

Diana Horodnycha

Kyiv National University of Technologies and Design

Scientific supervisor – senior lecturer Svitlana Goncharenko

**PARTICIPATION IN "GARDENIUM" IDENTITY DEVELOPMENT
ART PROJECT AS AN EXAMPLE
OF PROFESSIONALS-BEGINNERS TRAINING**

Corporate IDs are means of corporate image creation, among which are shapes, colours, and style. Corporate ID is considered to be of vital importance as from the first seconds of visual or audio contact, it reminds a person of a brand, company, firm, etc. and gives exact associations with what a designer intended to communicate or a company needed. The standards of the corporate identity of a particular brand are all listed in the guidelines with all variables for using branded graphics in advertising, [1], which makes it not simple for beginners to instantly cope with the task without missing details.

For instance, the corporate identity development for "Gardenium" art project involves studies of teenagers' current trends, resulting in creation of the project identity. Prior to starting work on the corporate ID, the company, whom corporate ID is being developed for, can hire a graphic designer to help determine what products are to be produced, which design to suit best to current trends and to make it most appealing for clientele. The development of a corporate style should be thoroughly considered, so as it does not conflict with practicality and aesthetics. [2] Many works have been devoted to research these questions. Mostly, the material presented in the educational literature is of a general nature; more in-depth questions are discussed in numerous books on this topic, so top significance and insufficient practical development of this issue clearly shows the undoubted novelty of the study.

Reuters magazine claimed in 1997 that "For the past 30 years, humankind generated more information than in all previous years." Because humanity is now

producing so much information, we are seeing logos that look more and more alike to one another. This situation creates a challenge for the companies trying to visually differentiate themselves from competitors. But it also creates an opportunity for skilled designers to create iconic designs that stand out from the crowd.” The same applies to corporate identity. [3] The work of a graphic designer is a combination of creativity and logic because a graphic designer solves several complex and fundamental tasks at once. The created products (logos, fonts, etc.) have to be bright, unforgettable, and unique. At the same time, they should consider the specifics of the organization that they are developed for and be suitable for printing. Therefore, it is important for a graphic designer to align creativity with the laws of logic.

The "Gardenium" project is aimed to develop a corporate identity. The project is associated with fiction magic creatures that are a mixture of flora and fauna in a fantasy world. First, the works of the designers, working on similar projects in literature, films, etc. have been studied for ideas and inspiration, extra attention to modern trends and novelty has been paid and originality of examples considered. Gardeniums, being a mixture of flora and fauna, creatures from the author's fantasy world, are taken from dreams and aesthetic photographs with elements of mysticism and mystery. Currently, this topic is very relevant, as many children and teenagers are beginning to get involved in not only the trends of the future (technology, fashion, etc.) but also the mysterious and mystical world, thus, in my opinion, this fascinating topic is gaining popularity among designers and artisans. Based on this, large variety of characters for sale (Adopt), author's toys, mascots, etc. are developed.



The most befitting technical means, such as materials, computer programs, etc. were selected. Such a thorough work results in a successful and original product development that satisfies the audience the designer is targeting, in particular, teenagers from 10 to 20. However even adults are interested in unusual creatures.

The identity of these creatures nowadays is quite popular as merchandise. Hoodies, t-shirts, thermal mugs, and the like are used more in everyday life, which is the reason why this option was selected. Toys or posters are not in use in everyday life as not always being very practical. Toys are a more appealing option for children, similarly to badges and posters for teenagers.

To summarize, in modern life, the item's practical functionality alone is not enough. Pleasant look, aesthetics, and originality are crucial. Personal items should be original and echo with the nature and identity of the owner. Sometimes the look appears to be more important than practicality. Initially, people "choose with the

eyes", afterwards, with the mind. A modern thermal mug should not only keep the drink warm but “warm the heart” as well, plus – be original and hoodies or T-shirts with an appealing and thoughtful print will be much more interesting for potential buyers. This is precisely the job of a designer.

REFERENCES

1. Айдентика та брендинг: попрацюйте над образом своєї компанії
<https://luxsite.ua/ua/ajdentika-ta-brending-popratsyujte-nad-obrazom-svoyeyi-kompaniyi/>
2. Logo Design Love a guide to creating iconic brand identities/ David Airey.- New Riders 1249 Eighth Street Berkeley: Peachpit, підрозділу Pearson Education
3. How to be a Graphic Designer Without Losing Your Soul/ Adrian Shaughnessy - Laurence King Publishing.
4. Кто такой графичный дизайнер
<https://designtalk.club/hto-takyj-grafichnyj-dyzajner-i-shho-treb/>
5. 50 Best Logos Ever/ Various – Future Publishing / 2019 Future PLC Richmond House, 33 Richmond Hill, Bournemouth, Dorset, BH2 6EZ