

SUMMARY

UDC 37

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MANAGEMENT QUALITY OF THE EDUCATIONAL SERVICE IN THE FORMATION OF CUSTOMER VALUE RETRAINING PROGRAMS IN HIGH SCHOOLS

In order to control the quality of educational services, the article investigated factors shaping its customer value. Developed an integrated model for vocational retraining, describing the influence of individual indicators of the quality of data on the cost of providing educational products. The requirements demanded by customers to the quality of educational programs, compliance with which will enable educational institutions — the developers to provide their high competitiveness.

Keywords: management, quality, competitiveness, consumer value, educational program, the educational service model, quality criteria, evaluation.

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UDC 658.562.64

S. A. Leonov

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ENSURING QUALITY OF ACTIVITY OF EDUCATIONAL INSTITUTION

In article theoretical and methodical aspects of ensuring quality of activity of educational institutions are affected, categories of quality for activity of educational institution are considered, the model and indicators of quality on the basis of requirements of interested parties is presented, the maintenance of the main directions of quality management is opened: providing and improvements, in administrative and economic aspects, are designated optimizing tasks for each direction.

Keywords: ensuring quality, educational institution, requirements of interested parties.

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UDC 378.147

I. M. Vlasova, T. O. Berdnik

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OPTIMIZATION DESIGN PROFESSIONAL TRAINING

The paper investigates the specifics of the training of designers, which includes the establishment of new methods of design, innovative design, contributing to improve production efficiency, cost efficiency and profitability. Demonstrates advanced character development of technology in the process of creating a modern suit and their implementation in the educational process. The analysis of the processes of adaptation of innovative technologies in the fashion industry, the necessity search more active forms of interaction fashion, science and education.

Keywords: high school, expertise, innovation, technology, fashion, organizational and pedagogical conditions.

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UDC 745/749

N. V. Afanaseva

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CLASSIFICATION OF ELEMENTS STYLES OF CLOTHES

The elements of the Russian people suit are rich database for modern design. Problem for today's design-

ers is limited access to images of historical analogues, and the form of presentation requires order. The paper proposes a classification of elements of Russian folk style. Studied sample silhouettes and forms characteristic patterns and color combinations to be able to identify the Russian style. Describes a assortment of types garment of Russian folk garment.

Keywords: classification of the elements in the styles of clothing, ornaments and color, silhouette and an assortment of Russian folk garment.

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MURALS IN THE MODERN CHURCH REFECTORY

Christian cycle of the orthodox murals at the entrance of the church or in its subordinate zones have much in common. The decorative program concerns Eschatological motives, glorification of the Virgin and Passions of Christ. This article is connected with the decorative program for the refectory in the modern Sunday school. The church artist will find in the text some practical recommendations in the sphere of composition and pattern selection.

Keywords: decorative program, hierarchical zones, refectory, hagiographical cycle of metropolitan Makaryi.

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UDC 7.02

V. L. Zhukov, O. S. Dzhuromskaya

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FUTUROLOGY IN THEORY AND PRACTICE OF DESIGN IN THE CONTEXT NBIC – CONVERGENCES BASED ON THE EXAMPLE OF THE DEVELOPMENT OF THE COMPOSITION SOLUTION AND TECHNOLOGY OF THE PRODUCTION OF ACCESSORIES AND INTRICATE ADORNMENTS, WHICH DETERMINE THE TRENDS OF DEVELOPMENT IN THE IMPROVEMENT OF THE APPEARANCE OF THE MAN

The theory of convergences as one of the basic base directions of futurology poses before the design the problem of the development of the new progressive methods of forming in the realization of the artistic and aesthetic means of the objects of design on the principles of their cognitive simulation.

Keywords: futurology, design, cognitive simulation, futurism, law g. Moore, the prognostication.

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UDC 712.3.021

V. V. Khrapach, M. A. Pogorelova

Design project of landscape renovation of Stavropol Tomansky Forest

THE NECESSITY TO DESIGN GOOD FACILITIES OF FOREST ZONE FOR THE HUMAN BEINGS IS CAUSED BY THE CONSTANT GROWTH OF HUMAN INTERVENTION, WHICH LEADS TO THE REDUCTION OF PROTECTIVE PERFORMANCE, ITS AESTHETIC VALUES AND SLOW DEGRADATION. MASS AND BRIEF-REST SITES DEVELOPMENT, HIKING TRAIL CONTRIBUTE STABILIZATION OF NATURAL HABITAT AND INCREASE PLANTING PERSEVERANCE FROM HUMAN INTERVENTION.

Keywords: Tamansky forest, recreation, Cold springs (spring brooks), rotunda, bonfire sites.

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UDC 7.02

K. S. Ponomareva, L. T. Zhukova

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USING TEXTURES FOR CREATING OBJECTS OF SEMI-PRECIOUS STONE

It is considered the surface decoration of small plastic object and jewelry in various ways, taking into account current design trends. It is proved the necessity of creating textur's structuring of semi-precious mineral and description of technologies of their production.

Keywords: stone, texture, decorating, design.

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UDC 745/749

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TACTILE PERCEPTION OF THE WOOD TEXTURE

In the article describes the results of research tactile perception of beech wood texture with chaotic and ordered types of a picture roughness.

Keywords: texture, relief, tactile perception, design.

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UDC 614.841.3

S. S. Shatalin, A. V. Varlamov, O. A. Zybina, S. S. Mnatsakanov

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OF MATRIX IN A FIRE RETARDANT INTUMESCENT COMPOSITIONS

By thermogravimetric analysis shows the primary use as a polymer binder polymeric analogues of polyvinyl al-

cohol (PVA), which in thermal-oxidative processes passing through a stage of transformation in PVA and graphitized. Thus Sp2 and Sp3 hybridization in the surface layers of graphite movable π -electrons catalytically increase the intumescent efficiency.

Keywords: matrix, polyvinyl alcohol, polyvinyl acetals.

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UDC 539.213

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TYOLOGIES OF TECHNOLOGIES USED DECORATIVE GLASS PROCESSING

The article analyses existing technologies of decorative glass processing. The summary table of typologies of existing kinds of the glass treatment is presented.

Keywords: glass processing, fusing, glassblowing, glass bending, glass engraving.

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UDC 745.511

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PREPARATION OF TONE IMAGES FOR LASER ENGRAVING ON WOOD

This article considers results of an estimation of optical density of the most commonly used types of wood. Also, relationships between optical density, a half-tone step wedge and a saturation of black color in CMYK were specified.

Keywords: optical density, wood, layout, saturation, laser engraving.

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UDC 678:621.319.2

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STUDYING THE EFFECT OF DER-331 EPOXIDE OLIGOMER MODIFICATIONS BY DIFFERENT CURING AGENTS ON ELECTRET CHARACTERISTICS OF THE CROSS-LINKED COMPOSITES

Electret characteristics were studied for the composites based on DER-331 epoxy oligomer and different curing agents. Selection of the curing agent was shown to change electret performances of the composites due to structural changes in the three-dimensional matrix formed.

Keywords: thermoelectrets, epoxy oligomer DER-331, hardeners, electret characteristics.

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UDC 628.474

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**ORGANIC WASTES THERMAL
RECYCLING**

The article suggests the method of disposal of organic waste through their gradual processing: first in synthesis gas, then in natural gas or synthetic fuels used for heat and electric energy in gas Diesel generator. Comparative data on emissions under the two regimes of burning according to the standard requirements of GOST 50831–95 and MAC GN 2.1.6.1338–03 are given.

Keywords: organic waste, temperature pyrolysis, dioxins, furans, the Fischer — Tropsch synthesis, water-and-fuel emulsions, pyrolysis producer gas, recycling, synthesis gas, synthetic diesel fuel, emissions of pollutants into the atmosphere, ultra-high compression rate.

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UDC 7.01

S. V. Mirzoyan

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**MODERN PROBLEMS OF DESIGN
EDUCATION IN ST. PETERSBURG**

The author is telling us about the critical issues of education, noting that the program of a higher school of Arts and Industry should be aimed at developing the skills of working in a team in the prospective specialists, and, if necessary, teach them to assume initiative, at the same time improving their negotiation and declamatory skills, expertise in professional terminology, ability to substantiate their ideological concepts.

Keywords: LVHPU (Leningrad Higher Arts and Crafts College), TSUTR (Central School of Technical Drawing), SPGHPA (Saint-Petersburg State Art and Industry Academy), LHU (Leningrad Arts College), Stieglitz.

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UDC 003.349

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**GRAPHIC VERSIONS, TYPES
OF THE LETTER AND FONTS:
HISTORICAL EXPERIENCE
AND NEW DESIGN DECISIONS**

The article speaks about graphic kinds of the Slavic letter — the Glagolitic alphabet and Cyrillics, specifics of different types of the Cyrillic letter — the charter, the semi-charter and a cursive writing, decoration of texts of Old Russian books by a ligature, problems of the press and fonts of the period of the beginning of publishing in Russia, features of the civil font entered in the XVIII century are considered. The methods of the development of an original font for Holy Trinity Alexander Nevsky Lavra is presented by modern designers.

Keywords: Glagolitic alphabet and Cyrillics, charter, semi-charter and cursive writing, ligature, fonts of monuments of the Russian writing, graphic design and development of a font “Monastery”.

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UDC 74, 75, 76

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**OLD RUSSIAN METROLOGY
AND SYSTEM OF PROPORTIONALITY
AND HARMONY OF OLD RUSSIAN ART**

In artide the anthropometrical principle of Old Russian metrology, a geometrical associativity of Old Russian linear measures and system of proportionality and harmony Old Russian graphic and arts and crafts is considered.

Keywords: Old Russian art, Old Russian metrology, anthropometry, proportionality and harmony of Old Russian art, Old Russian sazhen, nimbus.

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SOME PROBLEMS OF DESIGN

The author is speculating on the influence of design on the culture and economy of this country, the current situation in domestic design, the role and place of design in the society, the need for intellectual designers working in the industry, which would lead to civilized market and normal life.

Keywords: VNIITE (All-Union Scientific Research Institute of Technical Aesthetics) Bulletin “Industrial Art”, VHUTEMAS (Higher Art and Technical Studios), GOST (State Standard), Konstantin Isiolkovsky, Leonardo da Vinci, V. E. Iatlin, Pavel Florensky.

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UDC 004.056:007.51

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**THEORETICAL PRINCIPLES
OF INFORMATION AND IT-SPECIALIST
SECURITY UNDER EXTERNAL
INFLUENCES**

The paper deals with the main theoretical aspects of information security, peculiarities of information and IT-specialist protection under external influences.

Keywords: information security, information system, information-psychological security, IT — specialist.

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UDC 004.89

**I. V. Pimenov, A. G. Makarov,
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**DEVELOPMENT OF THE KNOWLEDGE
BASES CREATION TECHNIQUE
IN THE FIELD OF DESIGN**

The technique of extraction of the knowledge recorded in made objects is given. Method is based on purposeful use of multivariate analysis to structure concepts that represent the object and construction method of pattern recognition decision rules that reveal the causal relationships between the properties of the product and its quality characteristics.

Keywords: data analysis, principal components method, clustering, discriminant analysis, decision rule, knowledge base, intelligent system.

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UDC 33

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**A COMPARATIVE ANALYSIS
OF ESTIMATES OF LEVEL OF SERVICE
AS A BASIS OF IMPROVEMENT
OF THE QUALITY MANAGEMENT
SYSTEM**

This article discusses the use of Gap models to identify differences between the expectation of service quality from the customer and their perception of the company’s management, as well as differences between the expectation of the client and actually received by the service.

Keywords: quality, customer service, divergence, model differences, cluster analysis

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EVALUATION OF HUMAN CAPITAL: THE TRANSFORMATION OF METHODOLOGY

The author considers the methodological basis for the evaluation of human capital. Based on the concept of margin provides a critical analysis of modern techniques of human capital theory “intangible assets” theory “knowledge bank”. The paper proposes a method of assessing their own human capital, based on integrated indicators.

Keywords: people, human capital, the genesis of the methodology, communications capital, information capital, human capital competitiveness.

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UDC 33

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BUSINESS PROCESS RE-ENGINEERING IN INNOVATION DEVELOPMENT PROGRAMS OF MANUFACTURING ENTERPRISES

Business process re-engineering as one of the instruments of innovation development program in the manufacturing enterprise is viewed in the publication. The main

stages of business process re-engineering is analyzed and expediency of technological, finance and management structure audit for measuring level degree of manufacturing enterprise and using received data for the re-engineering is explained.

The references of using information technologies and systems like Erwin, BPR, ERP, in re-engineering and innovation development program of the manufacturing enterprise are given by authors in this publication.

Keywords: innovation, reengineering, business process, innovation development program, competitiveness

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UDC 338.46

A. A. Kazankova

ANALYSIS AND PROSPECT OF FILM FINANCING IN THE RUSSIAN FEDERATION

The article describes the milestones in the development and formation of the Russian film industry since the beginning of the XX century, the basic form of state support of local filmmakers are indicated promising areas of financing of film production in the Russian Federation.

Keywords: state support, financing, filmmaking, film production.

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