

PROJECT OF CREATION A UKRAINIAN ELECTRONIC MEDIA INTERESTING TO ALL THE PEOPLE WHO ARE GETTING DESIGN EDUCATION OR WORKING ON DESIGN PROJECTS

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Abstract. *There was carried out a research and there was identified the problem of lack of reliable arranged information for designers, as well as the lack of a comprehensive guide to technical issues for those who working on design projects. The article offers a solution to the problem through the creation of an informational resource and an online guide for designers.*

Keywords: *Graphic Design, Typography, information, Design helper, technology.*

Introduction

Nowadays, when digital technologies develop so fast, it is strategically important to be competent in all fields of knowledge. The ways of getting education, ways of communication, teamwork, forms of cooperation are changing very rapidly. Classic well-illustrated textbooks and other editions including those ones on Typography or Graphic Design, have not lost their value. It is great to have such a well-illustrated publication on the shelf next to your desk, but it can not satisfy all your educational or informational needs. Moreover, the latest information is changing rapidly or it is losing its topicality. And reprinting the textbook several times a year is not profitable business for anyone. There are also many different magazines, online publications on art and design. Each textbook and each edition is unique. Each publication emphasizes attention on one aspect and it is logically correct. However, the reality of modern world dictates to us a very fast speed of getting information, and therefore it is extremely important for any designer to find correct information on a particular issue very quickly. In a very short time you need to find correct answers to the questions, and there are a lot of textbooks to re-read on the Internet. Sometimes a designer makes a bad mistake because of to lack of time or reliable information in direct access.

Problem formation

There were analyzed existing online publications in the post-Soviet territory, and it was determined that there are no publications consigned just for graphic designers. In Ukraine all existing publications are multidisciplinary. They do not just give answers to specific questions on graphic design. Another one point is that Ukrainian designers often need to solve technical problems in condition of time limitation. They have to find useful information, and therefore they need a manual provides reliable information on design and in related fields, they need an edition in which all information is collected. In Ukraine it has already been discussed the problem of classified information in electronic media and the creation of online libraries [1-2]. Based on various works, it was concluded that there are no online media that provide informational assistance in design and printing. And those ones that exist are foreign. Therefore, it was proposed to create an online resource to provide answers to various aspects usually interesting for beginners, the resource which contains essential reliable information for designers - it can be news, trends, ideas, articles on topics related to Graphic Design. The proposed online edition can also contain answers to popular questions, articles on academic subjects, cover the latest trends, news and more. Thus, there is a chance for Ukrainian designers to be more informed and to avoid most common mistakes in the process of working on projects.

Results

The work on the site from our dream has begun. According to our plan, the site interface will be maximally adapted to the user. Easy using will be due to the massive buttons with a sign system, these buttons will be transitions to other pages of the site, where there will be more detailed information that the person was looking for. The site will not be overloaded with massive graphics, but the sign system will be present to speed up the search for information, as well as to save time on re-reading the headlines. The main page of the site should have a search line for those who can clearly formulate their question and download it. Now we are working on the concept and interface of the online resource (Figure 1).

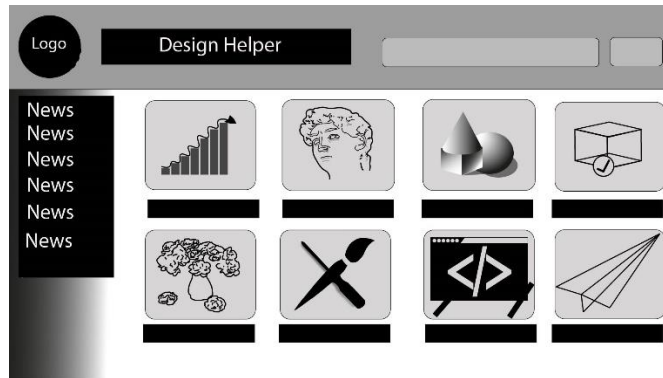


Figure 1. This is the main page of the "Design-Helper" site

The site with the working title "Design-Helper" must have the following sections: techniques for creating images both in digital and material versions; Composition and Color Theory; All about Fonts; Printing and Illustration art; Design in advertising; Software for design; Packaging Design; Web Design and Interface Design; Motion Design; Environmental Design and Navigation and others. A separate section titled "History of Design and Legendary artists" will be created for the articles on the History of Design with the works of outstanding artists, both modern and famous old school ones. We do not see our project without a section where the best works of our university graduates will be presented. It is also desirable to be able to find out what professional contests there are in the world, on which projects Ukrainian designers are actually working, to get known about their plans and achievements. It would be interesting to know about the opportunities to get a design education in Ukraine and abroad, university or online courses. We plan to continue our work and invite all interested people to cooperate. We are glad to discuss all proposals of cooperation.

Conclusions

There was identified the urgent necessity in creating a multidisciplinary online resource in which all the interested professionals, students and amateurs could find and share reliable information get known rules and regulatory framework, news from the world of visual and digital design, printing, benefits or features of graphic editors, as well as appendices to them, including instructions how to use of new software, their interfaces, some kind of "Wikipedia", only in design, printing and publishing. And work has began The resource has also to become a platform where the Ukrainians who receive design education or work in this field could exchange ideas, opinions, plans and achievements.

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