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MODERN DESIGN. PECULIAR FEATURES. TERMINOLOGY

It is impossible to investigate any terminology without the studying of the origin of this branch, its history, characteristic features. The Ukrainian design terminology is the integral system of linguistic units; there are design names and nominative elements from other family branches (building, architecture, art) among them.

Key words: term, terminology, scientific and technological terminology, term system, design, terminological.

The XXth century has given a lot of useful to the design, because during this century design has finally emerged as an independent type of professional activity. Changes to all areas of life, including the sphere of design, has come with the XXIst century. These changes will obviously coexist with traditional design principles of the XXth century for a long time. The past twenty years have witnessed the development of what we call modern design. The well-known circumstances of the last decade XXth century made look at the role of design professionalism in the modern way: globalization, environmental degradation, new technologies. Nowadays, design is becoming more versatile. The diversity of its stylistic developments and all forms of existence as a profession is increasing .

It should be noted that during this period the deliberate formation of Design Terminology in the Ukrainian language with accumulation of material, laying the theoretical foundations of design terms codification began, that is certified by the works of such authors as: V. Danilenko, R. Zaharchuk-Chugai, Y. Lehenky, T.

Malik, S. Myhal, O. Polishchuk, Selivachov M., M. Stankiewicz, P. Tatiyivskiy, V. Torkatyuk., L. Hominskiy, A. Hmelovski, V. Shcherbakov, A. Schypanov.

Analysis of the cultural and historical design development gives reason to consider that design is the activity as archaic as arts and crafts. The design originated through the gap between producers and consumers owing to manufacture mechanization and division of labor. This led to the need to have a link - artistic and design activities. Historically, the design started in the industry. The scope of its interests was the design of certain industrial products, their facilities and areas and the working environment.

Science knows that before the Mongol invasion, Kyivan Rus was one of the highly developed countries of the medieval Europe, which formed a high culture of art and craftwork. The craftsmen of that time had a great ability to combine utilitarian and aesthetic principles in the creation of material objects. It was the direct forerunner of design project activity.

Transcontinental routes and geopolitical position of Ukraine in Europe identified areas, contributed to the formation of certain regional art centers and provided existence of inter-cultural influences and contacts. For centuries multi-ethnic population of Ukraine gradually produced a certain genetically related lifestyle traditions, material production, applied art and design.

Ukraine is known to be the part of the Russian Empire and some part of the Central European countries, and therefore was involved in all the processes that took place there. And still some specifics about its perception of world design trends took place.

Design in its nature, purpose and method belongs to the aesthetic activity; the subject, tool design and results of the activity is a part of the industrial design, and because of it to the system of industrial production. The interaction of the two activity plans determines the specific design as a special kind of aesthetic activity: it combines aesthetic and post aesthetic activity in the domain of material production.

The predominant line of design activity formation in Ukraine went through engineering and technical environment. Among the Ukrainian artists of the late XIXth

- early XXth century, and later in the 20s – 30s , two or three dozen people whose work to a certain extent touched the design industry can be named. Meanwhile among design engineers the number of professionals, who had artistic training and comprehended the aesthetic problems of technology in their design work, were only hundreds.

Modern design is based on a extensive system of principles designed with scientific disciplines - philosophy and sociology, economics and mathematics, ergonomics and information theory, semiotics and aesthetics. The main task of the design is the creation of positive technical and aesthetic properties of the object - its feasibility, usefulness, functionality, ease of use, aesthetic expression.

Thus, the commercial design can be defined as an integral part of the designing (engineering), the way of the component elements arrangement and links in the system "man-environment".

Ukraine became an independent state, Ukrainian language is the state one. Acute need in specialized dictionaries, textbooks for training young professionals arose. Over the last decade more than 600 of terminological dictionaries have been published in Ukraine.

Materials related to the Ukrainian scientific terminology started to be published regularly. From 90-s Lviv Scientific Society named after Taras Shevchenko is engaged in terminology work to form a national scientific terminology.

The appearance of the term "commercial art and design" is connected with this period. It was introduced to the science and practice of artistic and constructive activity throughout the civilized world.

Thanks to the work of experts and participation of scientists-linguists and experts an unprecedented fact of development of more than 600 state standards in Ukraine "Terms and definitions" became possible for the period from 1992 to 1996. A state standard of design and ergonomics was adopted in Ukraine in 1996, which defines industrial design, environmental design, industrial environmental design,

habitable environment design, graphic design, redesign, design modernization, ergodesign.

Several approaches to standardization of terminology systems are originated. Terminologists are divided into two groups: the first one is seeking to fully revive of the national terminology produced by Scientific Society of Taras Shevchenko and the Institute of Ukrainian Scientific Language, and the second group of scientists trying to put into the Ukrainian scientific and technical terminology as much loanwords as possible.

Therefore, Design Terminology in the Ukrainian language is the result of centuries-old development, reflected the global and domestic building and architectural affairs, national specifics and international experience affected clearly on its formation. In addition, the formation of the Modern design terminology in the Ukrainian language influenced general trends of language development. Design terminology in the Ukrainian language is characterized by a long history of development, what increases the importance of its terms research, and today it remains the subject of enhanced study. Further development of this terminology implies solving of such problems: a description of Design Terminology in the Ukrainian language and its regulation, adaptation of loanwords, preserving of national identity, checking the expediency of a foreign language vocabulary using.

SUMMARY

It is impossible to investigate any terminology without the studying of the origin of this branch, its history, characteristic features. The Ukrainian design terminology is the integral system of linguistic units; there are design names and nominative elements from other family branches (building, architecture, art) among them.

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