

The Artisticity Of The Image And The Complementation Of The Clothes, Forming The Creative Perfection In The Student In The Process Of Creating A Collection

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Abstract: The article examines the development of figurative-associative thinking in the process of designing a new collection, the formation of skills to analyze and determine project requirements based on new skills; the importance of developing the knowledge and skills necessary to make the right decisions when creating a new collection; impeccable knowledge of the image and constructive structure of clothing; acquisition of practical skills in creating a clothing collection using artistic and graphic means; the importance of mastering design techniques when creating creative collections.

Keywords: Innovative education, interactive methods, didactics, learning effectiveness.

Introduction: In the process of designing a new collection, it is important to develop figurative-associative thinking, analyze and determine the requirements for the project based on new skills, and form skills; form the knowledge and skills necessary to make the right decisions when creating a new collection; have a thorough knowledge of the image and structural structure of clothing; acquire practical skills in creating a clothing collection using artistic and graphic tools; and master design methods when creating creative collections. In fashion design, artistic imagery expresses a mood or theme through the shape, color palette, and patterns of a garment. It is crucial to the creative process of modern costume design. Although, artistic imagery is usually developed on the level of a single object, it is seen as a powerful tool for shaping the human environment.

An artistic image is formed on the basis of the artistic type of human nervous activity. It arises as a result of the individual perception and processing of information. This process involves personal sensitivity, rich imagination, figurative thinking, and emotional memory. The process of reflecting the external world gives rise to two main types of images.

Everybody wants to look beautiful, bright and stylish at all times of the year, but sometimes it is not easy to find perfect clothing color combinations. Managing the impact of color on person's image is smart considering that color is one of the first things noticed about a person, particularly from a distance. Each hue has a different psychological effect, and there is a specific psychological reaction to each color. The problem of image clothing that was described as problem of the psychological comfort of the clothes can be traced back to the works of Shim, Kotsiopoulos, & Knoll (1990) and Radeloff (1990), as well as works of Petrova, & Korobtseva (1996) and Korobtseva, & Petrova (1998). However, it is often attributed to an impressive approach to designing clothes that was described by Korobtseva (2001), and her further researches Korobtseva (2005) and Korobtseva (2006) that are devoted to the same problem of designing clothing according to requirements of individual person image. Kuleshova (2011) extended her study in order to solve the problem of harmonization of the clothes with account of person features.

DISCUSSION AND RESULTS

The concept of artistic image is considered an

important element of aesthetic, visual and conceptual expression in design. Simply put, it is a means of expressing the designer's idea, mood or theme in visual form. The artistic image in design has the following main characteristics. Visual expression is seen through color, shape, line and texture. Symbolic meaning conveys an idea, concept or emotion. Aesthetic appearance evokes a sense of beauty and balance in the viewer. Intellectual content reveals the designer's idea and concept.

The artistic image of a costume is a combination of a concrete object and an abstract idea, and the compositional solution, choice of materials, means of form and color serve to express this idea. A fashion designer, having a subjective perception of the world, expresses his imagination in images. Artistic images are created using various means based on personal symbols and associations. These images are realized, especially in costume design, through the synthesis of form, color, texture and construction solutions. Since the end of the 20th century, fashion designers have begun to combine diverse, even contradictory images in their collections. This has put forward novelty, grotesqueness and expressiveness as the main criteria. Each fashion show has become a kind of staged "theater of images". The artistic image is expressed through clothing, headgear, shoes, accessories, makeup, hairstyle, stage setting and musical background. These factors reflect the designer's vision of the image in a holistic way.

Everybody wants to look beautiful, bright and stylish at all times of the year, but sometimes it is not easy to find perfect clothing color combinations. Managing the impact of color on person's image is smart considering that color is one of the first things noticed about a person, particularly from a distance. Each hue has a different psychological effect, and there is a specific psychological reaction to each color. Results of the literature review show that clothes don't just affect person's confidence level; they can affect one's success, as —clothing significantly influences how others perceive you and how they respond to you. Thus, the authors deal with a perceptive component as a necessary component of professional competence of the fashion designer. Authors conclude that choice of clothing colors must be achieved as a result of consideration of external data (person's coloring), and

internal data (psychological features of the person). In the article it is presented through scheme of external and internal factors which have an impact on formation of visual imagery and impression. Every person has a unique pattern of body coloring and also particular preferences for color that relate to their temperament and past experiences. In this work authors are generally applied to the contemporary study of four classical temperaments in the approaches of image clothing and selecting colors. Authors improved the incidence matrixes those show the relationship between two classes of objects: first one shows the relationship between clothing colors and personality; and the second one is about to identify the best color palette for person's body coloring. The rules of identification the best color palette are formalized and represented as a CMYK color model. Selection clothing colors and evaluation of psychological comfort of clothes are presented as a part of studied courses for future fashion designers.

Recently psychological comfort and harmonization of clothes is associated with the term of aesthetic quality of garment. Particularities of evaluation of aesthetic garment quality were considered by Kuleshova, & Slavinska (2015). From their work we can make an inference about necessity of taking in account consumer requirements to clothes. Nowadays a hierarchy of modern consumer requirements to clothes was changed: importance of psychological comfort requirements and clothes matching with the personal features increased against the background of plenty of garments that are characterized with a good fitting on the human figure. Such changes in consumer preferences already were captured by designers. Researchers proved that the most significant indicator of the consumer's choice of any design objects is visual impression. It was shown in the works: Zymogliad (2010), and Zymogliad (2013). Impressive approach to designing clothes is actively developing in Japan, in the US, in Russia. From this point clothes is not only the shell or the cover of the body, but it expresses the personality and is the "shell" to selfperception. The impressive approach allows using psychophysical research data in clothing design, as well as developing effective schemes of forecasting and demand management in apparel design. Database that was developed by Kuleshova (2013) provides dress

designers with sets of fashionable female figures and color palettes of dress designs in period of few last centuries. Hence, it could be used as dataset for psychophysical research of the changes in fashionable person preferences during certain period. Color related psychological studies are a phenomenon of the twentieth and twenty-first centuries. The problem of optimal color palette selection has been studied by many researchers. An overview can be found in follows works: Luscher (1977), Jackson (1987), Spillane, & Sherlock (1995), Gill (2000), Webster (2006), Henderson, & Henshaw (2006), Henderson, & Henshaw (2010), Freer (2015). All of them are considered color palettes in relationships with person individuality and described different aspects of using these relationships in regular person life. In works of Cheremnykh (1983), Bily-Czopowa & Mierowska (1986), Kozlova (1988), and Medvedeva (2005) were described basic principles of the design clothing with account of color as one of the main elements of garment composition. Particular case of using the color palette in design of reversible garments was shown in Zakharkevich, Kuleshova, & Shvets (2015). Color preference tests have been devised by Luscher (1977) in order to gain useful information on how people will react to certain colors in given situations, and as a means of personality analysis. Hence, the results of the tests must be used as a basic for the image clothing. Clothes designer's professional activity in designing sewed garments must corresponds to the modern substance of the profession and to be oriented to an individual consumer, in this connection it may be used while training specialists at a university

In short, an artistic image is a conceptual tool that expresses the creative and professional vision of the designer. In the process of costume design, this image acquires a certain meaning and is embodied through visual materials. The creator uses all means to express the idea, from concept to staging, and in the end, presents the viewer with an impressive, aesthetically rich image.

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