

age, yet carrying steampunk atmosphere all around. In the historical context their appearance will be based on real prototypes. So logic and sticking to certain examples is incredibly important.

In summary, concept art and character design are interconnected components of modern visual art, performing different functions with similar goal. Concept art forms the foundation, defining the style and direction of a project. Character design creates unique and recognizable characters. Their interaction is the key to the successful implementation of any idea.

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THE ROLE OF MULTIMEDIA DESIGN IN MODERN CREATIVE INDUSTRIES

Multimedia design has had a significant impact on the creative industries of today, changing how information is created, shared and viewed. Multimedia design integrates text, graphics, animation, audio and video along with interactivity to create complex, engaging digital experiences as technology and globalisation speed up. Multimedia design is an artistic and technical expression of the creative process; consequently, it is

a critical component of many areas of business including marketing, education, entertainment and digital communication.

The growing significance of multimedia design has a strong link to society's continuous digital transformation. The widespread adoption of smartphones and social media platforms in addition to high speed internet connectivity has greatly altered the way in which audiences demand content which has not only information but is also visually appealing, interactive and easy to devour. This makes multimedia design crucial to the experience a user has and how effectively they can communicate. Today, designers are required to not only have technical expertise, but also creative thinking, and knowledge of user-centered design principles and behavioural patterns.

Multimedia design is a very important part of modern life because people use digital content every day. Different kinds of media like photos, videos, music, animation, and interactive elements help make information more interesting and easier to understand. Because of this, people can share stories, ideas, and emotions in a more creative way.

Today technologies are developing very fast, especially augmented reality and virtual reality. Augmented reality allows people to see digital objects in the real world through their phones or other devices. Virtual Reality is even more interesting because it creates a completely digital world where a person can feel like they are really inside the game, movie, or another environment. These technologies make multimedia design more exciting and realistic for users.

Multimedia design is important not only in entertainment but also in education. Online lessons, educational platforms, videos, and interactive tasks have changed the learning process a lot. Students can now study from home and use different digital materials to understand topics better. For example, animations and videos help explain difficult information in a simple and clear way. Educational games and interactive exercises also make studying less stressful and more enjoyable. Many teachers believe that modern technologies help students stay focused and improve their motivation to learn.

Entertainment industries also use multimedia design everywhere. Movies, streaming platforms, social media, video games, and virtual reality experiences all depend on creative digital content. Designers usually work together with programmers, artists, and writers to create projects that look attractive and keep people interested. Because of multimedia design, modern digital content becomes more interactive, emotional, and memorable for users.

Away from school, creating with various types of media also truly helps companies. It helps them come up with new thoughts and make new items. By smartly combining different sorts of media, designers can discover new ways to show tough ideas and easily solve tricky communication problems. It naturally gathers people with different skills – like artists, tech specialists, people who get others, and marketing experts. This working together makes a great spot for amazing new ideas. This then leads to neat new goods, special help, and wonderful experiences that truly match what people and the world need today.

However, the fast growth of multimedia technology also comes with challenges. One of the main problems is finding the right balance between making things look great and making them work well. Sure, things need to look good, but they also have to be simple to use, easy for everyone to access, and work smoothly on all sorts of devices and platforms. If multimedia isn't designed well, it can really frustrate people and make them not want to use it. That means creators really need to consider how simple it is to use, how easy it is to navigate, how quickly it loads, and whether everyone can access it when they build digital products.

One of the biggest problems for people who create digital content is that technology changes very fast. Multimedia designers always have to learn new programs, tools, and platforms because modern technologies are constantly developing. To work successfully, they need to adapt quickly and improve their skills all the time.

Today new technologies such as artificial intelligence are changing the way designers work. AI tools can help create content faster and make some tasks easier. At the same time, designers need to learn how to use these new technologies correctly. So,

they need to be ready to use these smart new tools, but also remember to be creative and use their own good judgment.

Being fair and doing what's right is also a really important part of creating digital content. When designers try to get people to do things using clever methods, watch what people do online, or create special stuff just for certain users, it makes us think. We worry about people's personal details, if they're being fooled, and what's okay to do on the internet.

Designers have a job to create things that respect users and are clear about what they're up to. So, good and honest design means not sharing false facts, keeping people's information secure, and making things that benefit everyone in society.

By means of this technology, the exchange of cultures has been simplified. For worldwide sharing purposes, the multimedia designer should keep in mind the sensitivities of every culture, the stereotypes to be avoided, the culture's language, symbols, customs, beliefs, as well as colors and background choices. A design with sensitivity will help avoid the offense of various cultures.

This will be a good conclusion to this assignment and the multimedia designers' ability to design for all things today is not to be under estimated. A quick review of the modern creative industries will be sufficient. People have started to recognize what a strong part of modern design process they take. The multimedia designers are able to help bring and shape new ideas and visions. With the help of technology multimedia designers will have an increase in their overall influence. People will use new forms of technology to learn, communicate, connect and be entertained and it will be multimedia designers with there understanding of the visual communication process who create and design these digital formats, with the help of the innovations mentioned this year. There is a need for further and ongoing studies to look in more depth to some of these developments, the affect that these will have on the design process.

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GRAPHIC DESIGN AS A TOOL OF INTERCULTURAL DIALOGUE

Graphic design constitutes an integral component of contemporary visual culture, functioning at the intersection of art, communication, and technology. In its broad sense, graphic design is the process of creating visual messages intended to convey information, ideas, and meanings through typography, colour, composition, symbols, and imagery. It shapes the environment in which individuals engage with information on a daily basis, from print media to digital interfaces. In today's society, graphic design is no longer merely an aesthetic tool; it has become an important means of social communication and cultural representation (Lupton, 2015).

The development of globalisation processes has substantially transformed the role of graphic design. The conditions of the global information space facilitate the intensive exchange of cultural values, ideas, and imagery, thereby bringing the question of intercultural interaction to the fore. In this context, graphic design operates as an universal language capable of transcending linguistic barriers and uniting representatives of diverse cultures. Visual imagery, unlike verbal communication, is perceived more rapidly and carries the potential to be understood independently of the audience's linguistic affiliation (Hall, 1997).

Intercultural dialogue within the field of design manifests in the capacity to integrate diverse cultural codes, symbols, and aesthetic traditions into a coherent visual system. Contemporary brands and international companies, for instance, actively employ adaptive design that accounts for the cultural particularities of different regions.