ART

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PRINCIPLES OF DESIGNING OF GRAPHIC OBJECTS

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Introductions. Graphic design has its own principles, approaches and design methods. There are certain principles for the development of graphic products, regardless of what exactly is the design object: corporate style, artistic design of a book or other type of graphic activity. It is the identification of the principles of designing graphic design objects that is dedicated to this work.

Aim. Indefine and publicize the design principles of graphic design objects.

Materials and methods. The results of the work are based on a detailed analysis of literary sources, on the analysis of graphic designers' developments, and on the study of the principles, techniques and methods of designers that they use in their practical work.

Results and discussion. Over a century of artistic design and project activity, the society has accumulated considerable experience, as well as developed certain principles, approaches, techniques and methods of project work, including in areas

related to graphic design.

Despite the fact that the objects of graphic design are very different (from the design of printed products, to the design of corporate style or outdoor advertising), the principles of designing these objects are mostly the same.

These are principles such as the principle of originality, the principle of conformity, the principle of harmony, the principle of rationality, the principle of symbolism, and the principle of humanysme.

Let's consider each of the principles in more detail.

The Principle of Originality is one of the most important in graphic design and artistic creativity in general. Every artist, every designer strives to find his artistic solution, which would distinguish his creation from other similar products, which would become recognizable to consumers, well remembered which would make the designed object unique, raise its status, consumer, and artistic value.

Each development of a graphic designer must correspond to its artistic content and program, which must be embed in the designed object. These are the informational or emotional components that an illustrated work of art carries, or the symbolism of the strength, power, or speed of a sports team, when developing a team's corporate style or a figurative device designed for a certain stratum of consumers, when developing advertising products.

The Principle of Conformity. This principle is implement in according of figurative and artistic graphic solution with the content, features and nature of the literary work, goods, services, or other objects for which the design is developed.

The Principle of Harmony is realize in the need to create any design objects according to the laws of aesthetics, according to the laws of psychological perception by users and according to the laws of artistic compositional coherence and integrity, as of work of art. Because any design object is an artistic-utilitarian object, and its main functions are both comfortable and safe physical use of it, and aesthetic pleasure from its contemplation in a modern environment.

The Principle of Integrity. It is based on the principle of harmony and is aimed at a comprehensive solution of all components of graphic design (be it

corporate style or book design, or other graphic project solution) in one stylistic and artistic solution.

The Principle of Rationality is implement in such a selection of algorithms and design tools, technologies and materials of production, and possibilities of use, which will:

- fully satisfy the purpose of product design development;

- to use the most appropriate and economically justified technologies for this and manufacturing materials, while ensuring the necessary durability of comfortable and safe use of the product developed by the designer.

The Principle of Symbolism is implement in the use of symbols as the main means of visual communication in the development of design products [1].

The principle of humanism is manifesting in the development of designer products in accordance with the values and requirements of a person.

"The principle of humanization is based on the idea of treating a person as the highest value. The organization of the artificial environment is carried out on the basis of concern for the well-being of a person, respect for his dignity" [2, C. 91].

REFERENCES

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