

ANALYSIS OF FEATURES OF THE TOURIST POSTCARD DESIGN AND ITS ROLE IN MODERN CULTURE

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Annotation. *This article presents the results of a study of the role of a tourist postcard in modern culture and its design features. The classification of tourist postcards was proposed. The analysis and characteristics of design techniques that are used to create tourist postcards were carried out. Examples of tourist postcards were given and their features were described.*

Key words: *souvenir, design, postcard, travel postcard.*

For more than a century, the postcard has been an integral part of the world print culture. Souvenirs keep people's memories for a long time about visiting interesting places and monuments, about significant events and events that make a positive impression and associations [1]. A postcard is an incredibly simple and pleasant souvenir that has been existing around for over hundred years. Generally it's a bright, picturesque image that leads to positive feelings from the recipient's side. This can include both works of art or just funny images. With the development of tourism, interest in the postcard has gradually increased. Today, almost every major museum, hotel and even restaurant has its own sets of postcards, primarily aimed at foreigners.

The travel postcard has a great cultural importance, so people continue to conduct research for the improving of product design. Development of the design of souvenir products, in particular, postcards, has its own specific features. Thus it is Agafonova in [2] highlights the following: recognition of the image, compliance with the image of the object, the positivity of the image, the variability of the image, the interactivity of the image.

There is a wide variety of modern tourist postcards, therefore they are classified. Travel postcards can be classified by types of tourism, territorial affiliation, by means of images into graphic, photographic and volumetric. Also, postcards may differ in functionality: information, decorative, reference, collection, specific, event and multifunctional.

Among all types of tourist postcards, I would like to highlight a specie, handmade and pop-up postcard. The species postcard (fig. 1, a) has always enjoyed the greatest success among the various types of travel postcards. Photos or illustrations of cities and cultural monuments are placed on the species postcards. Such a postcard can convey the atmosphere of the city and preserve the memories of visiting it. They are distinguished by special image accuracy, great information content and a variety of subjects [4]. In the era of cool digital technologies and phones, it may seem that such postcards have no relevance any more. But people constantly buy them as souvenirs when they travel. Also, such cards can be framed and hung on the wall for decoration.

Volumetric or pop-up postcards (fig. 1, b) are very popular all over the world. Such an unusual design gives a zest to the cards and will not leave anyone indifferent. The concept of pop-up means "to emerge", "to emerge." Nowadays, pop-up is a promising direction in art and design. It is based on the origins of paper plastic techniques: composing technique (origami), application technique (scrapbooking, quilling), cutting technique (kirigami, paper cuttings). In the article [3] Sklyarenko notes that due to the rapid development of art, design, new concepts have been emerged and based on pop-up transformations in the printing industry. So this technique was used to creation postcards.

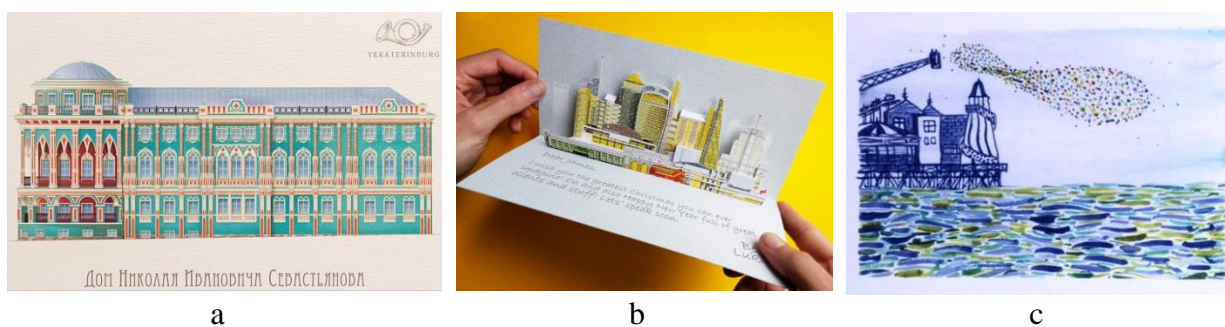


Figure 1. Postcards: a - species; b - in pop-up style; c - handmade

Handmade refers to everything that is created by man without the help of production technology. Author's manual work assumes high quality and often small circulation. This type of souvenir (fig. 1, c) is very popular because people love to buy and collect unique items, and the limited edition gives them a special value.

Conclusion

Summing up, it should be noted that an important aspect of the design of tourist postcards is the creation of a certain image that will reflect the peculiarities of the area, influence the emotional perception of a person, leaving him positive impressions and from time to time evoking vivid memories.

The modern travel postcard plays an important role in the typographic culture and is one of the most promising trends souvenir production. I believe that it is important to further study its functionality and find out new approaches in design and production of a travel postcard, because it requires new effective means of expression. A travel postcard is very important for our culture, because it plays a cognitive role, spiritually enriches people, reflects the life and culture of the country or the area it represents.

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