

Summary

I. V. Chumak

PROBLEM-ORIENTED GROUPS OF EDUCATORS AS AN INNOVATIONAL RESOURCE OF METHODOLOGICAL WORK IN AN EDUCATIONAL INSTITUTION (THE RESULTS OF A FORMATIVE EXPERIMENT)

The role of problem-oriented groups of educators in innovative transformations of educational institutions is described in this article. The investigations of the educators' activities included in these groups are made on the basis of different educational institutions of Saint-Petersburg.

Key words: innovations, problem-oriented groups of educators, investigations.

V. M. Dobroshtan

ART AS THE FACTOR OF THE DEVELOPMENT OF THE PERSON OUTLOOK

The author studies a problem of the aesthetic relation to the world which always has concrete character. It is caused by a certain parity of essence and the phenomenon, communications with other phenomena, a place in the course of forward development of a society. It induces the person to practically-converting activity and considers requirements of beauty laws.

Key words: art, aesthetics, outlook, figurativeness, concepts, artistic creativity.

M. V. Vlasova

THE SYMBOL IN GREEN VISUAL COMMUNICATIONS

The article analyzes popular symbols used in ecological communication, categorizing them using Pearce semiotic framework. The empirical data is taken from open Internet logo databases.

Key words: ecodesign, branding, logotype, symbol, semiotics

V. L. Zhukov, V. V. Zhukov, Y. O. Kallass

HYBRID SYSTEMS OF COGNITIVE MODELS OF OBJECTS OF DESIGN ON THE BASIS OF INDISTINCT LOGIC, GENETIC ALGORITHMS AND ISKUSSTVOMETRIYA METHODS

New approaches in carried-out researches in subject domain of design on a joint of the humanitarian and exact sciences are shown. Research of works of art by modern objective scientific methods in interrelation with informa-

tion technologies opens an art concept as special type of device possessing synergetic abilities to self-organizing and self-adjustment. It gives the chance receiving bigger volume of information put in it

Key words: hybrid systems, iskusstvometriya, design.

V. V. Laptev

FORMATION OF VISUAL LANGUAGE OF INFOGRAPHICS

The article reveals the history of information design in part of formation of a new visual language. Based on a figurative representation of numerical data and the connection of phenomena, it is widely used in the Vienna method of pictorial statistics. The author pays particular attention to the sources of this method in the Soviet constructivism.

Key words: infographics, pictorial statistics, Viennese method, pictogram, Isotype, constructivism.

N. A. Medelets

CITIZEN PRINCIPLES OF DESIGNING VEHICLES

This article is considered of citizen influence on cars intermutation and detection some option for this reason.

Key words: design, car, construction.

K. S. Ivshin

ARRANGEMENT DESIGN MINI VEHICLE

The classification of arrangements of wheels, passengers and powertrains of mini vehicles. The criteria of selection of rational layouts for mini vehicles. Conclusions and recommendations of the articles are approved in the design options and prototypes of mini vehicle.

Key words: design, vehicles, arrangement scheme, classification, working characteristic.

V. V. Pavlova

THE NAME OF THE ARTICLE: HAIRSTYLE DESIGN — THE TECHNICAL PROCESS OR THE ART?

An article is dedicated to the problem of belonging a hairstyle design to the art or to the technical process. The author offers the reader a definition of hairstyle design as an activity, that is on the verge of two different systems.

Key words: hairstyle design, art, art-project activity, technical process, technology.

A. A. Merzljakova, M. M. Chernyh

AESTHETIC PROPERTIES OF THE THIN-FILM VACUUM COVERING OF POLYCRYSTALLINE GLASS THE GLASS POWDER

Research of brightness, saturation of colour and shine of the thin-film vacuum covering received by a dusting of a powder of glass on polycrystalline glass is executed. Comparison of aesthetic properties of a covering with properties of other coverings and materials is spent.

Key words: a vacuum dusting, colour, shine, brightness, a saturation.

T. N. Fedyaeva, S. G. Petrova

THE RESULTS OF THE INVESTIGATION MATERIALS AS A ENAMELS -BASIS FOR A PAINTED ENAMEL

This thesis analyze a research results with glass-forming materials, which used as a enamels-basis for picturesque enamels. Tests that investigate these structures applied for making are described.

Key words: picturesque enamels, a enamels — basis for a painted enamel, a oxide composition, physicochemical properties, thermal ability.

N. N. Pilikina

ART SPECIFICS OF THE ARCHITECTURAL ENVIRONMENT AND DOMESTIC FORMS OF PRODUCTS FROM WOOD

Existence of objects of the subject world is closely connected among themselves and intertwine with each other. In article it is shown that the subject or a subject complex is formed on the basis of functionality and again arising requirements. The style basis in system can be considered an architecture-subject-interior as unity of integrity.

Key words: the subject world, products from a tree, furniture, interior details, room type, style.

A. A. Lukken

INCREASE OF LIGHT RESISTANCE OF ANTOCIAN DYES IN WOOD DYEING

Results of action of protective and decorative impregnation for wood on the basis of antocians dyes are presented. The role of painting effect of antocians dyes for wood of deciduous diffused vessels breeds is discussed at decorative processing of furniture and architectural details. Examinees samples are investigated on light resistance on the device of Ksenotest of Q-SUN B02. Microscopic researches on dye distribution on a surface of wood are carried out. Antiseptic properties for wood of antocians dyes are tested. Samples are investigated on receiving graduation on a wood surface.

Key words: wood dyeing, vegetative extracts, antocians dyes.

M. M. Chernykh, E. V. Kargashina

QUALIMETRIC ASSESSMENT OF WOOD DECORATIVENESS

Principles of wood decorativeness assessment were considered. There were factors of, which is define the perception of wood aesthetic properties, and degree of theirs influents to the decorativeness assessment researched.

Key words: wood, decorativeness, qualimetric assessment, texture, color.

Ye. V. Klautsan, M. I. Zemtsov

FINISHING OF EMBOSSED ETCHING ON METAL DECORATIVE APPLIQUÉS

Design of book bindings could imply their decoration with metal embossed appliqué. When appliqué are made with etched image, it is very important for the surface to be finished perfectly, which makes the work look complete and considerably improves its artistic merits.

Key words: metal appliqué, embossing, etching, finishing, patina, 'leather effect'.

M. S. Schirokovskaya

SERIALITY AS THE WAY OF RECONSIDERATION OF CREATIVE EXPERIENCE (ON THE EXAMPLE NAP AND GLADKOTKANYKH OF «ABMMF» CARPETS)

Investigating nap and gladkotkany carpets the author reveals the main subject of textile series. Article narrates about searches of the new creative directions of manual weaving within the association «ABMMF». On an example of works of designers of Claesson Koivisto Rune studio the main subject of ornaments and composite schemes of modern Swedish carpets is shown, influence of digital technologies on development of textile design is noted.

Key words: textiles art, carpet, ролакан, series, manual weaving, Sweden, craft, design.

V. V. Pavlova

THE COLOR SYMBOLICS AND THE SPECIAL FEATURES OF THE COLOR WORK IN HAIRSTYLE DESIGN

An article is dedicated to the actual problems of the color composition creation in hairstyle design. The author analyses the historical stages of the color's psychological perception that depends on color's ability to influence the person. The article contains recommendations about the color decision of hairstyle designers art-project works and gives representation of the special features of the demonstration hairstyles color composition creations.

Keys words: color, shape, color composition, hairstyle design, colors perception, art-project activity, the color symbolic, color influence.

N. N. Pilikina

THE AESTHETICS OF WOODEN CRAFTS OBJECT WORLD AS A COMPROMISE BETWEEN UTILITY AND BEAUTY

Any notion does not exist per cue, but in a system of notions and images. Thus the aesthetic impression of object environment is created by the interaction of the following factors: the ease of the correlation, appearance perception, and the position in space. In the given article the notion of the furniture-interior complex of woodcraft items is introduced and considered.

Key words: object world, Utility and Beauty, object, item, item complex, aesthetic, object functioning.

V. P. Zakharov

THE TECHNOLOGY IN DEFECTS OF CONSTRUCTION DESIGN IN HOUSING MANAGEMENT OF IMMOVABLE ESTATES

The specialties of the elimination technologies in defects of construction design in housing management of immovable estates are considered in this article.

Key words: safety, defects, housing immovable estates, design, material, defect, technology, management.

O. A. Vashchuk

CONCERT POSTERS BY J. M. LLER-BROCKMANN (FROM THE HISTORY OF THE SWISS SCHOOL OF GRAPHIC DESIGN)

The article examines works by the outstanding Swiss graphic designer, one of the founders of the International Style of Typography — Josef Muller-Brockmann (1914–1996). The author focuses on the artistic and communicative features of the posters created in 1950–1970-s for the Concert Hall and the Opera House in Zurich, as well as the music festival «Musica Viva». Connections between graphic design principles of Muller-Brockmann, theory of minimal music, concrete art, and modernism as a whole are discussed.

Key words: graphic design, international style of typography, J. Müller-Brockmann, poster, the Swiss school of graphic design, concrete art.

A. B. Parygin

THE FIRST STEPS OF ARTISTIC SERIGRAPHY IN CANADA

In chronological order questions of the origin and development of Art Serigraph in the fine art of Canada is considered. Information on the most important Canadian artists 1920–1960's is provided (Group of Seven and others) who worked in this technique. Particular attention is paid to the pioneers of screen printing.

Key words: screen printing, the Canadian art of the twentieth century, landscape, serigraphy, printmaking, graphic arts, types of graphics, printing techniques.

J. I. Karpova

NATURAL ENERGY OF DIGITAL TECHNOLOGIES (ABOUT CREATIVITY OF JAPANESE DESIGNERS OF THE 1990–2000TH)

This statue dedicated the search for balance between aesthetic of computer technologies and human, natural source in creation of modern Japanese designers. In this regard, consider the most interesting concept of the poster design as an example of Japanese masters.

Key words: computer technologies, graphic design, balance, energy of natur, typography.

V. I. Pimenov, V. V. Semenova, I. V. Pimenov, A. V. Mikheeva

IMPROVEMENT OF A TECHNIQUE OF GLOVES DESIGNING ON THE BASIS OF THE INTELLECTUAL DATA ANALYSIS

The procedure of application of statistical methods of the intellectual data analysis with the knowledge acquisition purpose is given at design of the products considering specific features of the consumer: finding of significant interrelations, creation of cluster structure, development of morphological typology and correction of standard sizes.

Key words: data analysis, multivariate methods, typology, dimensional assortment, clustering.

E. G. Gusakova, I. V. Tsapko, S. G. Tsapko

THE ALGORITHM FOR CREATING THREE-DIMENSIONAL SCENE IN 3DS MAX BASED ON TWO-DIMENSIONAL PICTURE

Considered a method to automatically create a three-dimensional scene based on a two-dimensional image after pre-processing by converting to grayscale, histogram normalization and segmentation by Canny

Key words: segmentation of images, three-dimensional scene, image processing, animation, three-dimensional modeling.

V. V. Sigacheva

DEFECT ANALYSIS IN TEXTILE PRODUCTS WITH WAVELET 2D TRANSFORM

The analysis of defects in textile products as two-dimensional images using wavelet transform. Statistical analysis indicated that the analyzed defects are the most

sensitive parameters of the histograms approximate and detail components of the expansion.

Key words: damage textiles, two-dimensional wavelet transforming, components of the expansion, the statistical analysis, histograms.

E. P. Berger

PLACE AND STRUCTURE OF ORGANIZATIONAL CULTURE IN MANAGEMENT SYSTEM

In this article the place of organizational culture in management system from the point of view of the main developed approaches to this phenomenon is considered; numerous definitions of concept «organizational culture» both foreign authors, and representatives of a domestic administrative science are analyzed, and also classification of definitions on the basis of their correlation with the main three approaches in management is offered.

Key words: approaches in the management theory: process, situational, system; management system; structure of organizational culture; hierarchy of organizational culture; elements of organizational culture; values of the organization.

L. N. Nikitina, I. S. Solovyov

INSTRUMENTS OF INCREASE OF POWER EFFICIENCY OF ENERGY INDUSTRY ON AN EXAMPLE OF THE LENINGRAD REGION

In this article problems of power efficiency of the enterprises of a heat power complex are considered. Authors of article analysed dynamics of an expense of different types of fuel in considered sector of economy across the Leningrad region and dependence of cost of production of thermal energy on a type of used fuel is estimated.

Need of use of indicators of automation of production at the power system enterprises is revealed and proved. This indicator defines, what quantity of thermal energy will be made counting on each production worker.

Also authors offer use of standards of automation of production of heat power at legislative level.

Key words: energoeffektivnost of the enterprises, automation level, factor of automation, automation standards, cost of production of thermal energy.

V. V. Ozheredov, L. N. Nikitina

THE ORGANIZATIONAL STRUCTURE OF THE SALES POLICY OF INDUSTRIAL ENTERPRISES

The article covers the structure of the sales policy of ZAO «Salute» which is engaged in production of children's clothes. In the article is described the usefulness of the opening of firm shops along with the existing shops intermediaries. According to the results of calculations, given in the article, economically reasonable is opening of three brand stores in certain areas of the city.

Key words: intermediary structure, competitiveness, product range, investments profitability.

A. N. Sharashkin, L. N. Nikitina

DEVELOPMENT AND METHODS RATIONALE OF OPTIMIZATION OF HEADCOUNT

In this article examines approaches to the determination of the optimum number of different categories of industrial workers. Author's method is proposed to determine the optimal number of staff based on the definition of work and complexity of business processes, the rationale of this technique.

Key words: headcount, optimization of headcount, planning of headcount, laboriousness, standards of control, ratios.

I. V. Ilinskiy

NEW FACTOR OF COMPETITIVENESS OF HUMAN CAPITAL IN A GLOBAL ENVIRONMENT

The article is devoted to the study of the human capital of the society, as a complex and multifaceted economic phenomenon. Its structural elements, new and little-studied, resulting in a global environment, such as intellectual capital, communicative capital, informational capital, are analyzed. The author reveals a mechanism to ensure the competitiveness of each of the presented structural elements and makes recommendations for its improvement, with respect to the conditions of the Russian economy.

Key words: human capital, intellectual capital, communicative capital, informational capital, competitiveness, innovation, innovative economy.

A. A. Loza, P. O. Loginov

MODERN APPROACH TO THE FOUNDATIONS OF INNOVATION AND TECHNOLOGICAL DEVELOPMENT OF ENTERPRISE

The article describes the features of the formation of the system of indicators of technological development plan to upgrade the capacity of shoe companies show that the innovation effect of technical measures include technical effect, market and social effects. The system of indicators considered in the design and use of technology and technology-specific footwear production

Key words: development, efficiency, index, innovation, synergy, the criterion.