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**VERBAL-VISUAL SYNTHESIS IN THE MODERN ARTBOOK:  
PRESERVING CULTURAL IDENTITY THROUGH THE LENS OF  
WOMEN'S EXPERIENCE**

The contemporary scientific landscape is evolving within the context of a global trend toward interdisciplinarity, which manifests itself in the systematic integration of knowledge and the search for new synthetic paradigms. In the context of current research, three types of cross-disciplinary strategies are distinguished: multidisciplinary (the parallel existence of fields), interdisciplinary (the synthesis of approaches), and transdisciplinary (going beyond the boundaries of individual sciences). It is precisely on the basis of interdisciplinarity that the art book project “Touch Across the Distance” unfolds. This work is a synthetic study at the intersection of graphic design, philology, and social psychology. The project focuses on visualizing the experiences of women whose husbands serve in the Armed Forces of Ukraine. Through a combination of poetic language, graphic form, and translation strategies, the project analyzes the role of creative industries in preserving identity in the context of globalization. (Kopiika et al., 2024, 7-8)

The artbook is based on verbal-visual unity, a state in which text and images form a shared meaning. In this format, design becomes not merely an accompaniment, but a “visual language” that amplifies the emotions conveyed by the Ukrainian word. As researchers note, visual elements can effectively convey large amounts of information and reveal the author’s intent even without the aid of words. The philological aspect of the project lies in a deep analysis of the structure of the poems, where the rhythm of the poetry and its pauses dictate the visual rhythm of the page. For example, the state of

separation is embodied through the use of white space, which becomes a graphic symbol of silence and anticipation. Typography the selection and arrangement of fonts functions as intonation, allowing the heroine's inner voice to be visualized: from a quiet whisper to an emotional cry. Thus, the combination of verbal and nonverbal elements makes the artbook's message complete and cohesive. (Рябокучма & Горбаченко, 2022, 67-68)

The project draws on the concept of code-switching—the use of multiple languages or sign systems within a single object. This practice has deep roots: from medieval polyglots to avant-garde publications of the 20th century. In the art book “Touch Across the Distance,” code-switching is realized through bilingualism, where Ukrainian is the language of primary experience, and English is the language of global communication. Research confirms that one of the main reasons for codening is the need to clarify or emphasize important information that is difficult to convey fully in a single language. (Gregorius & Okadome, 2024, 1)

Research shows that switching from one language to another often occurs at moments of peak “information load.” In our case, the English at the end of the publication serves not merely as a duplicate, but as a special signal for the reader. This is what is known as “audience-driven code-switching.” The use of a second language helps capture the listener's attention and convey important meanings at the level of the communication channel, rather than just words. This structure transforms an intimate experience into a public testimony. This is characteristic of contemporary Ukrainian culture, which strives to be heard in the world, using English as a bridge to convey complex national contexts. (Bhattacharya & van Schijndel, 2024)

The digital revolution has fundamentally transformed our understanding of this field: today, translation is evolving from a simple textual practice into a complex process of cultural mediation through multimedia formats and digital communication channels. The English-language adaptation of the poems in the artbook “Touch Across the Distance” is not a technical act, but a “translation of context,” where the primary goal is to preserve Ukrainian identity while ensuring global accessibility of the content. The

use of English allows for the integration of a woman's personal tragedy into a universal humanitarian discourse, creating space for intercultural dialogue. Thus, translation serves as a means of bridging not only geographical but also emotional distance, conveying national codes (expectations, resilience) in a language understandable to the world. (Фролова & Кобзєва, 2025, 50-51)

The project captures the “female face” of war, which is critical to preserving authentic identity amid global upheaval. In a situation where the world's attention is focused on the macro-events of the front lines, the micro-stories of individual women often go unnoticed. The art book “Touch Across the Distance” serves as an “archive of emotions,” where the use of poetry ensures the preservation of subjective experience. The book's design (choice of paper, tactile texture) creates a physical object that can be touched, reinforcing the idea of “material memory.” This embodiment of lived experience counters digital oblivion, transforming personal pain and resilience into part of the nation's cultural heritage. (Джафарова & Зінченко, 2023, 297)

The art book “Touch Across the Distance” demonstrates the practical potential of an interdisciplinary approach, which is viewed in contemporary academic discourse as a necessary condition for transcending the boundaries of individual disciplines in order to form a holistic understanding of reality. The synergy of literary analysis, translation adaptation, and graphic design makes it possible to realize what J. Klein calls “the process of integrating knowledge and methods to form a new understanding.” The project demonstrates that such epistemological integration helps overcome the fragmentation of knowledge, allowing not only for reflection on traumatic experiences but also for the formation of a resilient cultural image of Ukraine. The use of interdisciplinarity as a methodological resource transforms the art book into a tool for solving complex sociocultural problems, where “distance” is transformed into a space for new understanding, a humanistic touch, and the preservation of national identity. (Hulai, 2025, 37-38]

To summarize the above, the project “Touch Across the Distance” demonstrates that the contemporary art book has evolved from a purely artistic object into a complex interdisciplinary platform. Through the synthesis of visual design language, coding strategies, and cultural mediation, the publication becomes an effective tool for preserving national memory in the digital age. The use of English as a bridge of communication, combined with the intimacy of Ukrainian poetry and the tactile quality of the materials, allows for the transformation of local women’s experiences into a global humanitarian manifesto. Thus, the synergy of different fields of knowledge creates a new quality of understanding, where graphic design serves not only as a form but also as a guarantor that the voice of Ukrainian women will be heard and preserved across time and distance.

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