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## DESIGN OF UKRAINIAN EMBROIDERY CATALOGUES: TRADITIONS, MODERN APPROACHES AND VISUAL COMMUNICATION STRATEGIES

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**Abstract.** The work is devoted to the study of the design features of Ukrainian embroidery catalogs. The features of their design as a means of preserving and popularizing folk heritage are considered. The historical prerequisites for the formation of catalogs, modern trends in graphic design and the role of digital technologies in the presentation of ornamental systems are analyzed. The principles of building the catalog structure, typical compositional and graphic solutions, requirements for visual identity and ways of integrating ethnographic content in modern design practices are outlined.

**Keywords:** embroidery catalog, graphic design, embroidery elements, visual identity, regional features.

**Introduction.** Ukrainian embroidery is one of the most powerful symbols of national identity, which encodes the cultural memory, local traditions and worldviews of Ukrainians. Systematization, study and representation of embroidery traditions is carried out, in particular, through the creation of catalogs - both printed and digital. Catalogs, albums and scientific publications dedicated to embroidery perform not only the function of documentation and popularization, but also become objects of design, where the design, selection of materials and presentation are important for the perception of the cultural code. The design of such catalogs performs not only an aesthetic, but also a communicative and scientific-informational function, since the accuracy of the transfer of ornamental systems, the clarity of the structure and the accessibility of information for different audiences depend on it.

**The purpose and objectives of the research.** The aim of the work is to analyze the design features of Ukrainian embroidery catalogs, in particular: what decisions publishers and designers make, how they combine aesthetics, ethnography, and practical informativeness, as well as how the design of catalogs affects the perception of embroidery as a cultural artifact.

**Research results and discussion.**

The first attempts to systematize the ornamental motifs of Ukrainian embroidery appeared in the second half of the 19th - early 20th centuries. Catalogs of this period were oriented towards ethnographic description and documentation of local techniques. Their design was mainly functional in nature: drawings were presented in the form of diagrams, watercolor or graphic reproductions [1-4]. In the 20th century, with the growth of interest in decorative and applied arts, catalogs became more artistic. Designers used photography, color printing, thoughtful page composition, etc. From the end of the 20th - beginning of the 21st centuries. catalogs gradually transitioned to digital format, which led to new approaches to presenting the material.

**Main Body.** During the study of existing catalogs of Ukrainian embroidery, it was found that its ornamentation largely depends on the region - motifs, compositions, techniques can differ significantly. Therefore, modern catalogs are built according to different logical models: geographical (by regions: Poltava region, Bukovina, Polissya, etc.); technological (by techniques: smooth, cross, netting, bottom, etc.); typological (by clothing elements: shirts, towels, amulets); ornamental (based on motifs: geometric, floral, zoomorphic, solar; based on gender (for men, women, children), etc. The choice of the catalog structure determines the reader's interaction with the material and the logic of navigation. Many catalogs are based on research, museum collections, and archival documents, which increases their value as scientific sources. Such publications combine ethnography, art history, and design - becoming complex models of the "popular science" and "art" format. The main requirement for the visual design of embroidery catalogs is the correct display of scale, rhythm, color scheme, and execution technique. When developing them, the designer must ensure the ability to compare samples, avoid color distortions, and deformation of the composition. Therefore, the following composition techniques are most often used when developing catalog designs: a system of visual grids (grid-system) to create structured, consistent, and adaptive layouts for unifying pages; alternation of full-page photographs and detailed fragments of ornaments; the use of negative space, which provides visual balance; highlighting information blocks and schemes. An important place in the design of embroidery catalogs is occupied by typography and color. Catalog typography combines readability and stylistic compliance with the cultural context. Designers often use: grotesque fonts - for structural elements, which increases the clarity and modernity of the presentation; antique or decorative fonts with national elements - moderately, as accents, so as not to overload the page. Catalog colors are based on the traditional spectrum of Ukrainian embroidery (red, black, white, blue). However, modern catalogs often use neutral backgrounds - white, pastel, earthy - so as

not to distract attention from the ornament. The spread of digital technologies has contributed to the emergence of interactive catalogs that offer: high resolution images; scaling and viewing layers and elements of embroidery; metadata (region, technique, time of creation); electronic diagrams and the ability to export embroidery patterns; search by ornamental features.

The modern design of Ukrainian embroidery catalogs combines scientific accuracy with artistic expressiveness, tradition and modernity. High-quality photographs of textiles, the use of macro photography, minimalist design and thoughtful presentation of ethnographic texts contribute to a deeper understanding of embroidery traditions. The synthesis of tradition and modernity is manifested in the creation of the catalog's visual identity; the use of stylized graphic elements inspired by ornament; the combination of ethnographic description with design analysis.

**Conclusion.** Based on the results of the research, the design features of modern catalogs of Ukrainian embroidery were identified and characterized. It was found that catalog design is an interdisciplinary field that combines art history, ethnography, and compositional and graphic design approaches. A professionally created catalog performs an important cultural function: it documents, preserves, and interprets embroidery traditions for current and future generations. Further development of the industry is associated with the introduction of digital technologies, the formation of interactive libraries of ornaments, and the expansion of design methods for representing cultural heritage.

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