

SUMMARY

UDC 687.01

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UNIFORM DESIGN FROM A POSITION IMAGE IDENTIFICATION: ANALYSIS OF PROJECT APPROACHES

Based on the analysis of the uniform market offerings, as well as using the method of visualizing customer requirements for the appearance of employees, problems associated with the controversial use of composition tools, including identity, that do not allow the consumer to unambiguously identify the type of activity were identified. The proposed solution in the form of «open» design.

Keywords: uniform, identification, identity, design, methodology, shaping, means of composition.

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UDC 74.01/.09

E. R. Keselan, M. L. Sokolova

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CRITERIA FOR ASSESSING THE OBJECT AT THE LEVEL OF EMOTIONAL DESIGN AND THEIR APPLICATION TO SOLVE ENVIRONMENTAL PROBLEMS

Emotional (intuitive) reactions of the consumer are related to the properties and characteristics of the product or

service. As a result, the design of products and services can be designed to bring the intended feeling into a person's life, to cause an appropriate reflexive reaction. The article proposes criteria for evaluating the design object at the emotional level.

Keywords: emotional design, color, psychology of perception, intuitive level of perception.

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UDC 658.512

K. S. Ivshin, S. V. Ovsyannikov

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INTERIOR DESIGN OF PUBLIC VEHICLES

The article describes the formation of a design solution for the interior of a public vehicle according to artistic methods and the structure of the color-texture solution for the interior.

Keywords: urban transport, color image solution, materials, form-building elements of the interior.

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UDC 658.512.23

E. V. Antipina

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SYSTEM OF DESIGN RESEARCH OF SERVICE PERSONAL ROBOTS

The article discusses the principles of creating a design research of service personal robots, based on the analysis of existing objects of service personal robots and in the sub-

sequent synthesis, expressed in the formation of groups of characteristics that influence the process of their shaping.

Keywords: service personal robot, information database, classification system, shaping, factors.

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UDC 745/749

E. A. Maltseva, V. Y. Piirainen

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GRAFFITI IN THE DESIGN OF THE MODERN CITY

The article deals with the synthesis of protest forms of marginal design, which was originally considered graffiti, and the transformation of the urban environment unex-

■ Summary

pected compositional and emotional meanings that graffiti opens to people in their desire and desire to make the world more beautiful and brighter.

Keywords: graffiti, positive thinking, urban environment, emotional meanings, typology.

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UDC 37.041

I. N. Safronova, T. V. Balland

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PRINCIPLES OF EDUCATIONAL METHODS OF DEVELOPMENT OF A FIGURATIVE-ASSOCIATIVE THINKING OF A FASHION DESIGNER

The article is devoted to the study of the artistic and analytical approach in working with an inspirational source at the initial stage of design; numerous factors that influence the development of figurative-associative thinking are analyzed. The implementation of this approach is considered on the example of conducting classes in the discipline «Design» at SPbSUITD for students, future specialists in the field of fashion design.

Keywords: fashion, visual, graphic analysis, analytical approach.

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I. N. Safronova, T. V. Balland

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DEVELOPMENT OF FIGURATIVE AND EMOTIONAL THINKING OF A FASHION DESIGNER AS A WAY OF ACTIVATING A CREATIVE PROCESS

The article discusses the importance of the development of figurative and emotional thinking of the designer as a necessary factor in the professional formation of a specialist in the field of fashion design, which opens up the possibility of activating the creative potential of the person, stimulating search, research and discovery — actions that lead to non-standard decisions and unexpected finds in creating an artistic image. This approach is analyzed by the example of museum practices at SPbSUITD.

Keywords: fashion design, practice, copy, analytical approach.

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E. A. Silyanova, S. I. Galanin

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MATERIALS AND TECHNOLOGIES OF JEWELRY STYLE MODERN

The paper discusses the materials used in the jewelry of modern style and the technology of their processing. The high creative potential of the masters of style is shown. They have created jewelry masterpieces, laid the foundations of many jewelry styles of the next decades, created new principles for the manufacture of highly artistic jewelry of mass demand.

Keywords: jewelry, modern style, materials, technology.

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Chang Xiaogeng

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ENVIRONMENTAL DESIGN AND ECO-FRIENDLY URBAN DEVELOPMENT: THE PROJECT «LABORATORY GLASSWARE»

The purpose of the article is to show the cultural, social, commercial significance of the environmental idea in the development of environmental design, through the realization of the project «Laboratory glassware». Objectives: to demonstrate the possibility of using concrete and lacquer to create a sculpture, located outside the building; to note the importance of re-use of materials in the design.

Keywords: environmental design, eco-friendly development, urban development, lacquer, concrete, sculpture.

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I. V. Blinova, Yu. E. Amosova, E. A. Emelyanova

Branch of Federal STATE Autonomous educational institution «South Ural state University» (national research UNIVERSITY) in Zlatoust

AUXILIARY SOLUTIONS FOR GALVANOCHIMICA ART PRODUCTS IN THE TECHNIQUE OF ZLATOUST ENGRAVING ON STEEL

In the tradition of Zlatoust art school of metal galvanization opens up new prospects. Artists-engravers successfully apply the method of multilevel Nickel plating, gilding and silvering, which gives the products a certain artistic, decorative and aesthetic effect.

Keywords: engraving, metal, electrolyte, chemical activation bath.

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UDC 51–73

**D. V. Volnova,
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G. P. Mescheryakova**

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**MATHEMATICAL DESCRIPTION
OF ELECTRIC CONDUCTING PROPERTIES
OF COMPOSITE MATERIALS FILLED
WITH CARBON NANOPARTICLES**

The work is devoted to the mathematical description of the concentration dependences of the electrical resistance of composite materials filled with various forms of carbon fillers, non-oriented and subjected to orientational drawing.

Keywords: composite materials, Boltzmann function.

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UDC 7.02

**T. Y. Deryabina, L. T. Zhukova,
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**THE USE OF NON-TEXTILE MATERIALS
IN THE PROCESS OF FORMING
TAPESTRY**

Theoretical and experimental researches in the field of design of a modern tapestry are carried out. Non-textile materials and various design techniques were used as tools for shaping textiles in traditional tapestry technique.

Keywords: textiles, non-textile materials, shaping, interior accessories.

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UDC 7.032

T. Yu. Chuzhanova, O. V. Beschastnova

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**THE CLASSICAL ART OF ANCIENT
GREECE: THE PRESENT OF ANTIQUITY**

The article analyzes the influence of classical ancient Greek sculpture on the collections of modern fashion houses: Chanel (France), Dolce & Gabbana (Italy) and the wedding house «Happiness» (St. Petersburg, Russia).

Keywords: classic, antiquity, sculpture, chiton, drapery, accessory.

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LITTLE PLASTIC ERA OF ANCIENTITY

The article gives a brief overview of the small plastics of the era of antiquity, civilizations of Ancient Greece, Etruscans, Ancient Rome. The process of human cognition of the technology of manufacturing products from various materials, such as clay, stone, bone, precious and non-ferrous metals, is shown. Starting from the first products, we examined how the process of forming the image of the monuments of this type of art was gradually going on, and the prominent role in the development and formation of world culture that the era of antiquity gave us.

Keywords: small plastic, plastic, sculpture of small forms, antiquity, arts and crafts, metal.

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HISTORY OF ART MINIATURE CARVING OF COLORED MINERALS

The article discusses the history of the use of colored stones in glyptics. Of particular importance in gemmah attached material itself.

Keywords: art, antiquity, carving, stone, intalia, chalcidony, amethyst, carnelian.

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MOTIVES, FEATURES COMPOSITE CONSTRUCTION AND COLORS IN TRADITIONAL ART ORNAMENT EMBROIDERY OF THE CRIMEAN TATARS

In the early stages of development, the ornament was not just a pattern, but a sign or symbol, behind which the content was determined. Its form varies depending on the specific situation or culture of the country.

Keywords: Crimean Tatars, ornament, compositional structure, color features.

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CHARACTER DESIGN DEVELOPMENT IN MODERN MEDIA. FORM DESIGN AESTHETICAL FEATURE

This article is devoted to character design. The issues of working on shape and color are discussed. The main features of visual semiotics in the character design development processes were analyzed.

Keywords: computer graphics, character design, visual semiotics.

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EXCLUSIVE VISUAL-SYMBOL COGNITIVE DYNAMIC SYSTEM (VKIDS) METAPHORS MODEL DESIGN

This work explores the processes of solving the problems of learning through the use of cognitive technologies in the subject area of design objects, enabling the optimal semiotic information to be obtained and used in the creation and development of artistic images of jewelry based on morphogenesis of the existing reality. One of the options in achieving the stated goal is to apply the principles of NBICS — convergence in cultural and social systems of large dimension, in which as a subsystem is included design. The development and improvement of design theory using the morphology and colorism of VKIDS with fuzzy and hybrid structures, post-classical methodology in interaction with artetry and artonics creates the effect of strengthening and harmonization creative design processes.

Keywords: hybridization, design, artetry, artonics, VKIDS, modeling, post-classical research methodology, NBICS-convergence.

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VR-TECHNOLOGIES APPLICATION IN 3D DESIGN AND MODELING

This article is devoted to 3D-modeling. The issue of virtual reality (VR) technology usage in 3D-design and modeling is discussed. The main features of virtual and augmented reality systems application in the design processes were analyzed.

Keywords: computer graphics, 3D-modeling, VR-technologies.

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