

SUMMARY

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ROLE OF SIGN SYMBOLISM OF COLOUR AND DECORATIVE PATTERN IN PLANNING OF MODERN CLOTHES FOR THE WOMEN OF IRAN

The analysis of basic aspects of forming of the sign-symbolic systems is conducted in work, from positions of semiotics, their values in the artistically-compositions systems of construction of modern suit, also from point of systems approaches to the process of planning. Principles of construction of structure of ornamental embroideries and methods of their styling are formulated, with the purpose of the use in the process of planning of modern woman suit with the elements of national traditions.

Keywords: fashion design, ornamentation, byspatial structure, silhouette form of suit, styling, decorative finishing, structure of decorative pattern, artistically-compositions signs, colour harmony.

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EFFICIENCY INCREASE DESIGN OF THE MODERN CORSET

The short historical review of constructive elements of a corsage is executed. The modern option of a corset con-

venient in operation is developed, features of its design and technological features of production are considered.

Keywords: a corset, a corsage, designing and technology, details before, back details, penetrative buttons, a corsage tape, dressing.

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THE FUNDAMENTAL COMPARATIVE RESEARCH METHOD IN DESIGN

Suggested direction for designing Visual Cognitive Information Dynamic Systems (VKIDS) based on the theory of organization, theory of artificial intelligent systems us-

ing information technology to create a knowledge base and expert system for standard, formal elements of design objects in a constant process of hybridization of their properties to obtain final products in the form of temporal models.

Keywords: design, VKIDS, culturology, comparative method.

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UDC 74

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DESIGN PROCESS OF THE CONCEPT OF MODEL AND ITS ASSESSMENT OF COMPLIANCE TO STYLE

Analysis papers on the process of designing clothes and shaped characteristics of the product design. Revealed problems of developing promising concept fashions. Design process of concept models a clothes was studied. The base of the allocated clothes style elements was created, their classification. Results of development a concept models (2D — sketches) are given on the basis of the offered algorithm. Requirements to a way of an assessment of compliance a concept model to trends of the leading brands and street fashion are defined. The tasks of development of the specified criteria of an assessment of compliance to trends and estimates of a concept consumers are set.

Keywords: design of clothes, model concept, style forming elements, criteria of an assessment of model.

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UDC 778

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OPTIMIZATION OF ARTISTIC DEVELOPMENT OF PHOTOGRAPHIC IMAGES FOR COMMUNICATIVE DESIGN

The material is concerned with analysis of optimization specifics of artistic development of photographic images aimed to be used in communicative design projects, and of the method for advertising message delivery by use of photography. The photographic image is considered to be the product of project practice in the process of which it becomes the source of new message acquired through application of connotation procedures to this image.

Keywords: photographic image, design project, communicative design, advertising graphic design, photocapture.

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UDC 677.01**T. G. Melaya**

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**SYSTEM APPROACH AS
METHODOLOGICAL BASES
OF MODERN DESIGN**

The methodological analysis of design of a modern suit from positions of system approach is carried out. Problems of an inclusiveness of nanotechnologies to a wide range of scientific, industrial, economic, sociocultural spheres are analyzed. Ontologic problems of existence of the person in new nanolife which bear not only new opportunities, but also new dangers reveal. Examples of use of innovative technologies in design of a suit are given.

Keywords: design, system approach, nanotechnologies, design of a suit.

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UDK 677.5**E. A. Kochurova, N. Yu. Mitrofanjva,
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**FIBER OPTIC FABRIC —
A NEW TREND
IN TEXTILE DESIGN**

New textile design experience with integration of new technologies like a fiber optic was analyzed and represented Chronological period of overview is ten years. We reviewed the fiber optic work conception and the examples of using fiber optic in textile designers practice. The actuality of combination fiber-optic and textile with adhesion substance was justified.

Keywords: fiber optic, innovation technology, light, interior design, art-object, theatrical and entertainment events.

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ENGRAVINGS REPRODUCTION WITH THE USE OF HIGH DEFINITION HALFTONE PRINTING TECHNOLOGY

To reproduce the earlier printed illustrations the screening is used which halftone dots destroy fine details and contours of an image. It's especially harmful for the engraved patterns. The reasons of such distortions are analyzed and the principle of their correction in domestic high definition printing technology is discussed. Advantages of the use of the latter for such type of images are illustrated.

Keywords: halftone printing, definition, screening, print dot, engravings.

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4. Patents: SU 1288934; RU 2126598; DE 4498946; GB 2300328; US 5822086; RU 2308167; US 8031373; RU 2335094; US 8004720.

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ENHANCEMENT OF THE COLOR PALETTE OF GLASS FUSING BY USING GLASS FRIT

In this article was considered the possibilities of improving the aesthetic, technological and economic parameters of fusing by using glass frit. The algorithm of getting new shades of color by multi-layered glass frit fusing is shown. Technological effect of the factors on the color characteristics of the resulting material is revealed.

Keywords: fusing, glass frit, color, color coordinate, transmission coefficient, transparency.

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BIONIC ANALYSIS THREE-DIMENSIONAL PRINTING TECHNOLOGY IN FASHION DESIGN

This article is devoted to the study of three-dimensional printing technology, affect the system of innovative design seamless garment. Three-dimensional printing technology are considered bionic aspect: the analogy between artificial and natural shaping garment shaping objects encountered by the interaction of biological and geophysical natural systems.

Keywords: bionic three-dimensional shaping, three-dimensional printing technology clothing extrusion printing, laser sintering, stereolithography.

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UDC 745/749

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STUDY ON PROPERTIES OF ANODIC COATINGS OF ALUMINIUM OBTAINED IN A SOLUTION OF OXALIC ACID

Studies on the effect of concentration on properties of Anodic coatings of anodizing. The effect of electrolyte

concentration on thickness, porosity and microhardness of coatings. Determined morphological types derived by Anodic films.

Keywords: anodising, aluminium alloys, properties of coatings, electroplating.

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RESEARCH OF DEFORMATION PROPERTIES OF JERSEY AT PLANE STRETCHING

The article in work researches of knitted cloths are conducted at semi-cyclic (without destruction) the tests in the conditions of plane stretching allowing to increase efficiency of design at early stages of creation of clothes. Dependences between loading and lengthening are received.

Keywords: knitted fabrics, deformation properties, stress, elongation, tensile planar materials, the coefficient of optical anisotropy.

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THE SEMANTICS OF HUMAN HAIR AND ITS PRODUCTS IN THE CULTURE

The article describes facts about human hair as first material for cord braiding. The author analyzes semantics of hairstyle and weaving with human hair.

Keywords: weave, cord, rope, technology, hair, hairstyle, symbolism.

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INFOGRAPHICS IN THE RUSSIAN EDITIONS: FROM THE PAST TO THE PRESENT

The article considers the problems of development of information and graphic design in Russia connected with informative graphics in the Russian editions of the end of the XIX — the beginning of the XX centuries. Some Russian infographics are presented whose study is acute and used in modern projects. An ecological album of St. Petersburg “Be careful — the city!” developed at the Institute of Graphic Design at SPSUIT is an example of successful integration of traditional and innovative approaches in the field of infographics.

Keywords: graphic design, infographics, figured charts, visualization of information, illustration of statistical data.

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GLOBALIZATION PROCESS AS A FACTOR OF NECESSARY STIMULATING OF CREATION TERRITORY BRANDS IN ORDER TO INCREASE COMPETITIVENESS AND PRESERVATION OF NATIONAL CULTURE IDENTITY

The article discusses the need for branding territories on the basis of national and cultural characteristics of the regions in order to maintain identity in the irreversible process of globalization.

Keywords: globalization, national culture, national and cultural peculiarities, national identity, branding areas.

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CURRENT TRENDS IN THE TEXTILE ART: DANISH TAPESTRY WEAVING

The article examines the trends of the modern textile art (for example, woven carpets), identifies their features. Polemically examining the tapestry of modern Danish artists, the author defines the characteristic for their synthesis of traditional and modern technologies. Special attention is paid to several compositions of the exhibition.

Keywords: textile, carpet weaving, tapestry Danish, concept, technology, modern direction.

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INVESTIGATION OF THE PROPERTIES OF THE SOCKS KNITTED BY A NEW KIND OF YARN

The paper is devoted to the application of bamboo yarn for hosiery. The bamboo socks were tested to find out the main hygienic, mechanical and antibacterial characteristics. The obtained data showed that the bamboo socks are much better than traditional cotton hosiery. The new socks can be recommended for people with diseases of the foot mycoses and for sportsmen.

Keywords: bamboo, hosiery, shrinkage, extensibility, resistance to abrasion, hygroscopicity, antibacterial characteristics.

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UDC 646+687

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INFLUENCE OF AN IMAGE OF THE 20TH CENTURY ON FORMATION MODERN FASHIONABLE STYLES OF CLOTHING

Cyclic mode allows you to manage the development process of designing clothes. Study styles of the decades of the 20th century and popular styles in modern fashion shows relevant elements of vintage style. Evaluation is made by direct voting and Internet voting. The results of demand elements of style decades of the 20th century in fashion

Keywords: styles decades of the 20th century and vintage style in fashion, the study elements of style in clothing, fashionable image evaluation of the consumer.

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THE VIDEO ART AS AN AVANT-GARDE CINEMA

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This article is a brief overview of the history and trends of the development of the video art as an avant-garde direction of the media art. The video art is compared with

the avant-garde. It is concluded that the basic knowledge of higher education programs is needed to study the video art course. Knowledge of theoretical and practical aspects of filmmaking is especially important for creating video art works.

Keywords: video art, media art, avant-garde, Tarkovsky, cinema, art of color correction.

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UDC 76.022

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MODERN METHODS OF GRAPHIC VISUALIZATION OF JEWELRY

The analysis and classification of modern methods of display of jewelry are carried out and recommendations about their use are made.

Keywords: visualization, ways, methods, design, jewelry.

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ПРАВИЛА ДЛЯ АВТОРОВ

1. Статья представляется в двух экземплярах. Объем статьи не должен превышать 8 страниц машинописного текста, включая рисунки, таблицы и список литературы. Межстрочный интервал — одинарный. Шрифт — Times New Roman. Размер шрифта — 12 pt. К статье прилагается аннотация объемом не более 5 строк.

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НАЗВАНИЕ СТАТЬИ

4. Формат иллюстраций: растровый (BMP, JPEG, TIFF, EPS) с разрешением не менее 300 dpi. Все рисунки должны быть выполнены черно-белыми либо в градациях серого, цветные рисунки и фотографии не принимаются (о полноцветных выпусках будет сообщаться отдельно). Помимо размещения в тексте, все рисунки должны быть представлены **отдельными файлами (один рисунок — один файл)** соответствующего формата. Подрисовочные надписи печатаются в тек-

товом редакторе (**не на самом рисунке**). Количество рисунков или фото — не более пяти. Чертежи и графики должны быть четко напечатаны на лазерном принтере.

5. Формулы должны быть напечатаны на принтере. Не следует применять индексы из заглавных букв и буквы русского алфавита. В десятичных дробях ставятся запятые. Нумеруются те формулы, на которые в тексте имеются ссылки. При нумерации формул рекомендуется пользоваться десятичной системой. Порядковый номер ставится справа от формулы.

6. Литература приводится по порядку цитирования в конце статьи с указанием номера страницы. В тексте ссылки на литературу указываются в квадратных скобках.

7. Статья должна быть подписана автором(ами) и научным(и) руководителем(ями) (для аспирантов). Обязательно представляются аннотация и ключевые слова. На отдельном листе (в отдельном файле) указываются фамилия, имя, отчество автора и научного руководителя, их почтовый рабочий и домашний адрес, место работы или учебы, телефоны (рабочий и домашний) и электронные адреса e-mail, а также фамилия, имя, отчество автора, с которым следует вести переписку. На отдельной странице прилагаются сведения на английском языке: название статьи; инициалы и фамилия авторов и научных руководителей, место выполнения работы, аннотация, ключевые слова.

Поступившие в редакцию статьи проходят рецензирование и рассматриваются редколлегией. Принятая к печати статья после редактирования печатается в журнале. Отклоненные статьи возвращаются автору в одном экземпляре.

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