

SUMMARY

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**N. V. Chouprina, A. G. Shapoval,
Y. R. Balabaienko**

Kyiv National University of Technologies and Design

**FACILITIES OF INFLUENCING
OF MUTUAL SUBCULTURAL
COSTUME DESIGN
CHARACTERISTICS OF
THE DEVELOPMENT
OF CONTEMPORARY FASHION IMAGE
IN THE FASHION INDUSTRY**

Subcultures that rendered most influence on modern fashion tendencies are analysed in the article. General lines inherent to basic youth subcultures of XX of century are found. On the basis of this description the lines which underlay planning of modern suit as a product of fashion industry are selected. The basic signs of the each type of subculture are certified. The comparative analysis of basic lines and properties of stylish direction is conducted in youth cultures for planning of actual fashionable clothing. Main constituents are distinguished project descriptions of subcultures, and basic features of colour gamut of every youth culture, that can be used in artistically-composition work that is used in project-composition work in creation of fashionable character in modern fashion industry.

Keywords: fashion industry, project character is a mass segment of fashion, subculture, streetstyle, stylish direction, street fashion, fashion tendencies, mass fashion.

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UDC 7.02

**V. L. Zhukov, Zhong DanMiej,
E. A. Kuzmich**

Saint-Petersburg State University of technology and design

**COSMOLOGICAL FACTOR
IN CREATING IMAGES OF OBJECTS
OF DESIGN SUBMITTED BY JEWELS
“URANIA”**

Studies on the establishment of the cultural code of the image parjury, which defined the Visual cognitive dynamic information system (VKIDS) “people-Zodiac-jewellery” Urania “. The basic principle of the scientific approach in the project is the development of the zodiacal cloud morphology for optimal identification of the individual, and is regarded as a cognitive distortion of reality in getting artistic image jewelry. Emphasis on the need to use the entity laws, properties, and relationships in the material world of nature, as well as the definition of spatio-temporal correlation of energy informational links mifopojetiki with the natural sciences (Astronomy, cosmology, geometry, etc.) within the posneklassicheskoj research methodology.

Keywords: design, cultural code, system, structure, semiotics, space, Zodiac constellations.

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UDC 004.9

N. E. Milchakova, Y. I. Shamanaeva

Moscow Technological University

FEATURES OF WEB SITE STRUCTURE AND THE IMPACT OF COLOR IN THE WEB DESIGN

The scheme of features of creation and structure of web-sites is formed, depending on their purpose. The main distinctive features of the application of color and its influence in web design are considered and revealed. A table of the main colors prevailing on the web pages, their perception by the user and the impact on it is compiled.

Keywords: color, perception, web design, structure, website.

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V. V. Semenova, I. S. Soboleva

Saint-Petersburg State University of industrial technologies and design

THE PROCESS OF PLANNING NEW FORMS OF INTERACTION BETWEEN HUMANS AND DESIGN OBJECTS, THROUGH THE METHODS OF SPECULATIVE DESIGN

This work contents a couple of projects, designed by the influence of speculative methodology, and presents a short analysis of new forms of interactive communication between human and design objects. The article presents comparative features of traditional and speculative thinking, new formulated aim of speculative design, based on idea of own position, which is allowing to form preferable future.

Keywords: Critical thinking, Speculative design, design of future, rational design, forecasting, object, artefact, interaction.

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UDC 37.041

I. N. Safronova, T. V. Balland

Saint-Petersburg state University industrial technology and design

I-CONCEPT OF THE PERSON IN THE YOUTH FASHION OF SUBCULTURES

Each new subculture defines new trends, generates new visual sign forms. The article considers the phenomenon of the penetration of youth styles from the domain of subcultures into the fashion industry, the emergence of interest in clothing as a way of expressing protest, challenging traditional social meanings, commercializing these sentiments and appearing on fashion podiums.

Keywords: design, subculture, costume, youth clothing, trends, protest.

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S. I. Galanin¹, L. A. Kolodiy-Tiajov¹, M. G. Egorova¹, V. A. Berezovsky²

¹ *Kostroma State University*

² *Kostroma State Agricultural Academy*

DECORATIVE PROPERTIES OF COLORED GOLD PLATING

The color properties of red, yellow and green electroplating with gold from electrolytes of LegorGroup are investigated. The influence of the color of the substrate on the color of the coating at small thicknesses is shown. Technological recommendations for the formation of coatings of the required thickness and color have been developed.

Keywords: color gold plating, decorative properties of plating, color characteristics of plating.

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G. R. Valieva

Kalashnikov Izhevsk State Technical University

**INFLUENCE
OF ERGONOMIC PROPERTIES
OF GRIPS OF STANDARD SPORT
PISTOLS ON TIREDNESS
OF SHOOTER'S MUSCULAR SYSTEM**

The maximum muscular force and static endurance of muscles holding a pistol were investigated. The advantage of using the modified grip in comparison with the serial one was established.

Keywords: sport pistols, orthopedic grips, maximum muscular force, muscle endurance.

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V. L. Zhukov, M. V. Nikitina,
O. V. Beschastnova

Saint-Petersburg State University of technology and design

**INTERDISCIPLINARY STUDIES IN DESIGN
OBJECTS DESIGNED USING ARTIFICIAL
INTELLIGENT SYSTEMS, CREATING
NEW QUALITY LANDSCAPE DESIGN IN
THE LIVELIHOOD OF THE SOCIETY**

When designing objects of design in modern artistic styles used innovative solutions in the field of electronics, optics, information technology, electrical engineering, allowing to implement creativity-species hybridization inten-

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tional cognitive and spontaneous emotional and multidisciplinary approach in practice-NBIC convergence

Keywords: design, Visual cognitive information dynamic systems, sistemotekhnicheskie actuators, LEDs, fiber optics, grenade, Interior, emotional style

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T. U. Deryabina, Yu. S. Kazarina

Saint-Petersburg State University of technology and design

AUTHENTICATION OF DECORATIVE AND APPLIED ARTS IN THE FRAMEWORK OF THE AUTHENTICATION OF THE ITEMS ON ONLINE AUCTIONS

The article describes the study of the object of decorative and applied art in order to verify its authenticity. Attribution of the product sold at the Internet auction and its comparative analysis on a number of signs with exhibits of the State Hermitage is carried out.

Keywords: authentication, applied art, auction, Imperial Porcelain Factory.

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N. A. Presnecova, N. A. Mal'gunova, A. M. Kiselev

Saint-Petersburg state University industrial technology and design

COMPUTER-AIDED DESIGN OF WOVEN DRAWINGS WITH THE SURROUND OF VISUAL PERCEPTION

The possibilities of the development of textile designs with the use of stereo methods Remizova and jacquard weaving on the basis of the theory and practice of visual perception, weaving and computer-aided design of fabrics.

Keywords: computer-aided design, textile surface, natural ornaments, rapport, binocular vision, visual perception, duplos-bone relief visualization.

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N. A. Dromova, A. M. Kiselev

Saint-Petersburg State University of technology and design

UNITY OF ARTISTIC AND TECHNOLOGICAL DIRECTIONS AT PREPARATION OF UNIVERSAL PROFESSIONAL DESIGNERS TEXTILES

The information on modern technologies of artistic design (design) and textile design is presented. With the purpose of creating competitive products of textile and light industry, the prospects of training of universal specialists based on the integral formation of artistic and technological competencies are grounded.

Keywords: innovations, impotent substitution, nanotechnologies, competence, special competences.

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UDK 7.02

I. I. Girsov, L. T. Zhukova

Saint-Petersburg State University of technology and design

DESIGN OF INDUSTRIAL PRODUCTS AND LASER TECHNIQUES

The analysis of the use of laser technology, the data comparison with alternative technologies. Assess the impact of the spread of laser technology to objects of industrial design.

Keywords: laser technology, design, technological process.

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T. M. Ivantsova, L. V. Yuferova

Omsk University of technologies

DETERMINATION OF THE LIGHTFASTNESS OF TEXTILE MATERIALS

In article results of researches on determination of the lightfastness of textile materials from natural fibers and threads. Lightfastness is assessed by changing the aesthetic and mechanical properties of materials after light exposure. A change in color and a decrease in the strength characteristics of the materials under study was established, which is recommended to be taken into account when selecting textile materials for products and when designing design objects.

Keywords: textiles, natural fibers, durability, lightfastness, colour fastness, breaking load, breaking elongation.

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A. V. Ljancevich, K. S. Ivshin

Udmurt state university, Izhevsk

TYPOGRAPHY OF THE HANDWRITTEN PUBLICATIONS OLD BELIEF CULTURE'S OF THE RUSSIAN NORTH

The article examines the artistic decor of the Old Russian hand-written compilations of the Russian North from the point of view of the project culture. Attention is paid to

the study of the architectonic aspect, the study of the features of the construction of compilations, as well as their typographic characteristics.

Keywords: graphic design; typography; layout; modular grid; handwritten editions; the Old Believers; the Russian North.

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UDK 7.01, 008

A. M. Alekseev-Apraksin

Saint-Petersburg State University of Industrial Technologies and Design

DESIGN OF DASEIN

The article presents a culturological essay on Buddhist art practices. The problems of studying and interpreting Buddhist art are analyzed. Its socio-cultural parameters, history, cultural specificity, morphology, the principles of the pictorial canon and the econometric conventions. It is shown that Buddhist art is important for the modern world not in the logic of searching for and discovering new names, figurations, plot or methodological enrichments, but, first of all, worldview.

Keywords: Buddhist art, east-west, intercultural interaction, contemporary art.

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**O. V. Ivanova, S. P. Rassadina,
M. L. Pogorelova, Yu. A. Kostyukova**
Kostroma state university

DESIGN-EDUCATION AS INSTRUMENT OF DEVELOPMENT OF THE REGION

The concept and the possibilities of implementation of design education on the example of the regional innovative educational center are considered. Traditions and features of design education in the Kostroma region are analysed. Methodological approaches to process of creation of educational space, increase in tourist and investment attractiveness of the region are offered.

Keywords: design education, region, traditions, innovations, methods and technologies of training, design, educational environment.

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K. N. Sabour

Saint-Petersburg State University of Industrial Technologies and Design

DESIGN OF THE POSTAGE STAMPS OF SYRIA DURING THE FRENCH MILITARY OCCUPATION AND FRENCH MANDATE CONTROL (1920 TO 1946)

The article discusses the history of the emergence and development of postage stamps in Syria during the French military occupation and French mandate control from 1920 to 1946. Examines the design produced in this period, postage stamps, its characteristic features and development. Determined artists who made the greatest contribution to the design of the postage stamps of Syria the period under review.

Keywords: design, postage stamp, overprint, Syria, ornament.

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UDK 72/71

V. V. Semenova

Saint-Petersburg State University of industrial technologies and design

URBAN ENVIRONMENT: IDEAS FOR NEW TIME

This work contents key questions in field of urban environment design and main reasons influencing on a perception of comfort of visual space. The article presents new challenges and modern solutions aimed to make the urban space more rational and harmonic.

Keywords: Urban space, Comfort visual space, Ergonomics of spatial environment, Creative ecosystem.

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N. G. Druzhinkina

Saint-Petersburg State University of industrial technologies and design

TO THE QUESTION OF CONTEMPORARY TRENDS IN ENVIRONMENTAL DESIGN IN THE WORKS OF LEADING ARCHITECTS

This article focuses on how the work of contemporary architects. Discusses the artistic features of the high-tech style. On the example of the work of Peter Eisenman, Hundertwasser, Santiago Calatrava, Zaha Hadid, Tadao Ando describes the problems of form-making in urban planning. A separate aspect of the theme become the modern approaches in the study of the development of architecture and design.

Keywords: design, urban planning, method, high-tech style, project, landscape.

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O. A. Pechurina

Saint-Petersburg State University of industrial technologies and design

THE SEMANTICS OF NODES AND NETWORKS. PART 2

The article discusses the symbolic values of the nodes and networks in different cultures.

Keywords: thread, host, network, weave, amulet, symbols.

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UDC 702

**I. P. Kirienko¹, T. O. Makhova¹,
V. U. Piirainen¹**

¹ Sochi state University

² Saint-Petersburg mining University

SEMIOTICS OF PRODUCTS FROM METAL IN THE CONTEXT OF DECORATIVE-APPLIED ART, ARCHITECTURE AND DESIGN

The article discusses the comparison of symbolic systems architecture, decorative arts and design through details (of the material). For understanding the artistic language of metal as a material, turn to the laws and means of composition. The decisive role of tectonics denote by comparison of uniform spatial compositions of metal in the decorative and applied art, architecture and design.

Keywords: semiotics, semiotic system, the language of art metal, metaphor, decorative arts, architecture, design.

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M. B. Sukhanov, E. K. Yaroslavtseva

Saint-Petersburg State University of technologies and design

NON-LINEAR VIDEO EDITING TECHNOLOGIES IN SOCIAL VIDEO CREATION

The main stages and results of using nonlinear editing technologies in creating a video about the blockade of Leningrad are considered.

Keywords: information technologies, applied informatics in design, education, competences, video, nonlinear editing, video editing, photo and video processing, poems, education for citizenship, final qualification work

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