- «Fundamentals of Legal Science» textbook for the ninth form of general education institutions (authors Svyatokum O.Y., Svyatokum I.O) [1].

So, although today the electronic textbooks are still under development, we already have many of them available for free. This is a very hard and invaluable work. Such an innovation, in our opinion, will facilitate learning, make it more interesting and save the next generation from carrying heavy schoolbags. Today there are schools that try to work using electronic variants and it is an innovative step in the educational process.

REFERENCES

1.Інститут модернізації змісту освіти [Електронний ресурс]: [Веб-сайт]. – Електронні дані. – Київ : ІМЗО, 2014-2018. – Режим доступу: https://imzo.gov.ua/pro-imzo/

2. Нова українська школа [Електронний ресурс] // У 2018 році МОН почне розробляти електронні підручники. – Електронні дані. – [Київ: Проект створений ГО «Смарт Освіта» у партнерстві з Міністерством освіти і науки України для комунікації реформи «Нова Українська Школа» – Режим доступу: http://nus.org.ua

Гоц Христина Богданівна

Київський національний університет технологій та дизайну

(м. Київ)

Науковий керівник – Ренська І. І.

TRENDS IN LOGO DESIGN

The aim of this study is to promote formation and development of creative, searching innovate way of thinking. Since a logo is the visual entity signifying an organization, logo design is an important area of graphic design. A logo is the central element of a complex identification system that must be functionally extended to all

communications of an organization. Therefore, the design of logos and their incorporation in a visual identity system is one of the most difficult and important areas of graphic design.

Every year trends in the logotypes construction are changed. The characteristic features of different stylish approaches to logotypes brand and trade mark development through their shape, colour and construction principles are examined. The analyzes of tendencies and also of the last researches and publications showed that with new facilities of communications and digital technologies appearance, such as mobile telephones (smartphones) and tablets, with their wide use at home and at work, the human world and the world of design are changing The logotypes design is not an exception It is shown that network communications play an important role in society in relation to perceptions of their environment and the world in general.

Many scientific researches are devoted to the theme of logotypes and trade marks creation. Wilson Harvey examines application of methods "to decorate" different projects in graphic design, from books to brochures, from invitations to menus, from CD covers to annual reports. The author considers the methods of application of special inks, unique materials, unusual use of colour and so on. Also the ways of logotypes design were examined by Chuck, Anistatia R. Miller, Jared M.Brown, Cheryl Dangel Cullen. Theories, methods and examples of the design professionals from the whole world are presented in the collection "Urgent design: Logotype 01". The stages of planning, creation and application of logotype are examined. Except for this, the book examines abstract, emotional and intuitive aspects which are important for creativity in any its manifestation. The importance of colour as a part of the logotype is analyzed in the book "Colour Harmony: Logotype". Colour enlivens, makes its meaning. Colour and form does not exist without each other, but the colour in some way is stronger, than the form, it can spoil the form or prevent it from logotype sense disclosure

A logo is not only the face of a business, but also a symbol of the era in which it was created. Recognizing logo design trends is an essential part of choosing a logo

design style which feels fresh and relevant, and there's no better time to get on track than the dawn of the new year 2018. [2]

No doubt simplicity, this long-term trend will hold its position in 2018. It's the perfect example of deep meaning achieved using minimum details. The minimalist approach resurfaces in other trends as well, urging designers to use clean forms, take it easy with colours, and eliminate irrelevant elements which are not crucial to the overall composition. The simplicity trend is the answer to the challenge of the modern high-tech world. With the growing importance of cross-platform compatibility, a logo must look equally good across a variety of backgrounds, from business cards and mobile apps to ad banners and websites.

Clean shapes and text with simplicity at its core, this approach can be seen as a little brother to the minimalist trend. It's a pleasure to see how clean shapes (points, lines, curves, rectangles, triangles, circles, etc.) come together with letters, creating a concise yet powerful visual masterpiece.

Slices this is another trend that got a second look in 2017 and whose popularity will continue into 2018. The peculiar visual effect is achieved through the use of white parallel lines crossing the icon and its elements.

This simple technique is so powerful because it gives a light, airy feel to the emblem. Some designers even use slices to create a striking 3D effect or optical

Negative space. By now, I bet you've seen negative space on multiple logos. Despite being under the radar for some time, this approach has enough potential to amaze us all. In 2018, the focus will shift from shapes to text. Letters provide a vast playground for experimentation, serving as a hiding place for meaningful symbols illusion, taking advantage of the negative space as well.

Overlaps made popular due to MasterCard's logo overhaul, the overlapping technique is, like all great things, simple. Two (or more) shapes of different colours overlap, resulting in a brand-new, vibrant hue.

Stamps and coats of arms. The year 2017 saw a rising interest in emblems stylized to imitate stamps, coats of arms, and similar compositions, in which the

elements are placed inside a circle or semicircle. For such logos, dates are not an uncommon attribute.

This technique reflects the feelings of old times, traditions, and inheritance. [3]

We can conclude that graphic design of modern logos has certain disadvantages, it is not always appropriate style and color scheme are used. But the main reason is that the target audience is few Attention to brand advertising is to the communicative space of Ukraine is one typical advertisement, therefore, necessary in the work of specialist The purpose of graphic design is knowledge of the latest world trends in the development of logos and trademarks and the creation of logos, which among other things is unambiguous highlighted their brand, attracted attention and acmimic the perception of the viewer.

REFERENCES

1. https://en.wikipedia.org/wiki/Logo#Logo_design – Title of the screen
2. https://99designs.com/blog/trends/logo-trends-2018/ – Title of the screen
3. https://www.logaster.com/blog/logo-design-trends-2018/ – Title of the screen

Гудим Андрій Геннадійович

Київський національний університет технологій та дизайну

(м. Київ)

Науковий керівник – к.ф.н., доц. Сиромля Н.М.

TO THE QUESTION OF EVOLUTION OF COMPUTER-AIDED DESIGN

The currency of our research of CAD evolution is that knowing the way CAD developed, we can understand what features need to be paid attention to the improvement of CAD in future.

The aim of our work is to analyze the main periods of evolution of CAD.