

SUMMARY

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IMAGE AND INFORMATION SPACE OF POSTMODERN INFOGRAPHICS

The article deals with the issues related to the formation of infographic design within the framework of the postmodern paradigm. In the early 1980's more and more felt return to the artistic sources of infographics, a turn towards individualism and antifunctionalism. This was accompanied by the emancipation of the graphic image, while ignoring the rules and recommendations, complementing it with an illustrative series, not directly related to the presentation of information.

Keywords: infographics, graphic design, illustration, data visualization, postmodernism.

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MEDIA ENVIRONMENT FORMATION IN URBAN SPACE

The article considers the analysis of media environment formation as a phenomenon of modern interactive urban space. The research is based on review of architectural projects, where innovative media and light technologies were applied. Transformation of urban spaces towards dynamic communication structures determines formation of media architecture.

Keywords: interactive urban environment, media architecture, light and media technologies.

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A BRIEF INTRODUCTION TO THE ARCHITECTONICS OF THE ARRANGEMENT OF THE HUMAN ENVIRONMENT. PART I

Architecture is significant evidence of human presence in the world with all of the vast implications and effect upon with arrangement of the space we live in. The definition of space is one of the most difficult questions, the answer to which is fundamentally directs the life's organisation in the human community. The article proposes to understand the authors' musings on these issues.

Keywords: architecture, space, construction and operation.

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THE FUNCTIONALISM OF THE MODERN GERMAN DESIGN (FOR EXAMPLE EXHIBITIONS)

This article is devoted to revealing the specifics of the functionalism of the modern German design. Studies the stages of evolution of functionalism in the twentieth century. For example, Museum exhibitions explores the characteristic features and principles of shaping and the aesthetic concept of the modern German design.

Keywords: functionalism, Bauhaus, Ulm school, “brown-style” modern German design firm, ecology.

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APPLICATION OF VARIOUS TYPES OF POSTERS IN THE DESIGN

The article describes the main types of posters that designers use for design and product's demonstrations, with examples works of «Technology for materials art processing» and «Design» educational areas. The posters' potential has been analyzed and the features of their use for demonstrating design projects have been determined.

Keywords: poster, design, demonstration, infographic, technology for materials art processing.

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V. L. Zhukov, A. A. Pavlova

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PHENOMENON OF MORPHOLOGY OF TRAJECTORIES OF ATTRACTORS IN COGNITIVE MODELLING OF IMAGES OF DESIGN OBJECTS

The article contains theoretical and practical researches of the processes of cognitive modeling of design objects and the phenomenon of the morphology of their images. The attributes of the properties of graphic patterns and attractors that can be used when designing the image of design objects are determined.

Keywords: cognitive modeling, morphology, archetype, pattern, attractor, representation, image, object of design, subject area of design objects.

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O. I. Denisova, A. R. Denisov

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ANALYSIS OF THE SCHOOL DRESS CODE PRACTICE IN RUSSIA FROM THE POSITIONS OF INTERNATIONAL DISCOURSE

Based on the generalization of the school dress code implementation experience from different countries, a similarity of the problems encountered in the domestic school dress code policy applying with the world practice was revealed. The scientific basis for developing a dress code has been defined in the context the problems solving of unifying the students appearance at different gender, national, religious and social groups.

Keywords: School uniform, dress code policy, design, traditions, tolerance.

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V. M. Dobroshtan

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ART: CREATION AND PERCEPTION

The analysis of two inseparable processes connected with creation and perception of works of art is carried out: on the one hand — it is activity of the person-creator, on the other hand — the person-spectator perceiving a work of art. Artist the work of art in some way has an impact on man's inner world, which leads to certain changes in consciousness. Only one and the same work of art, viewers perceive differently.

Key words: value of art, culture, mastery, author's style, mass culture.

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JEWELRY'S AXIOLOGICAL SENSE AS THE THEORETICAL BASIS OF USING OF THE DIGITAL SOUND RECORDING IN JEWELRY DESIGN

The person always aspired to jewelry's individualization, thereby allocating a subject with axiological sense. There are many ways of jewelry's individualization there-

fore modern design elaborations demand innovations. One of innovative ways of the problem's solution is jewelry's individualization by means of digital audio recording visualization.

Keywords: jewelry design, sound recording, visualization, texture, jewel, 3D model, laser engraving, technology, music, axiological sense.

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THE DESIGN OF ADAPTIVE WAIST CLOTHING FOR WOMEN IN WHEELCHAIR

Issues of problems of design of adaptive waist-length garment for women in the wheelchair are discussed. Developed the requirements, the specifics of which are associated with a sitting posture in a wheelchair and physiological changes in the body. The proposed model skirt with lock with improved ergonomic features helps to restore the social status of women in wheelchair.

Keywords: adaptive clothing; women in a wheelchair; requirements for clothing; skirt; waist dress.

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THE USE OF BRICKS THE SOFT FORMING IN MODERN ARCHITECTURE

In the article the features of soft brick moulding and its application in the architecture of cities. The main requirements for cladding materials. The main scope of brick with decorated surface and the examples. Described colors the most commonly used bricks. Conclusions about the popularity of this type of material in contemporary architecture.

Keywords: facing bricks, soft molding, design, architecture, opoka-like raw materials.

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UDC 623.4.012

G. R. Valieva

Kalashnikov Izhevsk State Technical University

INFLUENCE OF ERGONOMIC PROPERTIES OF GRIPS OF STANDARD SPORT PISTOLS ON TIREDNESS OF SHOOTER'S MUSCULAR SYSTEM

The maximum muscular force and static endurance of muscles holding a pistol were investigated. The advantage of using the modified grip in comparison with the serial one was established.

Keywords: sport pistols, orthopedic grips, maximum muscular force, muscle endurance.

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UDC 002**E. N. Tugolukova***Saint-Petersburg State University of Industrial Technologies and Design***CREATING A MODEL OF STUDENT PRINTED MEDIA**

The creation of a model of a student printed media is a process of layout, which takes into account the main factors of the readability of the publication. An important step in prototyping is the development of a modular grid. Such a grid is the basis for the layout of all the elements of the layout: the headline complex, the main text, signatures, illustrations and photographs. The dimensions of the modules of the grid, of all the elements of the layout must correspond to the results of mathematical calculations. The article proposes a method for calculating the sizes of layout elements for student media, as well as the results of research on the psychological impact of font design options on the consumer of the relevant target audience.

Keywords: mass media, printed edition, editorial and publishing process, layout, grid, module, size, font, student.

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UDC 677.025**T. K. Allamuratova, G. Kh. Gulyaeva, M. M. Mukimov***Tashkent Institute of Textile and Light Industry***NEW TECHNOLOGY FOR TWO-LAY KNITTING**

The article presents the results of research work devoted to the development of new types of double-layer knitted fabrics with reduced material capacity. New structures of two-layer knitted fabric with elements of missed wale stitch have been developed, which allows to reduce the consumption of raw materials during its production, as well as to improve the form-stability of knitwear.

Keywords: double layer knitted fabric, knitwear structure, production way, knitwear, missed wale stitch, cardigan stitch, material consumption.

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UDC 72.04

T. Yu. Chuzhanova, K. D. Smirnova

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THE DEVELOPMENT OF THE NATIONAL RUSSIAN STYLE IN THE PROJECT OF THE CHURCH OF THE RESURRECTION OF CHRIST

The article examines the architectural and compositional solution of the Church of the Resurrection of Christ (A. A. Parland) on the example of the decoration of the facade and interior.

Keywords: Church of the Resurrection of Christ, Spas-on-the-Blood, Parland, Russian architecture, mosaic.

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UDC 76.03

M. V. Asalkhanova, S. A. Klubnikina

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NATIONAL MOTIFS IN THE ORNAMENTAL WORKS OF LUBSAN DORZHIEV

The article explores the ornamental national heritage of the Buryats, reveals its features. Of particular interest is the work of the Buryat artist L. Dorzhiev, his sketches for painting, realized later in industry and applied art; variations of traditional ornamental motifs, having an independent artistic value, a synthesis of tradition and modernity. Separate attention is paid to several of his works.

Keywords: art of ornament, Buryat ornament, Lubsan Dorzhiev, national motives, traditions, technologies, modernity.

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UDC 7.02

E. N. Maksimova-Anohina, A. G. Bezdenezhnykh, N. A. Zaeva

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ANALYSIS OF THE IMAGE AND FORMS OF COLORS IN ART AT THEIR IMAGE

Out a constructive analysis of a variety of shapes and colors, analyzed images of flowers in art, starting with Ancient Egypt. Discusses the techniques of image and styling of the image colors in the murals, architecture, icon painting, jewelry and folk art, the paintings of different artistic movements and eras.

Keywords: symbol, stylization, constructive picture, image, epoch, composition, painting, folk art, jewelry, still life.

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UDC 75.03

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ARTISTIC CRITICISM OF THE "VANISHING REALITY IN ARTWORK BY A. L. LAKTIONOV (ON THE MATERIALS OF THE ALL-UNION EXHIBITION 1952)

In this article, the specifics and motivation of the criticism of AI's creative method are revealed. Laktionova on the example of the most discussed work "Moving to a new apartment" (1952). In the research literature creation by A. L. Laktionov is sufficiently represented, but not fully covered the issue associated with criticizing his work. The article deals with the concept of «vanishing reality» and the terminology applied to it. The author turns to this critical assessment of his work, attracting new materials from the book of the reviews of the All-Union Exhibition of 1952,

allowing to expand the range of critical assessments of the creative manner of the artist.

Keywords: A. L. Laktionov, soviet painting, Russian art, All-Union exhibition, a new way of life.

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UDC 74.01/.09

T. Yu. Chuzhanova, A. V. Pavlova

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THE GOLDEN TREASURE OF RYAZAN IN ARCHEOLOGICAL PAINTING: “RESPECT FOR THE IMAGES THAT BEQUEATHED TO US BY OUR ANCESTORS...”

The finds of the Ryazan treasure in the form of golden decoration-barm, presented in the archaeological painting of F. Solntsev are analyzed.

Keywords: gold, jewelry, barmy, archeological painting.

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UDC 74.01/.09

L. T. Zhukova, L. G. Kukhi

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CHOKER AS STYLISH AND FASHIONABLE DECORATION FOR NECK

The analysis of the consumer market of jewelry for the neck. The characteristic of chokers on a form and a type of materials is presented. An artistic image of a fashion accessory with high aesthetic properties has been developed.

Keywords: neck accessory, fashion, art, style, trends, choker.

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UDC 7.02:51–78

V. L. Zhukov, V. S. Tokareva

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THE PHENOMENON OF CONVERGENCE OF MATHEMATICAL AND COGNITIVE MODELLING IN CO-EVOLUTION GEOMETRY IMAGES OF OBJECTS OF DESIGN

Showing new approaches in research methodologies in the domain of design objects and its CoEvolution at the intersection of Arts and Sciences, which provide NBIC convergence. Study of modern design objects Imaging objective scientific methods in conjunction with information technology makes it possible to use the phenomenon of fundamental principles of the law of synergy.

Keywords: VKIDS, image, mathematical and cognitive modelling, attractor, fractal, the phenomenon of modernism, designer, jewelry.

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UDC 687.1

**I. A. Petrosova, M. A. Guseva,
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3D DESIGN OF EXTERNAL FORM AND CONSTRUCTIONS OF SEWING PRODUCTS WITH HIGH ANTHROPOMETRIC CONFORMITY OF THE FIGURE

The article describes the process of designing garments using computer vision systems. Three-dimensional models of the body of a person with limited abilities and an external form of a model of a rehabilitation product have been studied, a reliable development and construction of a bag for legs has been obtained.

Key words: anthropometric information, design of sewing rehabilitation products, 2D and 3D parametric design, covers for wheelchairs, 3D scanning with Kinect sensor.

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CLASSIFICATION OF SIGNS OF GRAPHICAL USER INTERFACE

The article deals with graphic signs created in the electronic communication, signs are classified according to visual characteristics, type of implemented communication and the field of use.

Keywords: sign, icon, visual image, classification, graphical user interface, software, brand, Internet.

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