

## SUMMARY

### UDC 37

#### I. V. Andreeva, T. R. Mkrtchyan

St. Petersburg branch of the Federal State Autonomous Educational Institution of Higher Professional Education "National Research University" Higher School of Economics"; Saint Petersburg State University of Technology and Design

#### CRITERIAL ASSESSMENT OF THE QUALITY OF EDUCATIONAL PRODUCTS IN THE SEGMENT OF BUSINESS EDUCATION

*A technique to assess the quality of educational services institution is considered that provides the formation of customer-oriented approach in the development of business education programs. As a result of this technique, universities will be able to effectively build the architecture of the educational segment and attract strategically important contingent of clients — representatives of economic entities of various sectoral areas.*

*Keywords:* business education, quality, customer-oriented approach, educational service.

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### UDC 75.05:747:378

#### D. O. Antipina

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#### INTERIOR PAINTING IN A SISTEM OF TEACHING OF INTERIOR DESIGNERS

*This article is about problems of teaching art disciplines for students of design of interior faculty in Saint-Petersburg state university of technology and design. Often academic drawing and painting so far from main profession of stu-*

*dents, they do not understand why study them. Interior painting finds points of touch of art disciplines and design and explains how they can interact. This article opens specific of course, describes structure and peculiarities.*

*Keywords:* design, interior, academic painting, academic drawing, interior painting.

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### UDC 7.01

#### S. V. Mirzoyan

St. Petersburg state art and industrial academy of A. L. Stieglitz

#### FORMATION OF THE MODERN EDUCATIONAL PROCESS IN LVHPU-SPGHPA (LENINGRAD HIGHER ARTS AND CRAFTS COLLEGE/ SAINT-PETERSBURG STATE ART AND INDUSTRIAL ACADEMY (1948–2000))

*The author discloses the problems of design education, and highlights the importance of St. Petersburg school of design, which is expressed in its results and achievements, in preservation of the traditions, of the school's development in accordance with the society's demand and the level of scientific and technological achievements of civilization. The author tells us about the school's graduates who have made great contribution to the Russian*

industry as pioneers and enthusiasts whose work inspires pride for the domestic design.

**Keywords:** I. A. Vaks, VHUTEIN (Highest Arts and Technology Institute), LYHPU (Leningrad Higher Arts and Crafts College), EUK (Experimental training courses), RAF (Riga Bus Factory) LOMO (Leningrad Optical and Mechanical Association).

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**UDC 378:7:37.017.92:658.512.23**

**M. B. Esaulova, L. V. Nikulshina**

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## TOWARDS THE FORMATION OF ETHICAL VALUES OF FUTURE DESIGNERS IN THE PROCESS OF THEIR PROFESSIONAL TRAINING

*The article discusses the significance of the problem of formation of moral values as the basis of citizenship future designers. For implement this problem, the authors propose the inclusion in the curriculum for graphic designers discipline “Fundamentals of Ethics of modern design.” The article describes the content of the discipline and the tutorial. The authors are considered the examples of the technologies used and the results of the implementation of the main objectives of the discipline.*

**Keywords:** graphic design, professional education of future designers, moral values, ethics, morals.

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**UDC 72.01**

**K. A. Belous**

St. Petersburg state academic institute of painting, sculpture and architecture named after I. E. Repin

## PARISIAN RAILWAY STATIONS: THE CITY-BUILDING ROLE AND STYLISTIC FEATURES

*The article is devoted to the Parisian railway stations built from 1840-s till the end of the XIX century during the architectural reconstruction the French capital. At that time metal constructions came into vogue and it became possible to build big platforms. The architecture of the railway stations reflected the whole tendency of the development of French architecture of that period. The construction of the stations affected geographic, urban and social aspects.*

**Keywords:** Paris, architecture, railway station, platform, metal construction, eclecticism.

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UDC 378.4:659.125:339.137.22

**A. N. Kislitsyna, V. G. Shablovskiy**

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**CORPORATE STYLE  
AS A MEANS OF IDENTIFICATIONS  
OF HIGHER EDUCATIONAL  
INSTITUTIONS**

*In the value of creation of corporate styles of the higher education institutions in the conditions of the growing competition in modern educational space is considered. Concrete examples of the coats of arms and logos of the higher education institutions created on the basis of traditions and new design decisions are given. The experience of development of a corporate style by Institute of Graphic Design of SPSUTD is presented.*

**Keywords:** corporate style of higher education institutions, coats of arms of higher education institutions, logos of higher education institutions, SPSUTD trademark, image of higher education institution, competitiveness of higher education institution, market of educational services, identification of higher education institutions.

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UDC 745/749

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**FUTURE TRENDS  
IN CLOTHES AND SEARCH  
FOR INFORMATION  
ABOUT NEW STYLES FOR CLOTHING  
MANUFACTURERS**

*This article analyzes the background information for the design of new clothing collections. Described the problem of searching and processing information on trendy style. It was studied a range of clothing from on-line stores season 2014–15. Revealed the popular models, last color trends, color combinations this season in the collections of designers and next color — the future trends of the season. The technology of information retrieval using styles.*

**Keywords:** information, clothing manufacturers, fashion styles, trends, marketing.

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**UDC 7.01****S. V. Mirzoyan**

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**PROBLEMS OF CONCEPT EVOLUTION  
IN FORMATION OF THE KEY TERMS  
AND THEIR REAL VALUE IN INDUSTRIAL  
DESIGN**

*The work is dedicated to emergence of the four terms (“Industrial art”, “artistic design”, “commercial art” and “design”) in the field of design in the early 60-ies, which required certain understanding of the above concepts. It states that the term “design” has eventually established itself in Russia (meaning “Industrial design”), to replace the term “Industrial design” which had been used before.*

*Keywords:* VHUTEMAS (Higher Artistic and Technical Workshops), LHPU (Leningrad School of Industrial Art) LVHPU (Leningrad Higher Arts and Crafts College) TSUTR (Central School of Technical Drawing), VNIITE (All-Union Scientific Research Institute of Technical Aesthetics), Y. B. Soloviev, MVHPU (Moscow Higher School of Industrial Art).

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**UDC 74:159.943****E. Y. Novikova**

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**THE PARADIGM OF THE STUDY  
OF EMOTION AND DESIGN**

*The article discusses the paradigm of the study of emotion in aesthetics, psychology and sociology. Shown their importance for design. The interdisciplinary nature of the research design is focused on consistency and focus on different paradigms. The necessity of design design pre-paradigmatic grounds.*

*Keywords:* paradigm, design, aesthetics, psychology, sociology, emotions, the consumer.

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**UDC 74.01/.09****D. Y. Nekrasov**

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**THE MEANINGS OF THE TERMS.  
THE CLASSIFICATION OF ART,  
DEPENDING ON THE CARRIER**

*Article describes the structure and systematization of modern pieces of art, depending on their carrier, technologies, materials. There is an comparison between traditional, digital and hybrid art.*

*Keywords:* digital, traditional, hybrid, spatial, interactive, in-plane, drawing, painting, sculpture.

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### UDC 675.6.03 (084.74)

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#### THE DECORATION OF TEXTILE MATERIALS BY FUR ELEMENTS

*The article is devoted to a question of systematization and description of the contemporary methods of decoration the mechanical ohm of textile materials. The results of a study will allow designers and producers of clothing to use entire spectrum of the technological possibilities of fur, allowed by contemporary technologies.*

**Keywords:** the decoration of textile materials, fur elements, fur thread, embroidering, opletenie, the fur finishing.

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### UDC 535.015

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<sup>1</sup> St. Petersburg state polytechnical university

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#### RESEARCH OF OPTICAL PROPERTIES OF A PRINTED PAPER: THE COMPLEX APPROACH

*All key parameters which quantitatively describing the interaction of light with this printing substrate such as transmittance, scattering and absorption coefficient can be defined by the reflection coefficient measurement of paper sheet first placed on the absorbing and then the mirror reflecting backing on reflective mode scanner.*

**Keywords:** absorption coefficient, optical properties, paper, reflection, transmittance.

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### UDC 614.841

**R. N. Sabirzyanova, I. V. Krasina**

#### FIRE RETARDANT TEXTILE MATERIALS USING INTUMESCENT FLAME RETARDANT AND TEST METHODS

*This paper describes a new method of fire retardant textile materialam- this application intumescent flame retardant. Methods of testing according to GOST textile flammability. Described the results of tests on an open fire and heat flux*

**Keywords:** textile materials, fire resistance, an intumescent fire retardant, open flame, heat radiation, standards.

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#### UDC 685.3.002.5

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behalf K. G. Razumovsky

#### 3D PROTOTYPING AS AN ALTERNATIVE METHOD FOR PRODUCING SHOES

*An alternative method to produce a casing shoe on a 3D printer (prototyping) as a shell on the basis of the 3D digital model block. The main condition for three-dimensional printing is a shell wall thickness increase from zero configuration. To obtain a working pads are invited to fill the shell liquid polymer composite material, extracting the body block from the shell and technological training pads for production. This method reduces the time to manufacture personalized shoe pads, improve the ecological situation in the workplace, to reduce energy consumption.*

**Keywords:** prototyping technology SLS printing, 3D printer, CAD/CAM software, 3D model.

#### UDC 677.314.027.5

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#### STRUCTURAL COLOR – NEW OPPORTUNITIES ARTISTIC COLORATION OF TEXTILE

*Historical and theoretical aspects of forming structural coloration on the optical mechanism in nature and artificial methods are considered. Experimentally confirmed the possibility of achieving high-quality artistic and coloristic design of textile materials and products in the formation of structural color ways direct and discharge printing using nanoscale (interference) inorganic pigments.*

**Keywords:** structural coloring, interference, textiles, printing, discharge printing, inorganic pigment, color fastness.

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#### UDC 7.02

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#### TO THE QUESTION OF TECHNOLOGIES OF MAKING STAINED GLASS

*Was compiled an overview of the main technologies for manufacture of stained glass. Were identified methods of processing glass, used to enhance the aesthetic properties by increasing the decorative qualities of stained glass.*

**Keywords:** stained glass, glass, technologies.

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**UDC 391 (=161.1)**

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### **UST-TSILMA WOMEN'S SHIRTS: TRADITIONAL TYPES, FUNCTIONS, AND BELIEVE IN THE CULTURE**

*In article traditional types of women's shirts of Old Believers bespopovtsev of Ust-Tsilma are considered. The complete description of a cut of shirts and Ust-Tsilma names of details is given. The clothes symbolics in national culture reveals.*

*Keywords:* Ust-Tsilma women's shirt, kabat, conservatives.

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**UDC 769.03/09+769.1**

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### **FINNISH SERIGRAPHY OF 1950–2010**

*Polemical, in chronological order questions, connected with the development of artistic Serigraphy in the art of Finland are examined. Information about finnish graphic artists is given. Special attention is focused on the pioneers of this technique in Finland.*

*Keywords:* silkscreen printing, serigraphy, printmaking, graphic art, types of graphics, finnish art of the XX century, printing techniques.

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UDC 747:72.035.5 (470+571)

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**AN ECLECTIC RECREATION  
OF HISTORICAL STYLES  
IN SUBJECT-ART ENVIRONMENT  
OF RUSSIAN INTERIOR 1850–1880'S**

*Describes a process of forming subject-artistic environment of Russian Interior in the second half of the nineteenth century under the influence of Historicism-stylistic direction, which in this period was characterized by an eclectic recreating the artistic styles of the past.*

**Keywords:** historical, style, art, interior design, the aesthetic ideal, the art industry.

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UDC 76.03

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**CONCEPTUAL FASHION DESIGN  
AS A FORM OF ART**

*Formation of professional qualities in students is directly related to creative activities. In this regard, the study of domestic and foreign experience of conceptual design is sufficiently actual direction in the system of art education. This article describes the author's work, corresponding to the requirements of time and fashion. Describes the art objects made of fabrics and knitted fabrics.*

**Keywords:** costume, fashion, art design, textiles, design, art object, knitted fabric.

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UDC 62:7.05

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**THE DEVELOPMENT OF THE SOVIET  
COSTUME OF CONSTRUCTIVISM  
PERIOD IN THE CONTEXT  
OF THE ARCHITECTURAL STYLE  
OF THE EPOCH**

*The relationship of architecture and fashion in a suit of constructivism era is examined. Suit research is conducted in a context of formation of architectural style at the level of art-shaped and structural-compositional connections. The common principles of shaping of forms and style are revealed on the example of works by outstanding masters of the period.*

**Keywords:** architecture, fashion, dress, constructivism, synthesis of arts, style, context

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**UDC 78.085:746.1 (091)**

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### **REGARDING SYMBOLISM OF HISTORICAL FOLK DANCES IMITATING WEAVING TECHNOLOGY**

*The article analyzes the ethnographic dances which reproduced processes of weaving and braiding. Attempts to analyze the symbolism of these dances are made.*

*Keywords:* weaving, dance, braiding, weft, technology.

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#### **UDC 33**

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### **ANALYSIS OF ORGANIZATIONAL FACTORS IN THE FORMATION OF LOGISTICS SERVICE QUALITY RETAILERS**

*The study is the distribution chain retailers. The paper implemented an approach to the justification of quality logistics services and its impact on the turnover of trade network. The aim of the study is to identify the strategic guidelines improve logistics service in order to optimize the quality of logistics services.*

*Keywords:* quality, strategy, logistics services, sales network, service.

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UDC 33

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**ANALYSIS OF ORGANIZATIONAL  
FACTORS TO DEVELOP  
A MARKETING STRATEGY  
DEVELOPMENT PRINTING COMPANY**

*For companies working in the field of printing, special importance is the process of developing appropriate market conditions, marketing strategies, allowing them to maintain a competitive advantage and customer value provided by market outcomes of their activities. In the article on the example of a particular company, developed a classification of indicators for the enterprise, providing customer value of its products. Results of the study are of practical value to enterprises printing.*

*Keywords:* printing company, marketing strategy, customer value, competitiveness, inconsistency, the classification performance, quality.

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