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MODERN GRAPHIC DESIGN IN UKRAINE

The article is devoted to modern graphic design in Ukraine. It analyzes important scientific and practical tasks related to the development of graphic design in Ukraine. The research focuses on new trends, methods and technologies used in graphic design in Ukraine.

Graphic design represents an important component of modern culture and communication. In this context, the role of graphic design in Ukraine plays an important role in the development of the country in the global context. Today, modern technologies and the rapid development of the Internet have opened up new opportunities for graphic design (Auzan, 2017).

Previous studies show that graphic design in Ukraine is an actively developing industry, in particular, new design studios and agencies are being created in many cities of the country. The modern influence of graphic design on the cultural life of Ukraine, in particular, on art and design, deserves special attention. The development of graphic design in Ukraine is related to its influence on business, advertising and marketing. This, in turn, creates new opportunities for the development of the country and its economy.

The purpose of this scientific article is to study modern graphic design in Ukraine with an overview of the latest trends and development of the industry. The *tasks of the article* are:

1. to analyze the state of development of modern graphic design in Ukraine;
2. identify the main trends in the development of graphic design in Ukraine in recent years;

3. investigate the impact of modern technologies on graphic design in Ukraine;
4. to substantiate the importance of modern graphic design for the development of the economy and culture of Ukraine.

Results. Modern graphic design in Ukraine is developing quite actively and dynamically. One of the important factors in the development of graphic design in Ukraine is the active use of information and communication technologies, which allows designers to be aware of world trends and implement them in their projects (Khrystova, 2020).

There are some new trends and directions of development in graphic design in Ukraine. Some of them are:

1. minimalism and simplicity. In the graphic design of Ukrainian companies and brands, a minimalist approach is more and more common, when the design becomes simpler and more understandable for the consumer.

2. manual graphics. Allows you to create a more individual and unique design.

3. animation. Allows you to create a more dynamic and interesting design.

4. 3D graphics. Allows you to create more realistic and impressive visual effects.

5. UX/UI design. Recently, more and more Ukrainian designers specialize in UX/UI design, which requires the creation of a more ergonomic and convenient interface for users (Fedoriv, 2016).

Modern graphic design plays an important role in the development of the economy and culture of Ukraine. Here are some arguments that support the importance of graphic design:

1. **branding:** Graphic design helps companies develop their brand and develop a unique style that differentiates them from their competitors (Hrebeniuk, 2019).

2. **culture:** graphic design can be used to strengthen cultural ties and identity. Ukrainian designers can create designs that reflect Ukrainian culture and traditions

that can be shared around the world. This will help draw attention to Ukrainian culture and increase interest in Ukraine as a tourist destination.

3. **innovations**: modern technologies and software used in graphic design allow to develop more complex and effective projects, which ensure the growth of innovations and technical progress. Ukrainian designers can use these technologies to develop new products and services, which strengthens Ukraine's economic potential and helps it compete on the world market (Balakian, 2015).

Conclusion. So, the results of the study demonstrate that graphic design in Ukraine is an important field that is constantly changing and developing. Today, graphic design in Ukraine contributes to the cultural and economic life of the country. The use of the latest technologies, the development of creativity and a sense of style are key factors for the success of graphic design in Ukraine.

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