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VISUAL IDENTITY OF INDIE GAMES IN THE CONTEXT OF SHAPING THEIR PERCEPTION IN DIGITAL CULTURE

In the modern conditions of rapid development of digital technologies, computer games have become an integral part of global digital culture and creative industries. Content visualization forms new ways of communication between developers and users, and also creates industry standards. Of particular significance here is the indie game segment, which is distinguished by an authorial approach, experimental forms, and original artistic solutions.

The relevance of the study is determined by the growing role of visual identity in the promotion and perception of digital products (Tereshchuk, 2024). In the modern information space, visual elements are the first means of communication between a product and its potential audience. In conditions of high competition among computer games on digital sales platforms, the formation of a recognizable visual identity becomes an important factor in the successful presentation of a gaming product.

The aim of the study is to define the features of visual identity in indie games and to analyze its influence on shaping the perception of gaming products within modern digital culture.

To achieve this aim, the following objectives are set:

- to examine indie games as a component of modern digital culture;
- to identify the main elements of visual identity in indie games;
- to analyze the role of visual identity in shaping the perception of digital products;
- to summarize the significance of graphic design in creating a recognizable image of a gaming product.

Indie games are an important phenomenon of modern digital culture, shaped by the development of information technologies and the globalization of the media space. Unlike large-scale commercial AAA projects, indie games are often created by small teams or individual developers, which allows them to realize individual creative ideas and experiment with visual styles. This approach contributes to the emergence of unique artistic solutions that distinguish indie products among a large number of digital content (Fiadotau, 2018).

An important component of the successful functioning of indie games is the formation of a coherent system of graphic means that ensures their recognizability. Visual identity is considered as a system of graphic elements that ensures product recognition and forms its holistic image in users' minds (Okur et al., 2024). The main components of visual identity include the logo, color palette, typography, graphic symbols, illustrations, and promotional materials. The consistent use of these elements ensures the integrity of the visual image and enhances the communicative effect.

Graphic design plays a special role in the process of forming visual identity, as it determines the character of information presentation and creates an emotional perception of the product. Color solutions, compositional structure, and stylistic features of graphic elements influence the formation of associative patterns and define the overall mood of a digital product. Changes in player preferences and cultural trends largely shape the evolution of art styles in the indie game genre (Goodarzi, 2025). Among the common approaches to forming the artistic style of indie games, one can distinguish realistic, stylized, and retrospective visual solutions.

An attempt at global systematization of visual approaches to different game genres revealed a complex system of visual codes that allow a player to instantly identify the nature of a game (Jamal et al., 2023). It was established that genre affiliation does not dictate a single possible visual style, but creates a system of expectations with which

indie developers either collaborate — thereby enhancing recognizability — or consciously violate, creating the uniqueness of their product.

Users often evaluate a digital product based on first visual impressions formed through graphic materials presented on digital sales platforms such as Steam, Epic Games, Itch.io, and social media. That is why a well-developed visual identity contributes to increased product recognition, building audience trust, and creating a positive user experience (Haiduk & Nizhehorodtsev, 2025).

Moreover, visual identity serves as a means of forming an emotional connection between the user and the digital product. It ensures the transmission of atmosphere, stylistic features, and conceptual ideas that underlie the game environment and narrative. In the context of digital culture, this contributes to the formation of stable associations and the consolidation of the product's image in users' visual memory.

A good example of high-quality visual identity implementation is the indie game *Hades* by the American development studio Supergiant Games (Valve Corporation, n.d.). It features a vibrant, dynamic color palette with Greek ornaments and a modern interpretation of mythology, creating a special connection between classical historical themes and a contemporary audience.

Thus, the visual identity of indie games is an important factor in shaping their perception in digital culture. Its effectiveness depends on the consistency of graphic elements, their artistic expressiveness, and their correspondence to the concept of the gaming product. Further research in this direction will contribute to improving approaches to the development of visual systems and enhancing the quality of graphic design in the field of digital media. Therefore, the study of visual identity of indie games is a promising direction of modern graphic design and an important tool for analyzing digital communications.

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LINGUOCULTURAL SPECIFICITY IN TRANSLATING POLYSEMANTIC TERMS IN INTERCULTURAL PROFESSIONAL COMMUNICATION

Modern professional communication imposes quite strict requirements on the adequacy and accuracy of the translation of professional texts. After all, the slightest mistake in reproducing and transmitting the meaning of this or that term can distort the content of economic or financial information. And within the business discourse, the translation of financial statements or contracts is not just about linguistic correctness, but the further fate of the business and the success of the company. In the field of economics, terminology has many differences in semantics and context, in addition, English and Ukrainian economic cultures have a certain contrast. Therefore, the translator needs to take into account the semantic subtleties of the use of economic terms and their polysemicity for the successful reproduction of the translation transformation during the translation of economic texts.