

## SUMMARY

UDK 687. 016

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### **THE SYSTEM OF PROJECTIVE AND CREATIVE METHODS IN THE FORMATION OF PROFESSIONAL COMPETENCES OF STUDENTS (THE EXAMPLE IS OMSK SCHOOL OF FASHION DESIGN)**

*In this article reflected characteristics of the design techniques used in the training process of students the Design direction, Costume Design profile. These characteristics influence on interdisciplinary links and formation of common cultural and professional competences. The authors consider the problem of the relevance of studying the system of design and different creative methods. The objective of study is improvement of design activity of the future designers.*

**Keywords:** project, design actions, creative, analytical, combinatory methods, shaping, module.

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UDK 766 (051.055.2)

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### **INTERTEXTUALITY IN THE ART-WORKS OF MODERN FASHION ILLUSTRATOR FRAN OIS BERTHOUD**

*The article is devoted to the problem of intertextuality in modern fashion illustration. François Berthoud was chosen as an example of the interference of the art and fashion illustration, because his work spans many style's interpretations of art of the past and present, in addition, his individual style consists of old techniques, successfully united with the latest technology. In the article applied the comparative method of specific works of art with Berthoud's illustrations.*

**Keywords:** intertextuality, fashion illustration, style, technique, technology.

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UDK 355.141:687.442[069:358]

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### **HELMET FROM THE COLLECTION OF THE MILITARY HISTORICAL MUSEUM OF ARTILLERY, ENGINEER AND SIGNAL CORPS: CONCERNING ITS THE DESIGN AND MANUFACTURING TECHNIQUES**

*The hypothesis presented in this article arose from necessity to revise the dates and the ethnicity of the helmet from the museum collection. While studying the design of the helmet we had a chance to compare it with the latest discoveries made in the territory of the Russian Federation. During the comparison, characteristic features of combat cap of the group in question were revealed.*

**Key words:** ethnicity of helmets, forging, museum exhibition.

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**UDK 687.01**

**J. J. Firsova, M. I. Alibekova,  
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**BIONIC OBJECT AS A SOURCE OF  
SYSTEMS INTERACTION «SILHOUETTE-  
STRUCTURE-FORM» IN CLOTHES  
DESIGN**

*Design of new forms gets lot of ideas from nature today, because it presents ideal alliance of rationality and conciseness. Using natural forms in art and design has own traditions, patterns and principles.*

*Keywords:* transformation, clothing, art of modeling.

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**UDK 74**

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**ELEMENTS OF RUSSIAN STYLE  
IN MODERN CLOTHES**

*Analysis of styles of clothes. Identification of the main methods of creating the costume. Using elements of styles in the collections of modern designers.*

*Keywords:* database Elements of Russian style, modern clothes, patterns and designs, ethnic style, Russian constructivism, ecological style, retrospective and historical styles, targeted advertising.

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**UDK 692.6:721.012**

**M. S. Kukhta, R. I. Solovev**

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**COMPREHENSIVE APPROACH  
TO DESIGN QUALITY CONTROL**

*In this article is presented the results of research on expert methods in design quality control, based on objective data. Principle of expert evaluation method work and use is considered as important design stage. Variants of design objects visual perception analysis by means of organism's sensory reactions registration and also comprehensive approach to design quality control are proposed.*

*Keywords:* expertology, expert evaluation method, design quality control, visual perception, sensory reactions of organism.

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**UDK 7.02**

## V. L. Zhukov, E. A. Leonova

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### DESIGN AND STUDIES OF THE COMPOSITION AND TECHNOLOGICAL SOLUTIONS IN THE DEVELOPMENT OF THE SURREALISTIC TENDENCIES IN THE SUBJECT AREA OF DESIGN BY THE MOTIVES OF THE CREATION OF SALVADOR DALI

*Is carried out work on the introduction of the concept of the simulation of the means of the object of design with the study the subject area of the objects of design in the cluster of the artistic styles, been surrealism and dadaizmom.*

**Keywords:** concept, cognitive thinking, means, mivarnost, the design.

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## UDK 745/749

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### THE CREATIVITY OF MODERN FASHION ILLUSTRATORS IN DESIGN

*The article is devoted to activities of modern fashion illustrators in design. The article described the peculiarities of the development of fashion illustration in design; identified technological and other prerequisites for the development of creativity of fashion illustrators in design in the late XX — early XXI centuries; given artistic and stylistic characteristic of the works of leading illustrators, have been working in design; developed guidelines of the study of fashion illustration in design.*

**Keywords:** fashion illustration, design, style, styling.

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## UDK 623.4.012

### M. M. Chernykh, G. R. Sadykova, M. E. Dravunov

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### SPORT PISTOLS GRIP ERGONOMIC

*In terms of MP-46M pistol the possibility of sport air pistols grips ergonomics improvement is considered, and comparison with foreign analogues is done.*

**Keywords:** ergonomics, shooting sports, anatomical grip, hand, pistol, grasp.

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## UDK 7.012:001.891

### N. V. Chouprina, I. A. Shvec

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### NON-LINEAR PRINCIPLES OF FORMBUILDING OF SUIT AS AN OBJECT OF FASHION INDUSTRY

*The conception of non-linearity in formbuilding of fashion objects, based on interpretation of methodological principles of deKonstruktivism, bionics and other trends of*

design, is described. It is confirmed, that methodology of non-linear formbuilding can be examined as alternative system of universal principles of development of fashion standards, for their further realization by fashion industry and distribution in modern consumer society.

**Keywords:** fashion industry, fashion tendencies, fashion standard, non-linearity, transformation, deKonstruktivism, kinetics, fashion product.

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## UDK 677.8

**O. Yu. Baskova, T. Yu. Diankova,  
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### INFLUENCE OF PREPROCESSING ON QUALITY OF COLORISTIC FINISHING OF FABRICS BASED ON HEAT-RESISTANT FIBRES

*The idea of using technologies of digital computer printing and final finishing, methods of color measurement and dyeing color forecasting fabrics made of polyparaaramid and polyoxadiazole fibers with highest physical-mechanical properties and thermal characteristics. Efficiency of preliminary processing for increase of consumer properties of a textile material is shown*

**Keywords:** poly-para-aramid fibers and polyoxadiazole, high-strength, heat-resistant fabrics, printing.

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## UDK 07.646:93

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### THE HISTORY AND DEVELOPMENT OF SPORT TYPES OF CLOTHES IN THE TIMES OF THE RUSSIAN EMPIRE

*The article is dedicated to the history and development of the main types of sport costume in Russia in the period of 1850s to 1917. On the basis of the archival materials, memories and diaries the author analyses these types of clothes and traces their connections with the civil fashion of Russia.*

**Keywords:** fashion, Russian Empire, clothes, tennis, swimming, horse riding, active leisure.

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UDK 74

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«THE CLOTHES, CUT BY INDIVIDUAL FOR INDIVIDUAL INDIVIDUALLY» OR MEETING WITH SAVILE ROW

The article is dedicated to the specific of suit creation art by order for individualspecific «bespoke» in the context of formation and English classical style historical development in suit. The resources for investigating the suits modelling techniques are the companies of the famous London street Savile Row: Gieves& Hawkes, Huntsman, Dege & Skinner and Henry Poole & Co.

Keywords: classical style in suit, «bespoke»-sewing, form, cutting.

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UDK 008+687.01

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THAYAHT'S TUTA: ITALIAN FUTURISM IN FASHION DESIGN

The paper explores the influence of Futurism on fashion and the origin of the tuta and. Tuta, a 'universal' one-piece garment was created in 1919, by designer and artist Ernesto Michahelles (Thayaht) who was inspired by the concepts of simplicity, functionality and reproducibility. Tuta was an universal overall that was designed to satisfy demands of population in cheap and functional clothing after the World War.

Keywords: tuta, fashion of the 20s, Italian futurism, overall, Ernesto Thayaht.

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UDK 76.03/.09

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THE VYG-LEKSA COMMUNITY AS THE BIGGEST OLD BELIEVERS' POMORIAN SCRIPT STYLE TRADITION'S BOOK CENTER

The article examines the history of creation of book manufacturing in the Vyg Old Believers' hermitage. The script school, it's characteristic features, development processes are being examined. Stylistic methods' basics, technologies and artistic properties. The formation of Pomorian artistic style on Vyg as the center of Russian North book art traditions.

Keywords: The Vyg community, Pomorian art style, script school, ornament, manuscript.

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#### UDK 791.44.02

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#### ANALYSIS OF EXISTING STEREOSCOPIC SYSTEMS AND PROSPECTS OF DEVELOPMENT OF 3D-TECHNOLOGY IN CINEMA

*The article examines the history of the development of stereoscopic cinema, analyze danaglyph, shutter, polarization, and other methods of 3D-technology, as well as auto-stereoskopicheskie, volumetric and holographic<sup>3</sup>D displays.*

*Keywords:* stereoscopic cinema, 3D-technology, three-dimensional image of the stereoscopic, stereo, 3D-displays.

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#### UDK 685.3.002.5

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#### DEVICE SPECIAL ANATOMICAL BOXES

*The analysis of the position of the foot in a digital method of measurement of the ankle. A device special anatomical bed with strain gauges located at the top of the relief surface, which allows you to set man in anatomically correct position at various angles of heel and toe lift parts and forces the body to define the center of the subject. The possibility of using the device special anatomical bed with digital measurement method ankle. Describes the position of the human body in a digital ankle Measurement using paired lodges. Suggested ways to improve the digital method of measurement of the ankle in CAD/CAM systems. Described further ways of using the results obtained digital data.*

*Keywords:* device special anatomical bed, 3D-scanner, digital measurement, tenzodatchki, digital measurement method ankle.

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#### UDK 535.62

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#### IMAGE COLOR ENCODING WITH THE USE OF PRINCIPAL COMPONENT ANALYSIS

## ■ summary

*The set of reflectance spectra is approximated with the use of PCA. Measured and reconstructed spectra are compared by  $\Delta E$  color difference criterion. Principal Components number sufficiency, their calculation and coefficients encoding issues are discussed.*

**Keywords:** reflectance spectrum, colorimetry, principal components, color difference.

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### DIGITAL WAY OF MEASUREMENT OF THE ANKLE

*The analysis of traditional methods of measurement of the foot. The possibility of using 3D-scanners for the measurement of the ankle. A description of the method of constructing digital pads in modern CAD-systems. Suggests ways to improve the method. Described further ways of using the results, the method of constructing digital Shoe Shine.*

**Keywords:** 3D-scanner, contactless measurement, a method of constructing a digital pad.

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### UDK 338.46

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### DEVELOPMENT DIRECTION OF ADMINISTRATIVE DECISIONS SERVICES VIDEO SERVICE ORGANIZATIONS IN THE INSTABILITY OF THE ENVIRONMENT

*The main methodological approaches to addressing the effective functioning of organizations to provide video services in an uncertain market.*

**Keywords:** video services, effective management, monitoring market conditions, crisis management, unstable market.

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### PRODUCTION AND MARKETING ACTIVITY OF THE SEWING ENTERPRISES AND THE FACTORS HAVING IMPACT ON IT

*The article deals with the current state of the domestic market of garments, the concept of marketing activity taking into account specifics of the sewing enterprises is added, the factors of the external and internal environment influencing on the production and marketing activity of the sewing enterprise are given. A certain sequence of an assessment of factors of influence from the point of view of use of tools of the mathematical analysis is considered*

**Keywords:** sale, sewing enterprises, production, fashion, factors of the external and internal environment.

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