

Summary

M. B. Esaulova

DESIGNER OF THE FUTURE IN INDEPENDENT RESEARCH

Introduction to the process of higher education professional designers and pedagogical training, organized on the basis of the three positions in research practice, ensures the effectiveness of follow-up of designers at combining technical creativity and aesthetic education of professional personnel for the development of practical design.

Keywords: vocational and teacher training, teaching practice for future design, research, three positions in the self-researcher.

E. A. Maralova

DESIGN AND FORMATION IN THE DEVELOPING CONTEXT OF RATIONALIZATION OF ACTIVITY

The substantiation of possibility of interosculation of principles of the general and design formations is a serious methodological problem; the conceptual generality to these interactions is given by orientation and design, and formation on the person: formation and design interfere with human life, influence it everyone the means, causing social actions, changing mentality of the person.

Keywords: design, formation, methodological combination, formation rationalization, activity.

D. A. Galun

COLOR IN VISUAL MERCHANDISING

The article considers the importance of color in visual merchandising. The basic aspects of color theory, their use in the practice of the visual presentation of garments.

Keywords: visual merchandising, color, color, contrast and combination.

**V. L. Zhukov, V. V. Zhukov,
A. V. Mezhenin**

GENETIC ALGORITHMS IN THE OBJECTS OF THE DESIGN

The article examines the use of genetic algorithms to solve the problems of creative design. Decision-making in uncertain and fuzzy environment, the solution of optimization problems of large dimension.

Keywords: design, the object of design, the genetic algorithms.

N. I. Natus

THE ANALYSIS OF FONT ADVERTISING IN THE CITY ENVIRONMENT OF SANKT-PETERBURG

In article kinds of the fonts applied in the outdoor advertising are revealed, the analysis is made and the conclusion is drawn on their conformity to the architecturally-town-planning environment of St.-Petersburg. In chronological sequence the history of development of fonts in Russia, found the application in the outdoor advertising of St.-Petersburg is considered.

Keywords: the outdoor advertising, aesthetic perception, a font, a composition, harmony.

E. K. Nikitina, A. M. Kiselev

ERGONOMIC DESIGN IS A IMPORTANT PART OF THE SOCIAL ENVIRONMENT OF MAN

The historical development of ergonomic design is indicated. The estimate his meaning in theory and practical of design are given. The role of ergonomic design for the man and his learning are examined.

Keywords: design, ergonomic design, technology, quality, social environment.

**E. I. Pomazkova, I. A. Slesarchuk,
I. V. Abakumov, N. V. Shchenikova**

DESIGNING OF THE SCHOOL CLOTHES FORMING THE NORMAL BEARING

The urgency of working out of a design of school clothes forming a correct bearing of children of younger school age is considered. Formoobrazovanie models of clothes it is reached at the expense of constructive and technological decisions. Requirements are developed for projected model, the rational package of materials is defined.

Keywords: School clothes, child, bearing violation, statiko-dynamic stereotype, universal model, working pose, relief seams, glutinous materials.

L. A. Terskaya

FUR TRIM CLOTHING DESIGN METHODS

The article deals with the question of classification methods of design and manufacturing techniques to finish fur garments from various materials as an essential condition for enhancing technological capabilities, manufacturer of clothing to enhance its competitiveness in the market.

Key words: fur trim, methods of design, technology of fur, decoration, fur fabric.

**A. G. Makarov, G. J. Slutsker,
O. B. Terushkina, N. V. Drobotun**

**PHYSICAL ANALYSIS KINETICS CREEP
OF MONOTHREADS OF PP AND ПVDF**

From the physical analysis kinetics creep of mono-threads of PP and ПVDF of is carried out. and characteristics of elementary events (U_0, γ) are received. These characteristics will be used by comparison of viscoelastic properties mesh endoprosthesis in comparison with threads.

Keywords: monothreads of PP and ПVDF, mesh endoprosthesis.

Z. Usenbekov, N. J. Seitova

**DEVELOPMENT OF METHODOLOGY
STUDY OF THE STRUCTURE OF HIGHLY
ELASTIC KNITTED FABRICS**

This article presents a method of studying the structure of elastic materials in the products of the equilibrium and deformed state. The method is based on the study of highly elastic texture of canvass prints at the equilibrium and deformed state. Determination of the structural characteristics of highly elastic fabrics is performed with using multimedia medium.

Keywords: structure of highly elastic materials, imprint texture loop, height ninge, pitch diameter of the thread series.

**A. G. Makarov, M. A. Egorova,
N. S. Zurahov, A. V. Fomina**

**DEFINITION OF ANALYTICAL
INTERRELATION NORMIROVANNYKH OF
RELAXATION AND DELAY KERNELS IN
VISCO-ELASTICITY'S LINEAR THEORY
OF POLYMERIC MATERIALS**

On the basis of application of mathematical model of a linear visco-elasticity of the polymeric materials using as relaksatsionny and late function of Kolraush the version of the approximate analytical solution of a task about resolvent the defining integrated equations of processes of a relaxation and creep of polymeric materials is offered. The received result allows to count parameters of process of a relaxation on parameters of process of creep and, on the contrary, for a wide class of the polymeric materials possessing linear viscoelastic properties.

Keywords: visco-elasticity, polymeric materials, relaxation, creep.

S. V. Burinskiy, E. I. Turkin

**THE COMBINED SORBENT OF
ORGANIC SUBSTANCES FROM WATER
ENVIRONMENTS**

The filtering combined sorbents of disposable use on the basis of kostochkovy absorbent carbon and and bleached cellulose which are capable to take from water environments organic impurity (to 60–70 mg/g) are created, and they are offered for using in small-sized filtering modules instead of the granulated active coals.

Keywords: the combined sorbents, cellulose, kostochkovy absorbent carbon, metilenvy blue, organic impurity, small-sized filtering modules.

E. A. Sergeeva, Y. A. Bukina

**CREATING A NANOMODIFIED KNITTED
MATERIALS WITH ANTIBACTERIAL
PROPERTIES BY NONEQUILIBRIUM
LOW-TEMPERATURE PLASMA
MODIFICATION**

One way of production knitted materials with uniformly distributed fixed and stable silver nanoparticles in the surface layer of material is modification of fibers properties using low-temperature plasma treatment. Effect of plasma treatment on the hydrophilic properties of knitted materials is analyzed. The possibility to obtain antibacterial materials by plasma treatment of knitted materials is presented.

Keywords: Modification, plasma, knitted material, processing, capillarity, surface, silver nanoparticle.

L. R. Musina, M. F. Galikhanov

**THE ELECTRET PARAFFIN CORRUGATED
CARDBOARD**

In this article the rational and research results of characteristics of corrugated cardboard and its components with surface treatment with a mixture of saturated hydrocarbons were presented. The possibility of improvement mechanical and adhesion properties of corrugated cardboard under the influence of electret effect was considered.

Keywords: liner, corrugated cardboard, paraffin, ceresin, electretting,

T. Y. Jeltoukhova, L. T. Zhukova

DESIGNING A TECHNOLOGY FOR DECORATIVE PICTURES OF METAL MODULE ELEMENTS

Considered a fulfilment technology of decorative panels on fibreboard, and creation on this surface a raised artistic image of metal modules, thin stone slabs and fraction materials of coloured minerals.

Keywords: design, interior objects, metal module, surface texture.

A. A. Chichev, A. A. Sukmanov, V. I. Goldfarb

ANALYSIS OF AESTHETIC AND TECHNOLOGICAL PROPERTIES EXOTIC WOOD USED IN THE MANUFACTURE LAMPS

The paper analyzes the main criteria for selection of exotic wood in the manufacture of lamps of various designs.

Keywords: exotic wood, design, lighting.

N. V. Yakutina, A. V. Artemov, O. G. Lyubskya

ADVANTAGES OF CLOTHES AND FOOTWEAR FROM FLAX IN EQUIPMENT OF THE SPECIAL CONTINGENT WORKING IN HERMETIC OBJECTS

Results of researches mediko-hygienic and sorption properties of flax and materials containing flax are resulted and conclusions are drawn on advantages of use of flax in clothes and footwear of the special contingent working in hermetic objects.

Keywords: flax, clothes and footwear from flax, mediko-hygienic characteristics, sorption properties.

A. M. Ignatova, M. M. Chernih, M. N. Ignatov

«ETHNOFUTURISM» — A NEW DIRECTION MODERN ART, HOW TO PASS THROUGH THE SPIRIT ARCHAIC MODERN MATERIAL — STONE CASTING

The article describes the material is of theoretical and analytical studies that prove that in the extant samples of folk material played no less important than the story works. With the choice of material ancient architects designated cultural value of the product, as evidenced by the examples of finds CCD. This observation is the basis of the vision ex-

pressed by ethnofuturism, which consists in the fact that by choosing different materials for their works can emphasize the connection of past and present, material and spiritual, earthly and unearthly, urban and natural.

Keywords: ethnofuturism, Perm animal style, stone molding.

I. A. Orlov

THE HISTORIOGRAPHY OF RELIGION GOTHIC BY OCCITANY

The author analyzed the theoretical concepts of Gothic church in Occitany and South France XIII–XIV. In rich amendments to the article the author describes social-ideological context of the period of church construction and its character.

Keywords: gothic church, Occitany, South France, idea, creative concept.

E. S. Chuprunova

ROMANTIC NATIONALISM IN THE WORKS OF «THE FOUR» DESIGNERS

The article describes the manifestation of romantic nationalism in the art of group «The Four» (Ch. R. Mackintosh, F. McDonald, M. McDonald, H. MacNair).

The article is not intended to analyze projects of leader Charles R. Mackintosh, but draws attention to the works of other «The Four» members.

Keywords: art nouveau, Glasgow School, romantic nationalism, interior design.

E. M. Glinternik

RUSSIAN APPLIED GRAPHIC WORK FROM XVIII THROUGH MID — XIX CENTURY AS EARLY HISTORY TIME PERIOD IN NATIONAL GRAPHIC-DESIGN

The paper discusses the inception, and development of Russian graphic design. It covers early stages in graphic design from XVIII until mid — XIX century; the analysis reveals the early forms of published circulated graphic production; specific examples illustrate the aesthetic features of Russian applied graphic work characteristic of the discussed time period. Involving materials from the St. Petersburg Archival Branch of the Russian Academy of Sciences provides solid scientific basis for expanding the chronological boundaries in the research of the inception and development of Graphic Design in Russia.

Keywords: applied graphics, graphic design, history of graphic design, Russian art of the XVIII century.

O. A. Pechurina, K. A. Djavadyan

THREAD, WEAVING, AND DRAPERY AS ELEMENTS OF THE FAMILY AND GENERIK CULT

The article explains symbolical value of thread, spinning, weaving, and drapery in ancient people's traditions originating from the cult of the ancient Mother-Goddess and relic technologies of manual weaving. Basing upon the results received, the authors explain symbolical value of draped clothes of Greeks, Romans, ancient Indian tribes, Etruscans, and Ancient Egyptians, as well as their relation to the family-generic cult.

Keywords: Neolithic culture, family-generic cult, weaving, thread, spinning, drapery, Indo-Europeans, Greeks, Romans, ancient Indian tribes, Etruscans, Ancient Egyptians, Egyptian funeral cult, sari, gimation, toga, peplos, tunica, pallium.

V. S. Kudryashov

THE ANALYSIS OF THE ECONOMIC DEVELOPMENT OF EUROPEAN COUNTRIES BASED ON CLUSTER APPROACH

The urgency of topic's research is caused by dynamic development of European economics by using the method of partnership's development between government, business and science based on clustering approach. Studying this method is useful for economic development of individual regions and the Russian economy as a well.

Keywords: cluster, economy, development of the industry, innovation, promising industries, integration, advanced technology.

O. D. Tatarinov

EVALUATING THE EFFECTIVENESS OF LABOR DESIGNER DESIGNER CLOTHING COMPANIES IN THE BALANCED SCORECARD

The paper describes a model of performance evaluation of staff. The problems of existing techniques, and the necessity of comprehensive and systematic approach to the characterization of the level of efficiency of staff. To develop such a technique suggested the use of balanced scorecards. We consider the performance indicators of labor designer-constructor in the balanced scorecard.

Keywords: labor, efficiency, strategy, vision, an indicator staff.