

SUMMARY

UDC 74

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ELEMENTS OF THE ETHNIC DESIGN IN EDUCATIONAL SYSTEM IN THE AMUR REGION

The article presents Evenks traditional costume and its influence on the ethnic clothes design in the system of teaching of the regional element.

Keywords: Evenks, traditional costume, system of teaching, clothes design.

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UDC 37

T. R. Mkrtchyan, E. U. Taranenko

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USING A PROCESS APPROACH IN THE MANAGEMENT OF THE QUALITY OF THE EDUCATIONAL PROCESS

Developed the technology implementation process approach in educational management at the university. Developed algorithm of process steps of the university quality management of educational services. The basic principles used in the development of work instructions, implementation of the process approach in the organization of the educational process at the university.

Keywords: quality of educational services, management, process, process approach, efficiency, quality criteria, the effectiveness of the process.

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UDC 74.01/.09

A. E. Bochko, P. N. Beschastnov

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SAILOR THEME IN THE DESIGN OF CHILDREN'S TEXTILES

The article presents children's sailor-style costume history from the middle of 19 century to present day and illustrates current trends in sailor theme and marine motifs applying for children's textiles.

Keywords: sailor style, sea theme children's costume, textile patterns, stripes, vintage style.

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UDC 658.512.23

A. Yu. Demshina

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DESTINATIONS INTERPRETATION THE COSTUME PEOPLES OF THE FAR NORTH IN CONTEMPORARY FASHION

This article discusses and theoretically substantiated the main directions of interpretation of the traditional costume the peoples of the north in modern fashion. For today there are a number of directions update of the traditional costume in fashion: the use of forms and cut in traditional costume fashion collections, the use of traditional fabrics and their production technology, the use of colors characteristic of ethnics, the use of ethnic patterns in the contemporary way redefining accessories and additions to traditional costume actualization of ethnic themes in the context of theater, fantastic aesthetics. On the analysis of specific collections of Russian and foreign designers, and demonstrate the importance of particular ethnic trends in modern fashion.

Keywords: traditional costume of the Far North, the ethnic trend in fashion, postmodernism, modern fashion, Russian designers.

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UDC 7.02

V. L. Zhukov, O. S. Druromskab

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INFORMATION SUPPORT OF ACCESSORY-TRANSFORMER IN ETHNIC STYLE IN THE GENRE OF «RAINER»

View ethnic artistic style in the genre of «Rainer» as a historical category (Japan, China) in the development of accessory-transformer system in the form of cognitive models with structural features and all internal links to a variety of complex approach to solving problems and detect patterns made of still the style's evolution in design.

Keywords: ethnic style, design, jewelry, information technology.

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UDC 74.01/.09

E. Bochko, P. N. Beschastnov

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TARTAN PATTERNS IN THE DESIGN OF CHILDREN'S TEXTILES

The article presents a history of tartan patterns in children's costume from 19 century to present day and illustrates current trends in children's tartan-style textiles.

Keywords: children's costume, textile design, tartan patterns.

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UDC 67.02

Gudelaytis, E. Sisfontes, L. Zhukova

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COMPARATIVE ANALYSIS OF TRADITIONAL AND MODERN METHODS OF MANUFACTURING AND REPRODUCTION OF FILIGREE PRODUCTS. INNOVATIVE METHODS TO OBTAIN FILIGREE ORNAMENT OF HIGH QUALITY

A review of processes, equipment and materials for traditional and modern methods of production and reproduction of filigree products were held. The main results of the experimental work of reproducing filigree ornaments using additive technologies were demonstrated. We propose a method of mechanization technology of filigree products through the development of an accessory for bending wire of various types.

Keywords: filigree, jewelry, ornamental compositions, additive manufacturing.

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UDC 677.025

E. GRIGORJEV, T. A. STRANADKO

THE OBTAINING OF FLOCKED PATTERNS ON KNITTED GOODS

The paper is devoted to the technology of flocking the patterns on knitted goods. Flocked pattern was fixed on the different knitted structures. The extensibility of knitwear with flocked pattern was investigated also.

Keywords: flocking, knitted structure, extensibility.

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UDC 677.024:677.017

B. M. PRIMACHENKO

SIMULATION OF STRUCTURE FOR NETS OF PET THREADS

Presents simulation of structure for nets of PET threads for paper industry. As a result of realization of models the following parameters can be defined: co-ordinates of threads arrangement in structure; increment in length and deflections of threads; thickness of net; linear, superficial and volume filling with threads; superficial and volume porosity; area and volume density.

Keywords: model, simulation, net, structure, PET threads.

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UDC 72.025.4

N. G. Lukyanova, L. T. Zhukov

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PROBLEMS OF SELECTION OF WOOD MATERIALS AT RESTORATION OF MONUMENTS OF WOODEN ARCHITECTURE

Questions of restoration of monuments of wooden architecture are considered. The problem is noted and the reasons of absence of complete perception of the building upon completion of restoration works are analysed.

Keywords: wooden architecture, restoration, color, in-voice and texture of wood.

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UDC 623.4.012

G. R. Sadykova, M. M. Chernykh, M. E. Dragunov

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THE SIZE RANGE FOR SPORT AIR PISTOLS ANATOMICAL GRIPS

The size range is designed for sport pistols anatomical grip at the article according to the statistical analysis of hands experimental data measurements.

Keywords: sport air pistol, anatomical grip, size range; indifference interval.

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UDC 658.512

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METHODOLOGICAL BASES OF DESIGN GROUND TRANSPORT ROBOTS

This paper discusses methodological bases forming ground transport robots: typology forms; factors shaping; dependence on the type of informative form robot shape; shaping algorithms in accordance with the method chosen design.

Keywords: design, robotics; vehicles, classification; methods, shaping.

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UDC 003.349

A. N. Kislitsyna, M. R. Kuznetsova

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SLAVIC WRITING AND ART FURNITURE OF HAND-WRITTEN BOOKS INITIALS: HISTORY AND MODERN DESIGN DECISIONS

In article value of creation by Cyril and Methodius of the Slavic writing which has been the beginning of development of written culture and book business in Ancient Russia is considered. Problems of specifics of writing of initials in hand-written books are in detail discussed. Experience of creative reconsideration the Cyrillic of founts and the initials, embodied in a series of graphic works of modern designers is presented.

Keywords: slavic alphabet, old russian writing, initials of hand-written books of Ancient Russia, design of founts and initials.

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UDC 74

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Presidential library of B. N. Yeltsin, St. Petersburg

PRE-TRAINING MULTIMEDIA PROJECTS

This article about stage of pre-training of multimedia projects. The author of article shows the tasks, forms and activities of works at all stages of a multimedia project. Particular attention is drawn to the formation of the technical task as a fundamental factor in the successful design and implementation of a multimedia container. The main advantage of the new model of multimedia design is the reduction of timelines for pre-design stage. A significant decrease in the cost and timelines for finding and creating methodological basis of project. Minimizing the number of working human resources, as a result lower financial costs aimed at the implementation of the project.

Keywords: multimedia, media design, projecting in media design.

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I. B. Abbasov, V. V. Orekhov

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COMPUTER SIMULATION OF INTERIOR CABIN AMPHIBIOUS AIRCRAFT «CHIBIS»

The article examines of computational modeling of salon interior amphibious aircraft «Chibis». Presented various concepts of layout the passenger salon. Design of interior objects is carried out into account ergonomic standards. For computational modeling of salon used graphical three-dimensional modeling system 3 ds Max. Modeling of objects provided method of Polygon Extrude. At shading of scene assignment materials are sub-object level. Is a scene realistic rendering an interior of salon amphibious aircraft.

Keywords: layout of the amphibian salon, ergonomics of salon, modeling interior of salon, passenger seat, shading of objects, rendering of salon.

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■ summary

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TECHNOLOGY FOR DEVELOPING INTERACTIVE CROSSMEDIA ELECTRONIC TEXTBOOK OF MATHEMATICAL ORIENTATION

This article provides a comparative analysis of electronic educational resources of mathematical orientation, outlines the main stages of the technology development of electronic manual of mathematical orientation on the example of the textbook on linear algebra, and also discusses the problem of representation of the mathematical formulas in html format.

Keywords: electronic textbook, design, user interface, software, the logical structure, multi-layered, interactivity, crossmedia, interface design.

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INVESTMENTS INTO THE HUMAN CAPITAL AT THE ECONOMY MICROLEVEL

Article is devoted to studying of investments into the human capital. Investments of firms into formation and development of the human capital at the economy microlevel are analyzed. The international comparisons are considered and recommendations about improvement of this process in Russia are made.

Keywords: person, human capital, assessment methodology, intellectual capital, information capital.

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AUTOMOTIVE CLUSTERS IN RUSSIA

This article examines the history of economic clusters and cluster policy modern Russia in the context of the automotive industry. Characterize the major regions of the automotive and produced plants lineup. Are the principal directions for the feasibility study of economic benefits from the use of clusters and suggests steps for the development of clusters in Russia.

Keywords: politics, innovation, GDP, cluster, auto industry, professional training, international integration.

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UDC 33

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INTEGRATED ASSESSMENT OF THE CORPORATE CULTURE OF VALUES OF PRESSURE ON ORGANIZATIONAL BEHAVIOR. OF THE CORPORATE CULTURE OF VALUES OF PRESSURE ON ORGANIZATIONAL BEHAVIOR

Developed the technology implementation of the corporate culture of the organization. A model of organizational behavior of employees, depending on the type of corporate culture. The technique used for the integrated modeling system pressure valuable indicators in the framework of the corporate culture of the organization in order to improve management of organizational behavior.

Keywords: management, efficiency, organizational behavior, corporate culture, model, pressure indicators valuable integral indicator.

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UDC 338

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INFORMATION AND COMMUNICATION TECHNOLOGIES IN ECONOMIC ACTIVITIES

The author maintains that there is no theoretical proof or empirical evidence of a specific efficiency of the so called new economy or knowledge economy as it was maintained at the turn of the century and is sometimes maintained today as for the internet economy and digital economy.

Keywords: new economy, knowledge economy, internet economy, digital economy.

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**THE QUALITY OF HUMAN CAPITAL:
THE EVALUATION METHODOLOGY**

The article considers the issues of qualitative and quantitative evaluation of human capital. The author investigates the Genesis of the theory of human capital in various economic schools. On the basis of the critical analysis of various concepts justified the author's approach to the estimation of human capital and its separate structural elements, such as intellectual and informational capital.

Keywords: man, human capital, assessment methodology, intellectual capital, information capital.

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