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## **DESIGN LIKE KIND OF ART. CLASSIFICATIONS OF DESIGN**

Design is the process of creating new objects, tools, equipment, the formation of the objective environment. In the narrow sense of the word - “a new kind of artistic and constructive activity that emerged at the beginning of the 20th century”.

Design is one of the phenomena that not only covers various areas and spheres of human activity, but also synthesizes the experience of many types of art (painting, sculpture, architecture, decorative and applied art, graphics). It is impossible to be a designer without knowing the basics of visual literacy. In his work, the designer uses an arsenal of various means (technical design, compositional construction, transformation of forms, functional analysis, conceptual models of the objective-spatial environment) aimed at defining the general cultural, artistic and imaginative aspects of the objective world. With their help, the designer solves different tasks [3, p. 13]:

- sociocultural; - artistic and aesthetic; - constructive-technological; - practical and utilitarian; - anthropological.

The design combines several phenomena related to the economic life of society, culture, art, and activity that precedes the manufacture of products and the creation of environmental objects: - mass machine manufacturing, the introduction of automated production lines; - urbanization (concentration of population in large cities); - the development of science, technology, the use of science and technology in everyday life (television, electricity, transport, etc.); - traditions and experience of arts and crafts; - architectural design; - engineering design; - change of stylistic and conceptual trends in art.

The unifying features of these areas are obvious. The differences are as follows [1, p. 6]: *Firstly*, the design is aimed at meeting practical needs and only then

aesthetic. Decorative and applied art basically pursues the implementation of aesthetic tasks that are not always of practical importance. *Secondly*, the design items are futuristic, i.e. focused on the future. Their appearance and introduction into the practical life of people is associated with the rejection of obsolete forms, the old technologies and the creation on their basis of new environmental objects. Decorative and applied art is especially valuable when it preserves traditions and creates works based on established canons. For example, the drawings of Leonardo da Vinci characterized his view of the future, but not of the past. *Thirdly*, in design in relation to the decorative and applied art, the technological effectiveness of the process of obtaining products and their large seriality dominate. Decorative and applied art, although it allows the use of mechanisms for the manufacture of art objects, but manual labor remains the main component of the creative process.

*Kinds of design: Industrial design.* Covers the widest range of objects - from the smallest and simplest to global and complex. The first group - knowledge-intensive, technically complex, defining the economic potential of the state (engineering products and machine tools, means of transport, weapons). The second group - the objects of universal consumption - is divided into several subgroups in accordance with the nature of their use (furniture, dishes, toys, household appliances, equipment, etc.).

*Graphic design.* Also continues the centuries-old tradition; one of the most common types of design creativity, got a bigger sound in the period when the need for advertising arose (the beginning of the 20th century). The use of graphic design is great. Its varieties are as follows: packaging, labels, postcards, the development of logos, fonts, billboards, posters, etc.

*Computer design.* It moves from the sphere of the applied state, which served the previously established types of design engineering, into an independent type of creativity, which includes the direction associated with websites on the Internet. The construction of graphic images, the entire system of information in this network is determined by rather rigid rules.

*Design of the architectural environment.* The solution of interiors and equipment of public, industrial buildings, residential premises has its own characteristics that determine the range of design tasks and methods. The design of exhibition expositions is an intermediate link between graphic design and architectural environment design [2, p. 5].

*Design clothes and accessories.* The long-standing direction, since fashion issues have always worried mankind as a whole and its female half in particular. The clothing and accessories industry, in close collaboration, has acquired a new sound quite recently. In the fashion world there are several directions: - the creation of collections "haute couture"; - release of larger and pre-a-porter series and serial collections; - mass production of serial collections [2, p. 6].

**Conclusions.** The functional side of the design helps to look at the thing not only from the standpoint of the conditions of its use, but also with respect to the ingenuity of its creator. The constructive side is conditioned by traditions in the field of spatial, dynamic, modular-geometric structures. The communicative side reveals products from the position of society, its needs and relationships. The technological side is associated with the study, the introduction of various technologies that help the best way to achieve the goal. The artistic and aesthetic side reveals the value aspect of a thing, its individuality and refinement. The design is multifaceted, multifunctional and always interesting. Therefore, it is necessary not only to acquaint children of preschool age with it, as it surrounds the child everywhere, but also to include it in the process of design creativity. The design synthesizes various areas of human life, which help him to reveal himself as a person.

#### REFERENCES

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