**UDC**

# IT-TECHNOLOGIES: SPECIALIZED PROGRAMMES FOR DESIGNERS

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***Introduction.***Today's society using modern technology receives a number of important benefits: greater access to information, accelerated development of various spheres of human activity. The use of computer technologies in professional activities is important. No need to convince a designer of the need for computer literacy. To perform work on a computer is much easier: it gives you the opportunity to view a variety of options, to create unusual effects especially in design activities.

***The purpose and objective.*** Progress and change in the sphere of designing is absolute and it is necessary to adapt to the innovation. Accordingly, the study, research and analysis of various creative methods using computer as a tool in the creative process of a designer is a critical task. The aim of the study is to reveal the features of using specialized computer programs for designers.

***Presentation of the basic material.*** Graphic design has come a long way from pencil and paper. With the help of a good computer and a nice graphic design program, artists of all skill levels are able to create high-quality projects. Graphic designers have a hand in creating countless items, large and small, from posters to identity systems and much more. Research all the niche areas and then gain the tools and technological skills to succeed in that area.

Before jumping head-first into the ocean of graphic design, you'll need to know a few things to make sure you can at least tread water. Do you know what a raster or vector graphic is? Do you know what tools you'll use or need for your projects? Are you planning to work in animation, 3D modeling, or just want to manipulate photos? Before making a decision on what program to use based on advertisements and flashy-looking boxes, knowing where you want to go in graphic design will make your choosing that much easier.

***Graphic design software.*** Graphic design professionals favor general image editing software and page layout software commonly referred to as desktop publishing software. Graphic designers that are also image developers or multimedia developers may use a combination of page layout software.

***Multimedia development software.*** Multimedia development professionals favor software with audio, motion and interactivity such as software for creating and editing hypermedia, electronic presentations (more specifically slide presentations), computer simulations and games.

***Stylized image development software.*** Image development professionals may use general graphic editors or may prefer more specialized software for rending or capturing images with style. Although images can be created from scratch with most art software, specialized software applications or advanced features of generalized applications are used for more accurate visual effects. These visual effects include: - traditional medium effects; - photorealistic effects; - hyperrealistic effects(exclusively for, include features for, or include the option of 3rd party plugins for rendering 3-D models with 2-D effects (e.g. cartoons, illustrations) for hyperrealistic effects)

***Technical graphic software.***Software that might allow for stylized effects with more emphasis on clarity and accuracy and little or no emphasis on creative expression and aesthetics. For this reason, the results are seldom referred to as "art." For designing or technical illustration of synthetic physical objects, the software is usually referred to as CAD

or CADD, Computer-Aided Design and Drafting. This software allows for more precise handling of measurements and mathematical calculations, some of which simulate physics to conduct virtual testing of the models.

*Professional Graphic Design Software.*Graphic design software and desktop publishing software are closely related. These programmes are geared toward producing documents for commercial printing and high-end web publishing. Most professionals give the nod to Adobe InDesign and QuarkXPress page layout software in this category. These high end—and high price—programs are essential for professional level work. PagePlus and Microsoft Publisher more reasonably priced programs with similar capabilities to the two powerhouses.

***Identity Design Software.*** Identity systems encompass logos, letterhead and business cards. They spill over into other areas such as business forms, brochures and signage as well. There are specialized programs available for all these documents—most geared toward small businesses. Most of these materials can be easily created in almost any design software.

***Personal Print Design Software for Macintosh.*** Almost any program, including high-end design software, can handle calendars, greeting cards, posters, newsletters and other creative printing. However, with specialized creative print design software, you get increased ease-of-use, lots of templates for crafty projects, and fun clip art and fonts to go along with it all—without the steep learning curve or price tag necessary to run high-end software.

***Personal Design Software for Windows.*** Although you can create scrapbooks, calendars, iron-on transfers and other creative printing projects with almost any desktop publishing or graphics software, specialized creative print design software makes the process easier and faster, and usually costs less. These programs typically include templates and artwork specifically tailored to each type of project.

***Web Design Software.*** Adobe Dreamweaver CS5. Image courtesy of PriceGrabber. Dreamweaver and Muse are available as part of an Adobe CC subscription package. CoffeeCup and KompoZer are affordable downloads at their respective websites.

*Free Design Software* There are many reasons to consider using free design software beyond just the cost-savings. Programs such as Scribus, OpenOffice and the free version of PagePlus are powerful programs, often comparable in features to some of the most expensive applications from Adobe or Microsoft. Check out these collections to find the best free design or desktop publishing software for you.

***Font Design Software***. Typography is the creation, use, and admiration of type in all its forms. From the standard of Fontographer to up-and-coming contenders and specialty font editors for beginners and pros, font design software lets you make your own fonts. Some programs are aimed at professional type designers, while others let anyone turn their handwriting into a font, apply special effects to a basic font, convert fonts or add special characters to an existing font.

***Conclusions.*** In order to do your job effectively, you want to choose the best print design software, but design software is often expensive. There are several ways to save money on design software. The creative printing titles generally cost a lot less than the professional graphic design software. The free software is quite powerful too. Whatever approach you take to choosing your design software, to really get your money's worth you need to learn how to use it. There are training avenues suitable to all learning styles. The computer era has made adjustments in the design process and in the final product - it becomes more complex, emotional and more holistic. Just for the development of these products is the future of designing activities.