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**GAME PLANNING AS PROFESSIONALLY-ORIENTED TECHNOLOGY FORMING DESIGNER CULTURE OF FUTURE FACTS**

The features of using professionally-oriented technology in the professional training of future teachers of labor studies are determined. Game design capabilities in shaping the design culture of future specialists are grounded. The experience of implementing the study game design during the studying of the course «Fundamentals identity» is described. The results of the research on the formation of the design culture of future teachers by means of game design are introduced. The expediency and possibility of training of future teachers of labor training and technology in the study of computer graphics and bases of identity with using practice-oriented technologies, such as game design is grounded. It is proved that mastering of the practice-oriented technologies and methods of design activity is one of the promising areas of improvement of professional training of future teachers of labor training and technology. As a result of regular inclusion in the design of various activities, including the game design, improved the efficiency and quality of future professionals in learning the basics of design at lessons of labor training and technology.

Key words: practice-oriented technologies, design culture, game design, professional training, computer graphics, bases of identity, brand, stages of game design.

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