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The article highlights approaches to the formation of aesthetic culture of  future choreographers during extracurricular activities in the university. The article reveals essential characteristics of forms, methods and means of formation of individual's aesthetic culture. The basic blocks of the course "Aesthetic culture of the personality: essence and features of formation" and the relationship between them are presented. The article deals with the training «promote your growth» promoting self-improvement of boys and girls and the formation their aesthetic culture. The author highlights the effectiveness of future choreographers' participation in competitions of creative projects, creative meetings, auctions of creative ideas artists tournaments, poets, composers, dancers, groups and clubs of artistic and aesthetic direction on the formation of their aesthetic culture. The method of the research portfolio is characterized. It helps students-choreographers develop the ability to select, analyze, systematize received educational material and work with different sources of information. Exercises on personality's self-regulation of emotions are presented. The emphasis is put on the development of aesthetic environment as the main factor in the formation of aesthetic culture of future choreographers. On the example author’s Program for special course "Aesthetic culture of personality: essence and features of formation» the relationship between students are presented. The author comes to a conclusion about the necessity of development of productive pedagogical technologies, directed at formation of aesthetic culture of designing and realization of professionally oriented educational trajectories of development of personality potential of the subjects in the educational process.