V Міжнародна науково-практична конференція
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COLOR AS A WAY OF EXPRESSING NATIONAL IDENTITY IN MODERN UKRAINIAN DESIGN

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Colors play a significant role in modern Ukrainian design, reflecting the country's national identity and cultural heritage, as well as conveying emotions and creating visually striking designs.

Key words: modern Ukrainian design, national identity, cultural heritage, colors, emotions, visual design.

INTRODUCTION

Color is a fundamental element in design, and its use can greatly impact the overall mood and impact of a design. In modern Ukrainian design, colors are often used to express the country's national identity and cultural heritage, as well as to convey emotions and create visually striking designs. Ukrainian designers draw inspiration from traditional Ukrainian folk art and culture, which features a distinct color palette and decorative motifs.

Traditional Ukrainian colors include blue, yellow, red, and green, which are often used in combination to create a sense of national pride and heritage. Blue and yellow, the colors of the Ukrainian flag, are particularly prominent in modern Ukrainian design, and are frequently used in combination with traditional Ukrainian embroidery patterns, folk art motifs, or images of national symbols like the trident or the coat of arms. In addition to traditional colors, modern Ukrainian designers are also experimenting with new color combinations to create fresh and contemporary designs. However, even in these cases, there is often a conscious effort to incorporate elements that reflect Ukrainian culture and national identity. The use of color in modern Ukrainian design is not only about aesthetics but also about communicating emotions and messages. Colors have different meanings and associations in modern Ukrainian design, and their use can convey a range of emotions and ideas. For instance, blue can represent calmness and stability, while red can symbolize passion and strength.

In this discussion, we will explore the meanings and significance of colors in modern Ukrainian design, as well as their role in expressing national identity and creating visually engaging designs. We will also discuss how Ukrainian designers use color to convey emotions and messages, and how they are pushing the

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boundaries and experimenting with new color combinations to create unique and innovative designs.

PURPOSE

The purpose of exploring the topic of the use of color in modern Ukrainian design is to gain a deeper understanding of how color is used to express cultural heritage, national identity, and emotion in contemporary Ukrainian design. By examining the historical context and cultural significance of traditional Ukrainian colors and motifs, we can understand how they have influenced modern design practices. Additionally, exploring the symbolism and associations of different colors in Ukrainian culture can provide insight into how designers use color to communicate messages and evoke emotional responses in their work. Overall, the purpose of this topic is to showcase the unique and vibrant use of color in modern Ukrainian design and its connection to Ukrainian culture and heritage.
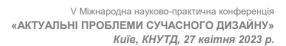
RESULTS AND DISCUSSION

The evolution of color in Ukrainian culture is an important aspect to consider when discussing the use of color in modern Ukrainian design. Over the centuries, Ukrainian culture has been shaped by a variety of influences, including neighboring cultures, religious beliefs, and historical events, all of which have had an impact on the use of color in Ukrainian art and design. In traditional Ukrainian folk art, the color palette was limited by the availability of natural dyes and pigments. This led to the development of a distinct set of colors, including blues, yellows, reds, and greens, which were often used in intricate patterns and decorative motifs. During the Soviet era, many traditional Ukrainian cultural practices were suppressed, including the use of traditional colors and motifs. Instead, Soviet-style propaganda art and design dominated the cultural landscape, featuring bold, graphic designs in primary colors.

After Ukraine gained independence in 1991, there was a renewed interest in Ukrainian culture and heritage, which led to a resurgence in the use of traditional colors and motifs in design. Today, modern Ukrainian designers draw inspiration from traditional Ukrainian folk art and culture, incorporating traditional colors and motifs in new and innovative ways.

In recent years, there has also been a trend towards using a broader range of colors in Ukrainian design, reflecting a more global and contemporary aesthetic. However, even in these cases, there is often a conscious effort to incorporate elements that reflect Ukrainian culture and national identity.

Overall, the evolution of color in Ukrainian culture reflects the country's complex history and cultural heritage, and has had a significant impact on the use of color in modern Ukrainian design.

Color is an important element in expressing national identity in Ukrainian modern design. As mentioned earlier, traditional Ukrainian colors such as blue, yellow, red, and green are often used in Ukrainian modern design to create a sense of national pride and heritage.

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For example, the blue and yellow colors of the Ukrainian flag are often used in designs to create a clear visual reference to the country's national identity. These colors are frequently used in combination with other design elements such as traditional Ukrainian embroidery patterns, folk art motifs, or the images of national symbols like the trident or the coat of arms.

Moreover, colors can be used to express different aspects of national identity. For instance, green can be used to represent the natural beauty of Ukraine's countryside, while red can symbolize the passion and strength of the Ukrainian people. In addition to traditional colors, modern Ukrainian designers are also experimenting with new color combinations to create fresh and contemporary designs. However, even in these cases, there is often a conscious effort to incorporate elements that reflect Ukrainian culture and national identity.

Colors have different meanings and associations in modern Ukrainian design, and their use can convey a range of emotions and ideas. Here are some common meanings associated with colors in modern Ukrainian design:

- Blue: Blue is often associated with the sky, water, and freedom. It can also represent calmness, stability, and trustworthiness. In modern Ukrainian design, blue is frequently used to evoke a sense of national pride and identity.

- Yellow: Yellow is associated with the sun, warmth, and happiness. It can also represent optimism, hope, and creativity. In modern Ukrainian design, yellow is often used in combination with blue to create a visual reference to the Ukrainian flag.

- Red: Red is associated with passion, strength, and energy. It can also represent love, courage, and determination. In modern Ukrainian design, red is often used to create a sense of urgency or to draw attention to important elements.

- Green: Green is associated with nature, growth, and renewal. It can also represent harmony, balance, and peace. In modern Ukrainian design, green is often used to represent the natural beauty of Ukraine's countryside.

- Black: Black is associated with power, elegance, and sophistication. It can also represent mystery, darkness, and sadness. In modern Ukrainian design, black is often used to create a sense of drama or to highlight important elements.

- White: White is associated with purity, clarity, and simplicity. It can also represent peace, innocence, and neutrality. In modern Ukrainian design, white is often used to create a clean and minimalist look or to balance out more vibrant colors.

In modern Ukrainian design, there is a growing trend of using traditional color patterns and motifs to connect with the country's cultural heritage and national identity. Ukrainian designers are drawing inspiration from traditional Ukrainian folk art, including embroidery, weaving, and pottery, to create contemporary designs that incorporate traditional colors and motifs.

One popular color scheme in modern Ukrainian design is the use of blue and yellow, which are the colors of the Ukrainian flag. This color combination can be seen in various design projects, such as logos, packaging, and branding. Designers often use these colors to evoke a sense of national pride and identity.

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Another common traditional color pattern used in modern Ukrainian design is the red and black combination. This color scheme is often associated with Ukrainian embroidery, and designers use it to create bold and eye-catching designs.

Designers also incorporate traditional Ukrainian motifs, such as geometric shapes, floral patterns, and animal figures, into their modern designs. These motifs can be found in various design disciplines, including fashion, textiles, and home decor. By using traditional colors and motifs in modern design, Ukrainian designers are not only paying homage to their cultural heritage but also creating unique and distinctive designs that stand out in the global design landscape.

CONCLUSIONS

Ukrainian modern design often draws inspiration from traditional Ukrainian folk art and culture, and this is reflected in the use of colors. The colors commonly associated with Ukrainian culture are blue, yellow, red, and green, and these are often used in various combinations to create a sense of national identity and heritage.

In addition to these traditional colors, Ukrainian designers are increasingly experimenting with bold and unexpected color palettes to create unique and eye-catching designs. For example, a designer might use a combination of bright pink, purple, and orange to create a modern and playful look, or they might use muted earth tones to create a more understated and sophisticated feel.

When it comes to using colors in Ukrainian modern design, it's important to consider not only the colors themselves but also how they interact with other design elements such as typography, layout, and imagery. A skilled designer will be able to create a harmonious and balanced design by carefully selecting colors that complement each other and work well together.

Overall, the use of colors in Ukrainian modern design is a dynamic and evolving field, with designers constantly pushing the boundaries and exploring new possibilities. Whether drawing on traditional Ukrainian colors or experimenting with bold new palettes, the key is to create designs that are visually striking, emotionally engaging, and uniquely Ukrainian.

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