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DESIGN AND PRODUCTION

The relationship between design and production is one of planning and executing. In theory, the plan should anticipate and compensate for potential problems in the execution process. Design involves problem-solving and creativity. The task of the general level is to develop aesthetic guidelines for production and awareness of consumption. Design is at the heart of technology [2].

At a time when any production seeks to gain recognition of the consumer, relevance and economic development, you need to go to the design profession. It's hard to achieve some success without design help. Every product must be a topicality of the present. Success will come to production when the designer is right to explore new fashion trends and demand for them. At the moment, the profession of designer for production is very relevant. In the modern world, every person tries to stand out among others through a fashionable image, which is easily achieved through design decisions. The designer adds to the creativity of each product that makes it unique and inimitable.

A design may also be a mere plan that does not include a production or engineering process, although a working knowledge of such processes is usually expected of designers.

The design process is a series of stages, or steps. In any process, you must follow the sequence. It is worth noting that any process behind itself has a certain result, which shows the ranking of the success of production among other industries. Having found masters, designers and uniting them into one team, you can start working together. If in the beginning interested in designers in the making of the collection, and masters to follow them, then the production of modern things will be of great demand and success [2].

The basic process design is research. It begins when someone notices that there is a need or a problem in society that needs to be solved. It ends when a product is manufactured that solves or satisfies this need [1]. For example: the designer developed a women's winter sleeveless dress, but such a dress is not suitable for the winter period. Sometimes the designer might have to invent new product to solve the problem. At other times, he or she may modify or change the existing design to improve it.

Design and production are intertwined in many creative professional careers, meaning problem-solving is part of execution and the reverse. As the cost of rearrangement increases, the need for separating design from production increases as well. For example, a high-budget project, for example, tailoring a summer collection, where there should be presented up to fifty different models of interconnected ones. Such a collection requires the development of sketches (design) from (industrial) design and sewing. A low-budget project, for example, may be the manufacture of one piece of product on request, one product requires less time, but one production process [2].

Designer for the development of a collection or the same product should clearly explore the consumer, his needs, price policy, but also must take into account production opportunities. That is, the time, the available materials, the capacity. The designer poses questions and finds information to help develop a good product: develop alternative solutions. This does not mean that production never involves solving problems or creativity, and that design always involves creativity.

Structures are rarely ideal and sometimes repetitive. Construction imperfection may require a production position (for example, an artist-manufacturer) to use creativity or problem solving to compensate for what was missing during the design process. If the final evaluation is positive, the company may decide to manufacture the product [1].

In an era of cutting-edge technology, individuality is highly valued. People who buy one or another product want to know who exactly did what they are buying. If the designer investigates the relevance correctly, and the technical department

develops the product according to the needs of the consumer, the production will receive a positive result on the market. Design and production are closely intertwined, the more clearly the tasks between them are set, the better they will function.

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