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HUNTING FOR LIKES: HOW INSTAGRAM AFFECTS THE DESIGN

The biggest platform for Seles

Loyal audience of 500 million people

The business is based on trust

The ideal network for self-expression

That`s all about Instagram

We spend hours surfing the Instagram. We learn how to cook. We communicate with people all over the world. We read blogs as books. We are waiting for the posts as a new series of our favourite program. And most importantly for the business - we buy there. We buy infoproducts – webinar, courses and other services. And other ones – from cosmetics and clothes to tours and cars.

And every detail of Instagram, every photo and every post requires a DESIGN. It should be a selling picture, a selling product, a selling visual of an account. People are demanding. We want more than just good. It`s not enough for us. We want beauty. We want to enjoy art everywhere. We spend in Instagram at least 1 hour a day. Our brain and our eyes feed there. Art has ceased to be a picture in the gallery. Now art is a harmonious combination of tapes in Instagram. And thousands of people also post on their Instagram. We are learning to make lively and aesthetic photos, combine them in the tape, write smart and interesting posts and catchy-looking pictures. There is design. This is the way where design moves today.

The most effective advertising is advertising in social networks. We trust to bloggers. We want to be like Insta-stars. We want to eat the same food, buy the same clothes, do shugaring where our favourite bloggers do. And we would give any money to taste a piece of life of the insta stars. Because they are cool. They

are great even in their problems. They are opened to us. It seems to us that we really know them. And their honesty makes us trust. If they say that some product is cool, we start to want it. Because they couldn't lie.

Design moved to Instagram. Advertising moved to Instagram. And we can't change it. This is a new law. And we have to follow it. A designer who doesn't understand trends is not a designer. The designer should be on the one wave with his beholders. The design based on the trash is not the kindest, but it is the most effective.

The need to make the interior of an Instagram is a real must for public space, otherwise no one will come there. Instagram has had the greatest impact on the design of hotels, cafes, bars and restaurants. For example, in Australian agency Vale Architects, they have already created an "Instagram-design guide". And this is not surprising: native Instagram photos are better than any advertising. Composing his guide, Vale Architects found out that in the case of hotels, people most often take pictures of themselves by the pool, and the share of pictures in the lobby is only a small part of the photos from the rest. Accordingly, Instagram redistributes investments into the interior of the agency's clients: you should invest in the design of the courtyard, the waterside area and the bar. People want to add as many full-length mirrors as possible to the interior in order to take a selfie photo. And for another project, a girl even started her Instagram in order to tell in real time about the creation and realization of a dream home. Everyone who is related to art and wants to sell his art must understand the laws of Instagram.

People like Instagram. People are looking for a good life there. And that's it. And it is beautiful. Trends change each other. We must keep up. We must feel what people are discussing now. We should be in trend, be the first. And at the same time we shouldn't lose ourselves and our skills. Such trends as Flamingo, Fishnet tights, IQOS, Bali weekend and Irons by Mironova have been dictated by Instagram. And we choose from this stream the most sensible ones, the juiciest, and take to ourself. We comprehend why it's popular. We understand why people like it. Nothing happens for no reason.

The photo of the egg has become the most likeable in Instargarm. The photography of the EGG. 28 million of people have liked it. This is not luck, not funny, not a joke. This is just marketing. This is an advertisement. It is a successful business. And these are phenomenal. And we can use it. We must do it if we want to be the best. And every one of us wants to be the best, right?