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CONTENT

SECTION: ACCOUNTING AND TAXATION

Петрик В., Ігнатенко Т.
АВТОМАТИЗАЦІЯ БУХГАЛТЕРСЬКОГО ОБЛІКУ: ПЕРЕВАГИ ТА НЕДОЛІКИ……... 28

Насібович І., Ігнатенко Т.
ВПЛИВ ЦИФРОВІЗАЦІЇ НА ОБЛІК І ОПОДАТКУВАННЯ В УКРАЇНІ…… 30

Біла А., Ігнатенко Т.
УХИЛЕННЯ ВІД ОПОДАТКУВАННЯ ТА ЙОГО ВПЛИВ НА ЕКОНОМІКУ…… 33

Черняк М.О., Козеренко О.Ю., Степченко В.В.
ПРОБЛЕМНІ ПИТАННЯ ОБЛІКУ ДЕБІТОРСЬКОЇ ТА КРЕДИТОРСЬКОЇ ЗАБОРГОВАНОСТІ У ВІЙСЬКОВИХ ЧАСТИНАХ: ПРИЧИНИ ВИНИКНЕННЯ ТА ШЛЯХИ ВРЕГУЛЮВАННЯ…….. 34

Остап'юк Н.А., Берташ А.С.
ESG-ТРАНСФОРМАЦІЯ ПІДПРИЄМСТВ ЯК СКЛАДОВА СТАЛОГО РОЗВИТКУ…… 36

Фартушняк О.
МАРЖИНАЛЬНИЙ ПІДХІД В ОБЛІКОВО-АНАЛІТИЧНІЙ СИСТЕМІ УПРАВЛІННЯ ФІНАНСОВИМИ РЕЗУЛЬТАТАМИ ПІДПРИЄМСТВА…… 39

SECTION: AGRICULTURAL SCIENCES

Авдєєв С.В., Авдєєва О.Ю., Анічкіна О.В., Дризик В.Ю.
АГРОФАРМАКОЛОГІЯ ЯК ЧИННИК ПІДВИЩЕННЯ ЕФЕКТИВНОСТІ ВИРОЩУВАННЯ СІЛЬСЬКОГОСПОДАРСЬКИХ КУЛЬТУР…….. 45

Бутенко А.О., Бутенко К.С., Саворська О.В.
СУЧАСНІ ІННОВАЦІЇ ДЛЯ ВПРОВАДЖЕННЯ ОРГАНІЧНОГО ЗЕМЛЕРОБСТВА ТА РАЦІОНАЛЬНОГО ЗЕМЛЕКОРИСТУВАННЯ АГРАРНИМИ ПІДПРИЄМСТВАМИ…… 47

Hrendzha N.
DIDACTIC POTENTIAL OF EDIBLE ART OBJECTS IN THE DEVELOPMENT OF BRANDING STRATEGIES FOR CULTURAL EVENTS…… 88

Звенігородський Л.А., Звенігородська Т.Є., Мальцева А.В.
ГЕНЕЗИС ДИЗАЙНУ ІНФОРМАЦІЙНИХ ВКАЗІВНИКІВ У МІСЬКОМУ СЕРЕДОВИЩІ……... 91

Кожухар Г.Г.
РОЗПОДІЛЕНЕ АВТОРСТВО ЯК МОЖЛИВА ІМАНЕНТНА ВЛАСТИВІСТЬ МУЗИЧНОЇ КУЛЬТУРИ…… 97

Вергунов С.В., Вергунова Н.С., Лебедєва В.Р.
ІСТОРИЧНІ СТИЛІ ДО XVI СТ. ЯК ДЖЕРЕЛО ПЛАСТИКИ ТА ОРНАМЕНТУ В КОЛЕКЦІЙНОМУ ДИЗАЙНІ…… 99

Бабяк Є., Стегун А.
ТРАНСФОРМАЦІЯ НАРОДНОЇ ХОРЕОГРАФІЇ УКРАЇНИ ТА ЗАКАРПАТТЯ В ПЕРІОД ХХ СТОЛІТТЯ……... 105

Vasyliev O., Nikolaiets M.
3D OBJECT AS AN ELEMENT OF BRAND VISUAL IDENTITY IN THE MILITARY ART STYLE……. 109

Vasyliev O., Zabarylo D., Kolosov I.
FEATURES AND KEY ASPECTS OF MODERN BOARD GAME DESIGN……. 113

Босий І.М.
ПРИНЦИПИ ОПРАЦЮВАННЯ ІСТОРИЧНОЇ КУЛЬТУРНОЇ СПАДЩИНИ В СУЧАСНОМУ ДИЗАЙНІ МЕБЛІВ (НА ПРИКЛАДІ КИТАЙСЬКОГО МЕБЛЕВОГО МИСТЕЦТВА)…….. 117

SECTION: AUTOMATION AND ROBOTICS

Кравченко О.М., Кунуп Т.В.
АНАЛІЗ МЕТОДІВ ГЛИБОКОГО НАВЧАННЯ ДЛЯ ІДЕНТИФІКАЦІЇ ЗАХВОРЮВАНЬ РОСЛИН ЗА ФОТОГРАФІЯМИ ЛИСТЯ ТА ПЛОДІВ…… 121

Позднякова А.
СИСТЕМА МОНІТОРИНГУ ТА ОПОВІЩЕННЯ ПОРУШЕННЯ ЖИТТЄВО ВАЖЛИВИХ ПАРАМЕТРІВ СЕРЕДОВИЩА ЗАХИСНОГО УКРИТТЯ…… 126

3D OBJECT AS AN ELEMENT OF BRAND VISUAL IDENTITY IN THE MILITARY ART STYLE

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Abstract.The paper explores the peculiarities of forming the visual identity of 3D design projects in the military art style. It is determined that modern industrial design combines the functionality of a product with its communicative and branding role. It has been established that a 3D drone model can function not only as an industrial prototype but also as an element of brand identity. The significance of form-making, constructive logic, and volumetric-spatial solutions in creating a holistic visual image is analyzed. The role of integrating spatial and graphic elements in ensuring recognizability and stylistic integrity of a design project is substantiated.

Keywords: brand, 3D design, military art, visual identity, 3D modeling, industrial design, design object, form-making, visual communication.

Introduction. In the XXI st century, visual culture is actively transforming under the influence of digital technologies, while graphic design is evolving from flat solutions to volumetric and spatial forms. The use of 3D modeling in design projects expands the possibilities of visual expressiveness and enhances communication with the audience. This is especially relevant in the context of military art, which today functions not only as an artistic direction but also as a means of visual communication that combines technological, symbolic, and cultural aspects. Under modern conditions, military art plays an important role in shaping social identities and visual narratives. Contemporary studies confirm that visual identity performs not only an identification function but also an emotional and communicative one [2]. In this regard, 3D objects, particularly drones, are increasingly used not only as industrial products but also as elements of brand identity. The relevance of the study is determined by the need to comprehend new approaches to creating visual identity in the context of digitalization and the development of 3D design in the military art style.

Purpose and Objectives of the Study. The purpose of the study is to determine the peculiarities of forming the visual identity of 3D design projects in the military art style and to investigate the role of an industrial 3D object (a drone) as an element of brand communication. To achieve this goal, the following tasks were set: to analyze the peculiarities of visual communication in the military art style; to determine the role of 3D modeling in modern design practice; to investigate the principles of form-making and volumetric-spatial solutions in the creation of 3D objects; to consider the drone as an industrial prototype and an element of brand visual identity; and to determine the significance of integrating graphic and spatial elements within the system of brand communication. The following methods were used in the study: analysis and synthesis

of scientific sources, comparative analysis, systemic approach, and visual-analytical method.

Research Results and Discussion. The modern development of digital technologies has significantly influenced the transformation of visual communication and approaches to identity creation. While previously brand identification was mainly based on flat graphic elements such as a logo, typography, and color palette, today volumetric-spatial forms and 3D objects are becoming increasingly important. This tendency is especially noticeable in the field of military art, where visual language combines technological features, functionality, and symbolic meaning.

During the research, it was established that a 3D drone model can function not only as an industrial prototype but also as a полноценный element of brand identity. This is explained by the fact that contemporary industrial design is increasingly focused not only on ergonomics and technical characteristics but also on the emotional and communicative perception of a product. According to D. Norman, design shapes the emotional interaction between a user and an object, while visual form directly influences the perception of both the product and the brand [8].

In the context of military art, the drone functions not only as a technical device but also as a symbol of modern technologies, mobility, and spatial control. Therefore, its form, constructive logic, and visual image can be integrated into a system of brand communication. Researchers emphasize that industrial design in the contemporary environment also performs a communicative function by creating emotional associations between the object and the consumer [6].

The analysis of literary sources showed that the integrity of the visual system plays an important role in identity formation. A. Wheeler defines identity as a complex of interconnected visual elements that ensure brand recognition and shape its emotional image [10]. In this context, a 3D object can function as a central brand element alongside a logo or graphic sign.

The peculiarity of using a 3D drone within the identity system lies in its multifunctionality. Such an object can be used in advertising graphics, animation and motion design, digital interfaces, AR/VR environments, presentation materials, as well as a basis for graphic patterns and compositional solutions. Thus, the industrial object transforms into a visual communication element that ensures brand recognition.

The analysis of contemporary studies demonstrated that 3D visualization is becoming one of the key tools of digital branding. L. Manovich notes that digital media changes the principles of visual culture by transforming design from a flat format into a dynamic and interactive environment [9]. In this context, the 3D drone model ceases to be a static object and acquires the properties of a digital media image.

An important aspect of the study was the investigation of form-making principles in military art. This direction is characterized by geometrized forms, clear constructive logic, the use of technical graphics, a restrained color palette, and an emphasis on functionality and technological aesthetics. These features shape the specific aesthetics of military art and ensure its recognizability. Researchers of visual culture emphasize that military art today functions not only as an artistic direction but also as an element of modern informational and cultural communication [3].

Modern brands increasingly use complex 3D objects as elements of visual identity. One such object is the drone, which can function not only as a functional industrial product but also as an important component of brand communication. Within the stylistics of military art, the drone acquires additional symbolic meaning associated with technological advancement, mobility, precision, and spatial control.

In modern design, 3D objects are increasingly becoming carriers of brand meanings. Due to its characteristic form, construction, color, and texture solutions [7], a drone can transform into a recognizable visual sign of a brand. Research in visual culture confirms that military-technical aesthetics create strong associative images through the combination of functionality and the aesthetics of power. As a result, the drone ceases to be perceived solely as a technical device and becomes part of a holistic identity system.

The research established that the integration of a 3D object into a branding system enhances the visual integrity of a brand [4, 5]. The repetition of characteristic forms, silhouettes, textures, and constructive elements of the drone across different media creates a unified stylistic system. This is manifested in web design, printed materials, motion graphics, advertising products, digital interfaces, and souvenir production. According to G. Bonsiepe, modern design is a system of interaction between function, form, and information [6]. Therefore, in contemporary branding, an industrial 3D object can simultaneously perform the functions of a product, a visual sign, and a communication tool.3D modeling also plays an important role in the formation of modern identity. Researchers consider 3D design as a tool for creating complex visual systems that combine aesthetics and functionality [1]. According to Strelchuk's research, 3D modeling allows complex ideas to be communicated through visual images and enhances communication efficiency through immersion and interactivity [5].

Modern digital technologies make it possible to adapt 3D objects to various media, create animation and interactive scenes, simulate lighting and textures, and form a holistic digital brand environment. The use of VR and AR technologies further expands the possibilities of user interaction with visual content. This is especially important for military art, where dynamics, atmosphere, and visual persuasiveness play a significant role.

Thus, the research results confirm that the combination of 3D design and military art is a promising direction in modern visual communication. A 3D drone model can simultaneously function as an industrial object and an element of brand identity, shaping a recognizable and holistic brand image.

Conclusions. The study established that 3D design is an important tool for forming modern visual identity, while the combination of industrial design principles and military art stylistics opens new opportunities for brand communication.

It was determined that a 3D drone model can perform a dual function: act both as an industrial prototype and as an element of brand identity. Due to its characteristic forms, constructive features, color, and texture solutions, the drone becomes a recognizable visual image associated with technological advancement, mobility, and innovation.

The research also established that the integration of 3D objects into a branding system contributes to enhancing the visual integrity of a brand. The repetition of forms, silhouettes, and graphic elements across various media ensures stylistic unity and strengthens brand recognition within the digital environment.

The analysis of scientific sources confirmed that modern design is considered not only as a means of form-making but also as a system of visual communication in which emotional influence, interactivity, and digital technologies play an important role. The use of 3D modeling, motion design, VR, and AR technologies makes it possible to create more dynamic and immersive forms of interaction with the audience. Therefore, the combination of 3D design, industrial form-making, and military art aesthetics is a promising direction for the development of modern visual identity and branding.

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