

## SUMMARY

UDC 747–057.87:378:372.874

**D. O. Antipina**

Saint-Petersburg state university of technology and design

### **SPECIFIC OF TEACHING DRAWING FOR STUDENTS OF INTERIOR DESIGN FACULTY**

*This article is about actual problem of teaching academic drawing for students of interior design faculty. Analyse experience of architect and designers instruction of this discipline. Examine questions of academic drawing, mark peculiarities of it maintenance, specific of some tasks, approaches to educational drawing. In the end mean special lines of teaching drawing for future interior designers.*

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

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#### UDK 377.6

**K. A. Paramonova**

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#### **TO THE FORMATION OF COLLEGE STUDENTS' READINESS FOR EFFECTIVE LEARNING OF THE ART CYCLE DISCIPLINES**

*In this article is considered the significance of the readiness formation problem of future designers to learn disciplines of the artistic and aesthetic cycle. The author offers to include the integrated course in the curriculum of secondary vocational teaching future designers for decision of this problem. In the article the content of the readiness components in the context of research problems is specified and main stages of the experimental work on the readiness formation of college students for the development of the art cycle disciplines are described.*

**Keywords:** vocational education, training future designers, readiness, art cycle disciplines, integrated course.

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intercultural competence of students in higher education in the field of tourism on a regional geographic material sciences module]. SPb., 2011. 233 p. (In Russian).

#### UDC 377.6

**S. A. Gavrilenko**

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#### **STUDENTS' HOMEWORK AS A CONDITION OF FORMATION (DEVELOPMENT) OF THEIR PROFESSIONAL INDEPENDENCE**

*The article is devoted to a solution of the professional independence formation problem of students on classes at "Drawing with prospect bases". The author offers the possible solution of this problem by means of homework system. In the article concepts of professional independence are specified and the main stages of the experimental work on realization of the competence-based approach on the professional independence formation of students are described.*

**Keywords:** vocational education, professional independence, drawing, competences, competence-based approach, homework system.

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#### UDC 37

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#### **BASIC PRINCIPLES FORMATION OF CUSTOMER EDUCATIONAL SERVICES IN THE SPHERE OF DESIGN**

*This paper examines the main trends emerging in the modern system of business education in Russia. Reveals the main content of the concept of customer, focus business education programs. The specific character of the requirements to the level of customer service education, given that universities built software architecture design education.*

**Keywords:** customer orientation, educational services, business education, design.

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### UDC 34

#### S. V. Mirzoyan

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#### SOURCES OF DESIGN EDUCATION AND SAVING TRADITIONS OF TSUTR — LHU — LHPU — LVHPU — SPGHPA (THE FIRST HALF OF XIX — THE BEGINNING OF THE XXI CENTURY)

*It is told about the oldest domestic schools of design — Moscow, founded in 1825, Petersburg — in 1876, and also the third in Russia (in the Ukrainian region — in Kharkov) in 1869 that was caused by that this region was one of the largest centers of the industry of Russia. It is told about revival of remarkable traditions at the St. Petersburg school of design, and also about use of art heritage of the past — a combination of academism and innovation.*

*Keywords:* CSTD (Central School of Technical Drawing) of the baron Shtiglits, LAS (Leningrad Art School), LHAIS (Leningrad Higher Art and Industrial School), MHAIS (Moscow Higher Art and Industrial School) SPSAIA (St. Petersburg State Art and Industrial Academy), HHPA (Kharkov art and industrial institute).

### UDC 745.05.04

#### D. T. Gusova, T. V. Kozlov

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#### INSTRUMENTAL FUNCTIONS OF THE BRAND IN THE SPHERE OF THE MODE AND ADVANTAGE FROM THEM FOR CUSTOMERS

*Article is devoted to detection of the main, most significant functions of brands in the sphere of a mode. Detection of the basic instrumental functions of a brand in system of a mode allows to reveal advantages from use of brands for customers of fashionable goods.*

*Keywords:* mode, brand, functions, advantages, customer.

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### UDC 671.12

#### M. L. Sokolova, O. A. Zyabneva, S. V. Lobanov

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#### THE CHOICE OF THE DESIGN OF THE LOCKING MECHANISM IN THE PROJECTION OF EARRINGS

*In article the existing locking mechanisms of earrings are considered. The specified classification of locking mechanisms of earrings and recommendations to a choice of the locking mechanism, concerning a design, weight and material is given.*

*Keywords:* earrings, castle mechanism, jewelry.

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### UDC 929.6, 159.937.515, 646.4

#### D. A. Ermin, D. B. Kaliyeva

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#### INTERDISCIPLINARY APPROACH IN REASONS FOR THE CHOICE OF COLORISTIC DECISIONS OF CLOTHES

*The analysis of the principles of compilation of basic color combinations, and also the values associated with primary colors, which are worked out within different scientific disciplines and methodical approaches is carried out.*

*Keywords:* clothes, heraldry, primary colors, psychophysiology.

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#### UDC 745.05.04

**D. T. Gusova, T. V. Kozlov**

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#### **SIGN AND SYMBOLICAL STRUCTURE OF "BRAND" IN THE SPHERE OF FASHION**

*Article is devoted to semiotics research of structure of a brand. Identification of the sign and symbolical nature of a brand in system of fashion allows to reveal its main structure from the scientific point of view, and also gives the chance of fuller disclosure of system of its influence on culture and a choice of consumers.*

*Keywords:* fashion, artist, brand, semiotics, symbolics, significance.

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#### UDC 658.5.011

**O. V. Okunskaya, N. N. Sotnikov**

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#### **CONCEPT OF THE DEVICE AND DESIGN OF THE ENVIRONMENT OF AUTOMATIC SERVICE OF THE CLIENT**

*The method of realization of the machine gun of fast service of the client is offered. The way of functioning of the offered car is presented. Materials for its production are considered. The analysis of the restaurant and an institution using the car is carried out.*

*Keywords:* car, client, food, speed, service.

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#### UDC 745/749

**I. V. Nikolaev, L. T. Zhukova**

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#### **IMPROVEMENT DESIGN OF THE SURFACE OF ANODIZED ALUMINUM PRODUCTS**

*Reviewed by Anodic oxidation technology of aluminium alloy AMg6 to get a thick, porous, wearproof film. The absence of metallic luster, gives the surface appearance reminiscent of plastic or lacquer coating*

*Key words:* surface design, aluminium alloys, protective and decorative coatings, anodizing, electroplating.

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### UDC 338.45.01

**M. V. Chigirina, A. I. Lyubimenko**

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#### **FEATURES OF KEY ELEMENTS OF STRATEGY PRODUCTIONS OF TOYS ON BASE OF CONCEPTION OF SOCIAL MARKETING**

*In the article the features of the key aspects of the strategy of the subject, producing toys, based on consideration of the characteristics and trends of the Russian market of toys based on the hysteresis effect and the specific impact of the product on the formation of personality.*

*Keywords:* toy, concept, strategy, market niche, efficiency, segment, hysteresis.

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### UDC 7.02

**V. L. Zhukov<sup>1</sup>, V. V. Zhukov<sup>2</sup>, M. V. Nikitina<sup>3</sup>, D. V. Solov'jov<sup>3</sup>**

<sup>1</sup> St. Petersburg state university of technology and design

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#### **JEWELRY WITH THE INSERTS MADE BY THE FULLING PRESENTED BY HYBRID VISUAL COGNITIVE INFORMATION DYNAMIC SYSTEM “METAL — NONWOVEN FABRICS — OPTICAL — ELECTRONIC AND ELECTROTECHNICAL DEVICES”**

*Article is devoted researches by method of an elevationism of cognitive modeling of an image of object of design when developing the project of jewel as visual cognitive information dynamic system.*

*Keywords:* design, jewelry, hybridization, felt, light-emitting diodes, nanotechnologies, visual cognitive information dynamic system, minimalism.

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## UDK 677

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### METHODS AND TYPES OF PRINTING TEXTILE MATERIALS

*The classification of printing methods for various types of textile materials, a brief historical review of occurrence and development of art and printing, considered the technological features of mechanical and manual printing methods, the analysis of their shortcomings and advantages, the characteristic patterns for different types of printing and various types of textile materials.*

**Keywords:** printed cloth, vyboyka, the manner of flower, mechanical seal, fotofilmechat, filter, rotary printing, perforated cylinder, screen printing, sublimation printing, thermal transfer, digital printing, physical and chemical properties, Disperse dyes.

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### FEATURES OF THE TEXTURE LEATHER OF OSTRICH AND OBJECTIVE ASSESSMENT

*The article presents a review of international research on the texture of the front surface of semi-finished leather from the skins of ostrich, including the size, density and shape of feather follicles. It shows the influence of slaughter age, gender, weight and genotype ostriches on the*

*aesthetic properties of the manufactured skin. Describes development of method for the automated estimation of the texture of the material using the murusometric 3D-scanner.*

**Keywords:** texture, ostrich leather, 3D-scanner, aesthetic properties.

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**ON THE PHENOMENA  
OF COMPLEMENTARITY  
(NESEPARABELNOSTI)  
DESIGN THEORY**

*To study the problems associated with the metadisciplinary approach in the development of design theory on the basis of the fundamental laws of nature: the principle of complementarity of Niels Bohr.*

*Keywords:* neseeparabel'nost', social kumatoid, relay races, visual cognitive information dynamic system, relational tables, design, humanities and natural sciences.

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**SYSTEMATIC BASES  
OF OLD-RUSSIAN APPLIED SKILL  
(BASED ON THE EXAMPLE  
OF OLD-RUSSIAN EMBROIDERY)**

*In the article tone-graphic regularities and their value in the Old-Russian depictive and decorative-applied skill are examined (based on the example of church embroidery).*

*Keywords:* Old-Russian depictive and decorative-applied skill, Old-Russian embroidery, iconography, tone, tone-graphic regularities.

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**UDC 646.4, 355.14**

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**PERCEPTION OF IMAGES  
OF THE RUSSIAN MILITARY UNIFORM:  
SEMANTIC LAYERS CONCEPT**

*The article describes the concept of presence of semantic layers in the appearance of uniform. The article contains the eye-tracking experiment data and the analysis of the characteristics of image perception of the XIX century Russian military uniforms, using the capabilities of the technology.*

**Keywords:** semantic layer, visual perception, eye-tracking, eye-tracker, point of fixation.

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**THE RUSSIAN ARMY  
SLEEVE MARKS DECORATION  
IN XIX — BEGINNING XX CENTURY**

*The sleeve marks decoration were one of the important feature of the military uniform. They visualized the serviceman status marking out the old and experienced/capable soldiers of the general environment. Changes of the military service conditions had an effect /reflected on the sleeve marks decoration of the lower rank in XIX — beginning XX century.*

*Keywords:* military uniform, distinction, stripe, chevron, the employee over term, private.

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