pay great attention to the development of creative activities in the processes of practice of professional educational institutions. Thanks to this, students are able not only to master modern knowledge, but also to increase their creative potential. In the educational process, opportunities are being created to develop creative thinking through interactive methods, innovative technologies and problematic tasks.

This article will study in detail the pedagogical features of the development of creative activities of students in professional educational institutions, as well as how creative approaches are applied and the results of the internship process. With the help of pedagogical methods and strategies to improve the creative abilities of students, to create the necessary conditions for them to acquire competitive knowledge and skills as future specialists, is the main goal of this research.

## LITERATURE ANALYSIS

### 1. S.Abdullaeva, (2016). "Methodology for the development of creative activity"

**Analysis:** Abdullaeva emphasizes the importance of educational methods in the development of creative activity. It also offers specific techniques to encourage creative thinking, such as problem situations creation and methods of group work.

### 2. A.Toshpolatov, (2018). "Creative approach in the educational process"

**Analysis:** Toshpolatov talks about how creative approaches should be implemented in the educational process. He emphasizes the importance of engaging students in innovative ideas and developing critical thinking.

### 3. B.Saidov, (2020). "Creative activity and education"

**Analysis:** Saidov studies what conditions should be created in educational institutions for the development of creative activity. In his work, the role of teachers in the development of creative thinking of students is highlighted.

### 4. I.Rahimov, (2019). "Methods for the development of creative thinking"

**Analysis:** Rahimov cites interactive teaching methods in the development of creative thinking. He emphasizes the importance of applying modern technology to increase the creative activity of students.

### 5. M. Ismailov, (2021). "Creative pedagogical activity of teachers"

**Analysis:** Ismailov studies the creative pedagogical activity of teachers and its place in the development of students ' creativity. He also notes the need to improve the skills of teachers.

### 6. D.Qodirova, (2022). "Innovative education and creative approach"

**Analysis:** Kadirova studies the importance of creative approaches in the process of innovative education. He considers the necessary conditions for creating a creative environment in educational institutions.

### PROBLEM:

➢ There are no prerequisites for creating a creative atmosphere in educational institutions. Students cannot freely express their ideas.

➢ There is a lack of materials, tools and technologies necessary for creative activities. This restricts students to creative work.

➢ In many cases, teaching methods are passive and theoretical, which is an obstacle in the development of creative thinking of students.

➢ Insufficient feedback and analysis on the creative activity of students is not carried out. This limits the chances of self-assessment and development.

### DISCUSSION:

Creative activity plays an important role not only in obtaining knowledge, but also in the personal development of students. Through creative thinking, students will have the opportunity to solve problems, develop new ideas and express themselves.

Pedagogical approaches are important in the development of creative activity. Methods such as problem learning, interactive teaching, and collaborative teaching encourage students to think creatively. Teachers must effectively apply these techniques.

Teachers play a key role in stimulating creative activity. Their pedagogical competence, creative approaches and support for students will help develop students ' creative abilities.

Creating a creative environment in educational institutions ensures that students think freely and develop innovative ideas. Relationships, free thought sharing, and a supportive atmosphere are important.

Innovative technologies and resources are an important factor in the development of creative activity. Digital tools, online platforms, and creative tools help students implement their ideas.

Students ' motivation for creative activities is important to the success of the educational process. Encouraging them, recognizing successes and supporting creative approaches, increases the active participation of students.

## MAIN PART

The development of creative activities of students in the process of practice in Professional educational institutions is one of the main tasks of the modern educational system. Creative activity is important in enhancing students ' knowledge into practice, innovative thinking, and problem-solving skills. Effective pedagogical strategies and interactive techniques, as well as constructive feedback and self-assessment processes are important for the development of students ' creative activities.

Through these processes, the level of professional training of students is increased, which serves their future success.

Let's consider the pedagogical features of the development of creative activities of students in Professional educational institutions on the example of the profession "master of digital information processing".

**Practical training:**

Practical training within the framework of this profession is important in the development of students ' skills. Practical training is important for transforming students ' theoretical knowledge into practical skills. Below we will get acquainted with classes aimed at developing creative and practical skills of students:

**1. Ma data analysis**

**Purpose:** to give students the skills to collect, analyze and visualize data.

1) **Dataset selection:** readers choose a dataset on a topic (e.g. population, consumer behavior).

2) **Data analysis:** data analysis (statistical calculations) using Excel or other programs.

3) **Visualization of results:** presentation of the results obtained in the form of diagrams, graphs or infographics.

**\* Result:** students acquire skills to work and analyze data.

**2. Development of a digital marketing campaign**

**Purpose:** Learning students to implement and evaluate digital marketing strategies.

1) **Thoosing a campaign theme:** Students choose a product or service (e.g. local business).

2) **Development of a Marketing plan**: Define digital marketing channels (SMM, email marketing, SEO) and content strategy.

3) **Campaign implementation:** conducting a campaign through selected channels.

4) **Evaluation of results:** measuring and analyzing the success of a campaign.

**\* Result:** students develop skills to put the digital marketing process into practice.

**3. Fundamentals of programming**

**Purpose:** To give students the skills to learn the basics of programming and create a simple program.

1) **Programming language selection:** Choosing a convenient programming language like Python or JavaScript.

2) **Basic syntax learning:** students learn basic syntax and structures (variables, functions).

3) **Creating a simple project:** students create a small program (for example, a counter or a game).

4) **Presentation of results:** testing and presenting their created programs to groups.

**\* Result:** Students gain basic programming skills.

## 4. Creating a website

**Purpose:** Teaching students the process of creating a website.

1) **Choosing a website theme:** readers choose a topic that suits their interests (for example, a personal blog or a business page).

2) **Design and structure:** planning the design and structure of the site (using HTML/CSS).

3) **Site creation:** readers create their own sites and choose a hosting to host it.

4) **Site testing:** testing created sites and getting feedback from users.

**\* Result:** readers gain experience in the process of creating a website.

## 5. Working with digital information

**Purpose:** To provide students with digital information management and analysis skills.

1) **Information gathering:** readers collect information from the internet or other sources.

2) **Data analysis:** analyze the information received and highlight important aspects.

3) **Presentation of results:** presentation of the results obtained through graphs and diagrams.

**\* Result:** students develop digital information management and analysis skills.

*Design and cooperation*

Design and collaboration processes play an important role in the development of students ' creative activities. Below are practical examples of design and collaboration:

**1. Design:** Building a digital database

**Purpose:** develop students ' skills in designing and managing a digital database.

1) **Grouping:** dividing students into subgroups.

2) **Dataset selection:** each group selects a dataset of their interests (e.g., a list of local entrepreneurs or user data).

3) **Database design:** groups design the structure of a database (e.g. SQL) and learn to work with data.

4) **Presentation:** after completing the project, each team makes a presentation about their work.

**\* Result:** students acquire the skills of working with digital data, structuring them and managing them.

**2. Collaboration:** digital marketing strategy

**Purpose:** Students develop digital marketing strategies and develop teamwork skills.

1) **Social problem selection:** students choose a social problem (e.g. Environmental Protection).

2) **Development of a Marketing plan:** groups develop a digital marketing strategy (SEO, SMM, content marketing).

3) **Case study:** students research the target audience and collect the information needed to make a plan.

4) **Evaluation of results:** upon completion of the project, teams present their strategies and evaluate their results.

**\* Result:** students develop skills to put digital marketing into practice and work as a team.

**3. Collaboration and project:** a selection of innovative solutions

**Purpose:** Students study the process of developing and presenting creative solutions.

1) **Setting a topic:** students choose a problem (for example, urban transport).

2) **Solution development:** each group develops an innovative solution (for example, a mobile application or an online platform).

3) **Prototyping:** teams develop a prototype of solutions (programming, design).

4) **Presentation and evaluation:** each team presents its own solution and is evaluated by the team.

**\* Result:** students develop creative thinking and problem-solving skills.

**4. Technological cooperation:** creating an online learning platform

**Purpose:** students learn skills to work cooperatively in the process of creating a digital platform.

1) **Target and audience identification:** groups define their target audience (e.g. targeted at students or small business owners).

2) **Defining platform functions:** each group determines what functions the platform should offer.

3) **Design and programming:** students develop a platform interface and perform programming work.

4) **Beta testing:** testing the created platform and getting feedback from users.

• **Result:** students test themselves in the process of teamwork, technical skills and problem solving.

**Application of new technologies**

The application of new technologies is important in the development of students ' skills and the effective organization of the educational process. Below are examples of the application of new technologies:

**1. Artificial intelligence (AI)for data analysis**

**Purpose:** to teach students how to use artificial intelligence in data analysis.

1) **Learning the basics of AI:** students learn the basic concepts and algorithms of artificial intelligence.

2) **Application of AI applications:** learners are introduced to applications that analyze data using AI (e.g. TensorFlow or Scikit-learn).

3) **Analysis of results:** analysis of the results obtained and drawing conclusions.

**\* Result:** students acquire data analysis skills using artificial intelligence.

**2. Digital marketing tools**

**Purpose:** to teach students to apply new tools (e.g. Google Analytics, Hootsuite) in digital marketing.

1) **Introducing Marketing tools:** providing readers with tools like Google Analytics or Hootsuite.

2) **Practical training:** students must manage their campaigns using these tools in their projects.

3) **Evaluation of results:** students evaluate their campaigns and make suggestions.

**\* Result:** students develop skills to effectively use digital marketing tools.

**3. Virtual reality (VR) technologies**

**Purpose:** to teach students how to improve the educational process using virtual reality technologies.

1) **Introduction to VR technologies:** readers will get acquainted with the possibilities of virtual reality technologies.

2) **VR application development:** students create and test VR applications.

3) **Experience:** with VR, students are given realistic problem solving tasks.

**\* Result:** students acquire the skills to make the educational process interactive and interesting using virtual reality technologies.

## 4. Data visualization tools

**Purpose:** to teach students to apply modern tools (e.g. Tableau, Power BI) to visualize data.

1) **Fundamentals of visualization:** readers will get acquainted with the basic concepts of data visualization.

2) **Practical training:** students visualize their data using Tableau or Power BI.

3) **Presentation of results:** presentation and discussion of acquired visualizations.

**\* Result:** students develop skills for effective data visualization.

## 5. Big Data (Big Data) Analysis

**Purpose:** teach students to work with big data and analyze them.

1) **Big data fundamentals:** readers are given basic insights into big data.

2) **Analysis tools study:** students study large data analysis tools such as Hadoop or Spark.

3) **Practical projects:** students analyze their large datasets.

**\* Result:** students acquire skills to work with big data.

## Creative approach

Creative approaches play an important role in developing students ' innovative thinking skills and training them as competitive professionals. Below are practical examples of creative approaches:

## 1. Creating a design idea

**Purpose: students learn a creative approach to creating digital product design.**

1) **Product selection:** readers choose a new digital product (such as a mobile app or website) to suit their interests.

2) **Design and prototype:** using programs such as Sketch or Figma to draw ideas and create a prototype.

3) **Get Feedback:** students test their designs and get feedback from the group.

**\* Result:** students learn to practice new ideas by mastering the creative design process.

## 2. Innovative Marketing Campaign

**Purpose:** to teach students to develop and implement creative marketing strategies.

1) **Topic selection:** readers choose some social problem (e.g. environmental issues) to create their own marketing campaigns.

2) **Innovative ideas:** groups develop creative and innovative ideas for their campaigns (e.g. interactive video or social media processes).

3) **Implementation:** development of the campaign and its publication on social networks.

**\* Result:** students acquire innovative solution development skills through creative approaches in digital marketing.

**3. Creating Creative Digital Stories**

**Purpose:** Teaching students a creative approach to creating digital stories.

**Story theme:** readers choose a topic of interest to them.

1) **Screenwriting:** Readers Write the script for the story, preparing visual and audio material.

2) **Video or animation creation:** readers use software such as Adobe Premiere or After Effects to capture a story on video or create animation.

**\* Result:** students develop creative thinking skills in the process of creating digital stories.

**4. Prototypes and thought Competition**

**Purpose:** students learn to prototype innovative ideas and apply creative approaches to them.

1) **Thought competition:** students prepare for the competition to introduce their innovative ideas.

2) **Prototyping:** students prepare prototypes to visually demonstrate their ideas.

3) **Presentation:** each group presents its own prototype and shares ideas with other groups.

**\* Result:** students develop skills to apply creative approaches by testing their ideas in practice.

**5. Digital Art And Graphic Design**

**Purpose:** Teaching students creative thinking in creating digital art and graphic design.

1) **Design direction selection:** readers choose different graphic designs or art forms (e.g. poster, logo).

2) **Design creation:** readers create their own designs using Adobe Photoshop or Illustrator.

3) **Creative commentary:** readers get their designs tested and opinions from other groups.

**\* Result:** students develop skills to apply creative approaches in digital art and graphic design.

**5. Reviews and feedback**

Assessment and feedback are an integral part of the learning process. This process allows you to assess the knowledge and skills of students, as well as monitor their development. Below are detailed information about the assessment and feedback:

**1. Types of assessment**

Several different evaluation methods are used in the evaluation process:

**a. Formative evaluation**

**Purpose:** to observe and develop the process of student assimilation.

➢ give students tests, tasks and projects on an ongoing basis.

➢ analysis of students ' abilities and knowledge.

**b. Summative assessment**

**Purpose:** to assess the level of Student Empowerment.

➢ exams and tests carried out at the end of the year or at the end of the module.

➢ evaluation through a large-scale project or job presentation.

**2. Assessment tools**

Tools used in the evaluation process:

### a. Rubrics

➢ Rubrics help to set clear and correct assessment criteria.

➢ Points are set for each criterion and are used to assess students ' work.

### b. Self-assessment

➢ To give students the opportunity to evaluate their work.

➢ Through self-assessment, students will have the opportunity to improve their skills.

### c. Feedback

➢ Give readers opinions and recommendations on their work.

➢ Feedback shows how students can improve their skills.

### 3. Feedback

Feedback plays an important role in student development:

### a. Giving feedback

➢ Teachers should give their opinions in a clear and understandable way.

➢ To give readers recommendations on how they will behave so that they can achieve the goal.

### b. Constructive feedback

➢ Show the strengths and weaknesses of students.

➢ To educate students on how to improve their work further.

### c. Group discussions

➢ Group discussions for students to exchange ideas and evaluate each other's work.

➢ Through this process, students are introduced to new ideas and develop their skills.

### 4. Modern technologies in assessment

Modern technologies help in the effective organization of the assessment process:

### a. Online platforms

➢ Conduct tests and surveys through platforms such as Google Forms or Kahoot.

➢ The ability to quickly analyze and evaluate the results of students.

### b. Virtual discussions

➢ Students can share their thoughts and share ideas on virtual platforms.

➢ Through this, students learn from each other and develop their skills further.

### 6. Support for new ideas

The support of new ideas, the development of innovative thinking skills of students and the implementation of new solutions in practice are important. Below are the main aspects of supporting new ideas:

### 1. Creating an innovative environment

➢ **Social and physical balance:** it is important to create an open and positive environment to support innovation. Providing favorable conditions for students to freely express their ideas.

## 2. Providing resources

➤ **Technologies:** providing the technological resources (computer programs, online platforms) necessary to implement new ideas.

➤ **Educational materials:** necessary literature, articles and online courses for innovative projects and research.

## 3. Practical training and projects

➤ **Project-based education:** encouraging students to create new ideas through hands-on projects. For example, teamwork or organizing contests.

➤ **Innovative schools:** creating innovative schools and incubators for students, where they will have the opportunity to develop their ideas.

## 4. Mentoring and feedback

➤ **Mentors:** attract experienced professionals to mentor students. They can help students with their knowledge and experience.

➤ **Feedback:** students receive constructive feedback after presenting their ideas, which makes it possible to further improve their ideas.

## 5. Social networks and communities

➤ **Online communities:** encourage students to join online communities to share and develop innovative ideas. For example, groups on LinkedIn, Reddit, or social media platforms.

➤ **Forums and workshops:** organize forums, seminars or conferences to discuss innovative ideas and share ideas.

## 6. Financial support

➤ **Grants and scholarships:** providing financial support opportunities to implement innovative ideas. Grant grants and scholarships to students.

➤ **Investment:** consider the possibilities of attracting investment to implement new ideas.

## 7. Sharing experiences

➤ **Presentation of student projects:** presenting successful student projects and inspiring other students.

➤ **Case study:** learning and sharing work on successful innovative ideas and projects.

## CONCLUSION

Pedagogical features for the development of creative activities of students in professional educational institutions of the profession" master of digital information processing " make it possible to make the educational process more effective and interesting.

These approaches provide students not only with theoretical knowledge, but also with practical skills, which has a positive effect on their future professional activities.

Practical training in the educational process to give students the opportunity to solve real problems through practical training. For example, projects for the analysis of digital data and their visualization.

During each session, students develop creative thinking and problem solving skills in new ways. It helps students develop creative thinking, teamwork skills, and real-life problem-solving skills during classes.

Plays an important role in the development of creative activities of students in the design and cooperation processes. Through these processes, students acquire not only theoretical knowledge, but also practical skills, as well as develop skills for teamwork and the development of innovative solutions.

In the process of applying new technologies, it is important to develop students ' skills and prepare them for a modern work environment. With these technologies, students will be able to apply their knowledge in practice, develop innovative solutions and acquire competitive skills.

Through creative approaches, it is important to develop students ' innovative thinking, problem-solving skills, and creative activities. Through these practical activities, students acquire not only theoretical knowledge, but also practical skills.

Assessment and feedback support students ' acquisition and development in the educational process. Through effective assessment techniques and constructive feedback, students will be able to improve their knowledge and skills.

Plays an important role in the development of creative and innovative thinking skills of students in the support of new ideas. It is possible to promote the implementation of their ideas by providing students with the necessary resources, experience and opportunities.

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