

STANDARD COMPOSITIONAL – DESIGN SOLUTIONS OF THE ASSORTMENT OF SCHOOL UNIFORM FOR GIRLS OF UKRAINE AND WESTERN EUROPE

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Abstract. *The paper provides a comparative analysis of the range of school uniform sets for girls of the primary school age group in Ukraine and Western Europe, the characteristic typical solutions of school uniforms are highlighted and their main differences are determined.*

Keywords: *school uniforms, design, clothes for schoolchildren, range of children's clothes.*

Introduction

Today, in different countries of the world, attitudes towards school uniforms differ. So in Great Britain, Japan and Australia, school uniforms are mandatory, and its assortment, completeness and color schemes are strictly regulated for each educational institution. In some countries, such as North Korea, Uzbekistan, Cuba, the same school uniform is required for everyone. In the United States, France and Austria, school uniforms are mostly used in private schools. In Ukraine, school uniforms are optional. However, some schools maintain the tradition of compulsory school uniforms, thus making their students stand out in appearance.

Modern school uniforms are a complex object, in the design of which it is important to take into account the main functions and purpose for which this suit is created [1]. Therefore, today in Ukraine, issues related to the design of school uniforms are relevant. A significant number of works by scientists from different countries of the world are devoted to the analysis of foreign experience of using a school suit as a uniform or dress code, its influence on the academic performance and behavior of students [2-3, 6]. A great contribution to the theory and practice of the design of children's clothing was made by such scientists as G.P. Beskorovainaya, T.V. Kozlova, K.L. Pashkevich, L.P. Shershneva, L. Ushakova, etc [1-7].

The article [1] explores and summarizes the main aspects related to the design of school uniforms. It is determined that this type of clothing should be considered as a «uniform» and «an element of corporate culture» of an educational institution. The main components of clothing as an “element of corporate culture” have been determined: color scale, visual symbol (geometry of the suit), composition of uniforms and symbolism

The author in work [5] analyzed the main stages of the historical development of clothing for schoolchildren, the characteristics of the physical and psychological development of children of different ages, determined the requirements of consumers and proposed a method of artistic design of school uniforms.

The work [6] presents the results of the analysis of domestic and foreign publications related to the problems of designing school uniforms in the context of the implementation of the dress code policy in educational institutions. The author highlights the current trends in the modern experience of using the school dress code. It was found that the creation of diversity due to the transformation of the model range of school uniforms contributes to solving the problems of schoolchildren's rejection of uniforms.

The work [7] presents the results of the analysis of the market of school uniforms for children of primary school age in Ukraine, defines the preferences of consumers regarding the choice of assortment, typical design solutions and colors.

The analysis of scientific publications has shown that today the attitude towards the school costume, the concept of its functions and purpose has changed. The results of the analysis of literary sources showed that there is no systematization of information on the composition of typical sets of school uniforms in Ukraine and the countries of the world, their main features, advantages and disadvantages have not been determined.

Formulation of the problem

Based on modern studies of the range of school uniforms for girls of primary school age and the results of surveys of buyers of the range of these products in Ukraine, it is determined that today the Ukrainian market presents products that do not meet the requirements of consumers to ergonomics and aesthetics. To improve the range of school uniforms, its ergonomics and quality, it is necessary to research and systematize information on the main types of these products, their completeness, artistic and design solutions in different countries of the world.

Research results

The school dress code is the mandatory requirements for the student's appearance, regulated by the charter of the educational institution. The main goal of the introduction of school uniforms is to identify students of a particular educational institution, in the formation of an appropriate culture of behavior. In Ukraine, in general educational institutions, a uniform school uniform is not mandatory. Most often, when determining the form of clothing in schools in Ukraine, a dress code is used, where the school charter regulates the color scheme and a list of the range of clothing that is recommended for use at school.

On the basis of illustrative material of images from websites and official pages in social networks of educational institutions of Ukraine and Western Europe, personal archives of schoolchildren from all over the world, photographs of periodicals, implemented an analysis of the kits and typical artistic and constructive solutions of a typical assortment of school uniforms for girls of primary school age was carried out. It has been determined that the wardrobe of a modern schoolgirl consists of a certain list of types of clothing of various assortments, of which sets are made. A set is an open set of clothes made from interchangeable elements, which is characterized by multi-layering with the independence of each product. The kit provides the ability to change the appearance depending on the situation, season of use and individual preferences.

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The main types of assortment of school uniforms for girls of the primary school age group today are a fairly large variable range of jackets, skirts, trousers, blouses, vests, jumpers (pullovers), sweaters, sundresses, dresses, etc. School uniforms for girls of primary grades in Western Europe and Ukraine have both similar and distinctive standard solutions of the sets. The most demanded set of school uniforms for girls of primary school group in Ukraine is a set consisting of a sundress and a blouse. Often in the autumn-winter period a jacket made of fabric is added to its composition. The kit usually consists of individual items offered by various manufacturers of school uniforms.

Sundresses for schoolgirls in Ukraine of primary school age have different stylistic and compositional-constructive solutions. Most often, the design of sundresses corresponds to the classic or romantic style. According to the structural and compositional solution, the existing samples of sundresses can be divided in length into two groups: to the knee line and above the

knee line, according to the silhouette solution - into three groups: a trapezoid silhouette, semi-adjacent and X-shaped silhouettes, according to the design solution - into five groups: sundresses on spaghetti straps, without horizontal articulations, on yokes, with horizontal articulations at the waist line, horizontal articulations below the waist line. The necklines of the sundresses are round. Skirts – in different cuts: flared, with wide pleats or pleated.

Blouses included in the school uniform of girls of the younger age group in Ukraine are most often made in a romantic style, in various pastel colors, in a semi-adjacent silhouette, with sewn-in sleeves of various shapes and decorated with ruffles and lace. Classic blouses-shirts for students of the primary school group in Ukraine are in much less demand. In the autumn-winter period, the sets, consisting of a sundress and a blouse, are complemented with fabric jackets. Ukrainian manufacturers of school uniforms recommend a large number of models of jackets of semi-adjacent and straight silhouettes with sewn-in long sleeves, with single-breasted fasteners on button. The necks of jackets offer a closed and open look and are decorated with collars with lapels or trims. Collarless necks are round.

Sets from a sundress, blouse and jacket in Western Europe are rarely offered for wearing in educational institutions. Most often, such kits are worn by female students of the first and second grades. The sets include sundresses (dresses) below the knee line, straight or trapezoidal silhouette, on a yoke or with an undercut below the waistline, blouses-shirts of a classic cut, straight silhouette, with short or long sewn-in sleeves, fasteners on buttons and collars, classic knitted jackets.

The next most popular among girls of the primary school group in Ukraine is a set, which includes a skirt, jacket and blouse made of fabrics. Jackets, blouses and skirts from the manufacturers of school uniforms in Ukraine are produced both in the form of sets and as individual items that consumers select and complete on their own. Jackets and blouses included with skirts have the same design as in sets with sundresses.

Ukrainian manufacturers recommend knee-length or above the knee skirts in different cuts: with wide pleats, pleated, bell-cut, on yokes and with frills. Skirts in Ukraine are made from plain fabrics and companion fabrics in a cage. Kits are often complemented with short vests cut from a solid fabric.

In schools in Western Europe, the classic set of a jacket, skirt and blouse is the most common, but this set differs significantly from the Ukrainian version. For girls, pupils of elementary grades of European schools, jackets are always classic cut to the hip line or slightly below, with a turn-down collar with lapels, a single-breasted three-button fastener and are most often made of plain fabrics; blouses-shirts - classic cut in white, skirts - knee-length or below, with various folds, as a rule, are made of plaid fabric. The design and color scheme of the kit are approved by the statutes of the educational institutions and are mandatory for all schoolchildren. The sets are completed with pullovers and knitted vests.

The most common set for girls in primary school in European countries is a set of pullovers, white shirt blouses and skirts with various folds of plaid fabric. Sometimes, instead of pullovers, knitted vests or jackets with a V-neck are worn. Ukrainian schoolgirls use a similar type of set, but it includes blouses of both classic and romantic styles, skirts with folds of different widths, bell-cut, with a yoke, with frills, and jumpers with a round neckline. In some educational institutions in Europe and Ukraine, primary schoolgirls wear sets with trousers or jeans in dark colors.

The analysis of the sets of school uniforms for girls of the junior school group of European countries showed that female students of primary school age in schools in Western Europe in the summer wear sports style sets, which consist of a skirt and a polo jumper, and in the autumn-winter period - sports style sets consisting of a jumper or a long jacket with a zipper, combined with trousers with cuffs. These school uniforms are not used in Ukrainian schools. The color scheme of school uniforms in Ukraine and Western Europe is different. There are no bright colors in school uniforms for girls of the primary school age group of Ukraine: red, yellow, bright blue, etc. and few things in white.

Conclusions

According to the results of the analysis of sets of school uniforms for schoolgirls of primary school age, in the countries of Western Europe and Ukraine it is determined that today the clothes of Ukrainian schoolgirls are more diverse, but less comfortable. The sets of school uniforms in Ukraine are dominated by products of rigid forms made of fabric, while European schoolgirls wear more comfortable knitwear. The color scheme of uniforms for primary school students in Ukraine is characterized by the absence of bright colors in sets, while bright colors often prevail in school costumes of primary school age students in Western Europe. The results of the study confirm the need to improve the design of uniforms for female students of Ukrainian schools in accordance with the experience of designing school kits in European countries.

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