SUMMARY

UDC 7.02

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RESEARCH METHODS OF STYLISTIC GUIDANCE 21th CENTURY IN DESIGN JEWELRY AND ACCESSORIES

This work is devoted to accessories and jewelry bearing system signs in their elements.

Keywords: tie, tie clip, cufflinks, cuffs, design, visual cognitive information dynamic system (VKIDS).

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UDC 658.512.2

A. S. Novikova
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CREATING TREND BOARDS IS A KEY STAGE OF FASHION TREND FORECASTING. RECOMMENDATIONS: HOW TO CREATE A SUCCESSFUL TREND BOARD

Trend boards allow for visual presentations that are created as a result of a cursory research of the fashion market, fashion trends, and fashion forecasting. Trend boards are basically presentation boards that would be used by members of the fashion industry to create fashion goods. The article is devoted how to create a successful trend board.

Keywords: fashion industry, fashion forecasting, fashion trends, trend board.

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UDC 747.012

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LIGHT DESIGN OF THE URBAN ENVIRONMENT IN MODERN URBANISTICS

Now it is difficult to present life of the modern city without artificial consecration. Owing to the developed way of life of citizens their free time is the share of an evening which is connected with visit of markets, theaters, exhibitions and in general movements around the city. It has historically developed that external lighting in all forms and shapes at the solution of town-planning tasks joined in the section of the engineering equipment of urban areas.

Professional interest of designers and architects in a problem of artificial light in environmental design and architecture was designated the XX century in recent years. There was a requirement of mastering lighting art which has to be solved architects and designers on design stages of the city and an urban environment when esthetic qualities of architecture and environmental design are formed. The integrated approach to the solution of this task is dictated not only economic profitability, but also is defined by the social party of business. It is established that at competent and high-quality lighting the number of road accident is sharply reduced, the capacity of roads and the psychological atmosphere of the city improves.

Keywords: lighting design, artificial light, light architecture, esthetic quality of lighting.

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UDC 004.925.5

V. E. Yanchus, M. A. Kozina

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CREATIVE ASPECTS OF HARMONIZATION OF A SHOT IN THE PROCESS OF MAKING A FILM

The article discusses creative aspects of artistic color correction in movie making using digital tools. The authors review typical color solutions in movies depending on their genre with the special attention to colour contrasts applied. Focusing on the complexity of the task of working with color in the shot, the authors suggest application of the shot harmonization methods at each technological stage of video production.

Keywords: coloristics, cinematograph, digital color correction, grading, film genres, videoart.

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UDC 766.003.63

A. S. Savelyeva, V. V. Laptev

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USING MODULE COMPOSITION IN THE DIFFERENT FIELDS OF DESIGN, PATTERN PIED DE POULE AS THE EXAMPLE

The pattern Pied de Poule has a simple module composition as basement, which has a basic geometrical figure — a square. In this reason, the pattern Pied de Poule can have the different variation of colors and combinations of the composition. The construction of the pattern Pied de Poule is analyzed. Using the pattern in the different field of design is investigated.

Keywords: module, module composition, pattern, knitting fabric, pattern Pied de Poule, fashion design, interior design, product design, graphic design, architecture

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I. V. Nikolaev, L. T. Zhukova

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RESEARCH OF DECORATIVE AND OPTICAL PROPERTIES OF ANODIC COATING ON THE ALUMINUM PRODUCTS SURFACE

Investigated dependence of surface roughness and gloss of anodic coatings from the concentration and temperature of the electrolyte of aluminum alloy AMg6.

Keywords: the design of the surface, aluminum alloys, protective and decorative coatings, anodizing, galvanizing.

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METASUBJECT TECHNOLOGY BRICOLAGE AS A TOOL FOR MUSEUM PEDAGOGY

Teaching activities in vocational education high school in the conditions of implementation of the new national standard requires the use of active forms and methods of training students through a variety of innovative technologies to form the specialists of different spheres of our society skills needed in life and work, which suggests flexibility and adaptation, initiative and independence, productivity and inclusion, leadership and responsibility, as well as social and cross-cultural quality. In the article the author's view on the possibility of using innovative tools of the teacher implementing metasubject approach to educational activities, which allows you to create in students the skills and qualities of a modern specialist. The experience of the use of traditional approaches in the new educational environment.

Keywords: standard, bricolage, museum education, educational technology, quality and human skills of the XXI century education.

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G. G. Har'kovskaja, A. M. Medvedev

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FEATURES OF THE DESIGN AND MANUFACTURING TECHNIQUES OF THE TRANSFORMED PALATINE

The features improve the efficiency of the design process and manufacturing of convertible stole technology to extend the functionality and range of clothing. Material costs and complexity of manufacturing the product be minimized by maximizing the simplified design.

Keywords: palatine, transformation, design and technology, with outstretched wings inside cords, loops, loop buttons.

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INFLUENCE OF ELEMENTS OF WOOD LASER ENGRAVING MODES ON AESTHETIC VALUE OF ENGRAVINGS

A method of creating a database of rational values of engraving power and speed, based on expert evaluation of the aesthetic value of experimental engraved patterns are proposed to ensure the quality of tone images made by wood laser engraving.

Keywords: laser, engraving, wood, aesthetics, power, speed, resolution, layout.

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THE RESISTANCE OF COTTON YARN DYEING BY ACTIVE DYES TO THE ACTION OF FUNGI MOLDY

The results of studies demonstrating improved sustainability of cotton yarn to the action of moldy mushrooms during its dyeing with reactive dyes with quaternary ammonium salts.

Keywords: cotton, yarn, dyeing, reactive dye, microorganisms, quaternary ammonium salts.

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L. T. Zhukova, O. V. Vasilkova

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TO THE QUESTION OF THREE-DIMENSIONAL PRINTING GLASS

The article reveals the main methods of producing art glass using the technology of 3D-prototyping.

Keywords: 3D-printing, glass, technology.

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SUBSTITUTION OF THE INDUSTRIAL IMPORT OF FOREIGN PRODUCTS BY IMPROVING DESIGN OF THE DOMESTIC COUNTERPARTS

The article examines the design of modern heating devices. Identified problems, improving design of the heating devices based on the experience of cooperation with a domestic manufacturer — "Borinskoe".

Keywords: heating apparatus, forming, design, patent, 3D-technology.

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RESEARCH OF PROPERTIES OF THE HOSIERY DEVELOPED FROM NEW TYPES OF RAW MATERIALS. Message 2

Socks from a bamboo yarn are developed. Research of their hygienic, mechanical and bactericidal properties is executed. It is noted that on a complex of properties new products considerably exceed similar of a cotton yarn. Socks can be recommended to people with diseases of mycoses of feet, and also to athletes.

Keywords: bamboo, sock, shrinkage, tensile properties, resistance to attrition, hygroscopicity, antimicrobic properties.

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UDC 745.512

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FORMS OF DISHES THAT EXISTED IN RUSSIA IN XVI–XVII CENTURIES, IN PRODUCTS OF FABERGE

The article investigates the form of the national Russian dishes used by Faberge craftsmen to style silver utensils under articles of Russian masters of the seventeenth century.

Keywords: form, utensil, Faberge, neo-russian style.

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APPLICATION ILLUSIONS SUIT FOR IDEALIZATION FIGURES CLIENT

The article deals with the illusion of perception costume, are examples of the use of illusion in a historical costume. Presents works in two directions bachelors degree projects preparation «Designing products of light industry» idealization of the figure of the client.

Keywords: illusion, the figure of the client, the line of division, the design model dresses, idealization.

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UDC 7.01, 74, 75, 76

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THE ROLE AND IMPORTANCE OF "SCHOOL" IN RUSSIAN CULTURE KARDOVSKY (TO THE 150TH ANNIVERSARY OF ACADEMICIAN DMITRY NIKOLAYEVICH KARDOVSKY)

This article discusses the biography, training activities and highlights the school issuing the artist-teacher of the academician, Professor, honored worker of Arts of RSFSR Dmitry Nikolaevich Kardovsky (1866–1943).

Keywords: school Kardovsky, artist-educator. academician Dmitry Kardovsky, illustration D. N. Kardovsky, theatrical activities Kardovsky, tone figure.

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UDC 7.017.418

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ART IN THE MODERN CULTURAL AND COMMUNICATIVE SPACE

Article is complex research of a culturological perspective of transformational changes of art during masskulturny revolution in system of the modern market relations and communicative technologies.

Keywords: modern art, masskulturny revolution, art market, communicative technologies.

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UDC 76.03

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CURRENT TRENDS IN THE TEXTILE ART: DANISH TAPESTRY WEAVING

The article examines the trends of the modern textile art (for example, woven carpets), identifies their features.

Polemically examining the tapestry of modern Danish artists, the author defines the characteristic for their synthesis of traditional and modern technologies. Special attention is paid to several compositions of the exhibition.

Keywords: textile, carpet weaving, tapestry Danish, concept, technology, modern direction.

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ESTIMATED DEFORMATION PROCESSES PREDICTION FOR POLYAMIDE FABRIC CANOPY

We consider the estimated forecasting of deformation processes of polyamide fabric, used to make the canopy. The specificity of these processes is their transience. Calculated prediction is carried out using computational methods based on mathematical modeling of creep and integral determining the Boltzmann-Volterra relations.

Keywords: parachute canopy polyamide fabric, viscoelasticity, deformation, mathematical modeling, numerical prediction.

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SYSTEM ANALYSIS OF DEFORMATION PROPERTIES OF POLYMER PARACHUTE LINE

For the qualitative study of deformation properties of polymer parachute sling system needs a comprehensive analysis based on mathematical modeling of deformation processes and the relaxation of these materials. Polymeric slings parachute classified as textile materials because are tapes and cords of synthetic fibers. Conducted a systematic analysis is built taking into account the basic provisions of the theory of viscoelastic polymers.

Keywords: parachute straps, viscoelasticity, deformation, relaxation, creep, mathematical modeling, system analysis.

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SYSTEM ANALYSIS DEFORMATION PROPERTIES GORNYH- AND FIRE RESCUE ARAMID ROPE

This article discusses the system analysis of the deformation properties of aramid textile cords used in rescuing people from fires in the mountains and in the mines. These materials have as high strength and high resistance to temperature influences. System analysis of deformation properties of aramid cords is based on mathematical modeling of processes of relaxation and creep, as well as with the use of computer technology.

Keywords: aramid materials, Mine-rescue equipment, equipment pozharospasatelnoe, viscoelasticity, deformation, mathematical modeling, numerical prediction.

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PRINCIPLES OF ARTISTICAND EXPRESSIVEMEANS SELECTION IN ORDER TO INCREASE THE AESTHETIC VALUE OF A GAME PROJECT BASED ON AGE, GENDER, AND PSYCHOLOGICAL PECULIARITIES OF THE TARGET AUDIENCE WITHIN THE FRAMEWORK OF GAME DESIGN

The present article describes, systematizes and analyzes the correlation between demographic and psychological features of the target audience of a project and the choice of artistic and expressive means in order to increase the appeal of the project and its aesthetic value. The obtained data are evaluated from the standpoint of their usage at different stages of game development in order to design a most entertaining game experience while taking into consideration the expectations and preference of the target audience. The scientific novelty of the present article lies in the attempt to categorize main demographic and psychological factors influencing various aspects of gameplay and to unify means used to design game experience while paying attention to these factors. The practical importance results from the possible implementation of the discovered correlations in order to optimize the development of competitive projects having high artistic and aesthetic value.

Key words: gameplay, target audience, game industry, psychological types, mechanics, age group.

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