movement that directs the viewer's eye from one element to another. This principle helps to create visual flow and keeps viewers focused on your design.

Color and its meaning in graphic design.

In graphic design, color is one of the most powerful tools at your disposal. It evokes certain emotions, attracts attention and conveys a message to the viewer. Understanding color is critical to creating visually appealing and effective designs.

Different colors have different psychological effects on people. For example, warm colors such as red and orange usually evoke feelings of energy and excitement, while cool colors such as blue and green are often associated with calmness and tranquility.

By using the right colors in your design, you can evoke certain emotions and have the desired impact on the viewer.

Another important concept of color is color harmony. Color harmony refers to how different colors go together in a design. There are different types of color harmonies, such as complementary (using colors opposite each other on the color wheel), analogous (using colors next to each other) and monochromatic (using different shades of the same color).

By understanding this harmony, you can create visually pleasing and balanced designs that capture viewers' attention.

Contrast is another fundamental principle of color theory. Contrast involves using colors that differ in brightness, hue, or saturation to create visual interest and highlight certain elements. By adding contrast to your design, you can highlight important information or create focal points that draw the viewer's attention.

In graphic design, the choice of color plays a crucial role in shaping the overall aesthetic and message of the design. It can help convey brand values, create a mood and atmosphere, or differentiate one design from another. By mastering color theory, you'll be able to create designs that effectively communicate your desired message and resonate with your target audience.

VISUAL COMMUNICATION AS AN IMPORTANT COMPONENT OF GRAPHIC DESIGN

Liubimova O.D., *senior lecturer,* **Viziriako S.,** *student*
(Odesa State Academy of Civil Engineering and Architecture)

Design is an ever-evolving field that requires constant learning and growth. For designers who want to succeed in their craft, it is imperative to

constantly seek new knowledge, skills and perspectives. There are always new technologies, methods and trends that can potentially change the design process. One area of design that deserves special attention is Information architecture (IA).

Modern systems of visual communications are an important project in design, determined by the coordinating processes of communication between a person and the environment with the help of special visual signs and sign systems. In the classic form, visual communication is defined by the use of figurative language, which means transformation of content into information based on the process of reading or viewing: "Visual communication relies partially or completely on sight and is expressed primarily by means of two-dimensional images; it includes and combines signs, fonts, drawings, graphic design objects, illustrations, industrial design objects, advertising, animation, color and light objects, as well as electronic devices."

In the existing approaches to its study the visual transmission of information is characterized by two directions, conventionally called humanitarian and natural-scientific.

A new stage of development in the field of visual communications is connected with the emergence of the Internet. A new model of the communication process is emerging, which involves a change in the roles of the source, the carrier of information, and the addressee.

The Internet today is the basis for most media communication processes and is recognized as the most suitable place for visual communication. The evolutionary transformations taking place in the media sphere have changed not only and not so much the communication processes, but the means of communication implementation. It was thanks to the development of multimedia that visual communication found itself at the forefront.

If earlier the concept of "visualization" meant "the process of creating a visual image of human consciousness", today this term means "visual representation of data or ideas". Therefore, visual reproduction is not so much an internal tool of the human mind as an external mechanism that supports the brain's decision-making processes and helps implement communication processes.

The American scientist K. Wear singled out the following possibilities of visualization:

1) visual presentation of information simplifies the process of reading large volumes of data. Important information, consisting of a huge number of details, becomes available for reading;

2) visual representation helps to see such properties of a certain object, the existence of which was not known before;

3) visualization usually makes it possible to see possible shortcomings with the data obtained during the study;

4) visualization facilitates reading and understanding of various data: both visible to the researcher and non-obvious ones;

5) visualization facilitates the formation of hypotheses.

To visualize images, modern designers use many techniques taken from other types of visual arts, technologies, cinematography, modern printing, photography; computer technologies.

Thus, the visual presentation of images is a necessary tool for working with a mass audience; visual communications are a combination of content and form of the message, and constitute the visual content of a company. Visual communications help the designer to express the strategy and idea of the company to form a positive, complete, and harmonious image.

The persistent tendency of increased information flows and visual communications turns modern cities into structures that are difficult to perceive and navigate. The accelerated rhythm of life, innovative developments and technical progress create new conditions and features for the implementation of different activities.

Graphic design is the most important segment of visual communication and information space in modern metropolises. Elements of graphic design appear more and more brightly and begin to dominate the architectural and spatial environment of the city.

Visual communication is considered as the process of transmitting visual information and its impact on the design process in graphic design.

АРХІТЕКТУРНІ ФАНТАЗІЇ — МУРАЛИ

Перепелиця О.В., *к.п.н., доцент,* **Недошитко О.М.**
(Одеська державна академія будівництва та архітектури)

Окремо слід зупинитись на тенденціях розвитку архітектурних фантазій. Цей традиційний напрям архітектурної графіки зберігає ручне виконання, але поступово в нього проникають і сучасні методи комп'ютерної графіки.

Сучасні міські мурали також мають в своїй основі витоки з архітектурної графіки. Тут задіяні ті ж самі закони композиції, колористики, візуального впливу та ін.

Мурал (mural) — це надзвичайно великий витвір мистецтва, найчастіше картина або величезне «графіті», нанесене на поверхню