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**6 и 7 октомври 2022 г.
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КОНФЕРЕНЦИЯ ЗА МЛАДИ УЧЕНИ ' 2022**

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October 6 and 7, 2022

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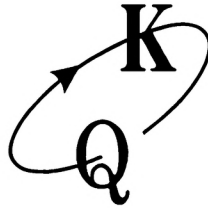
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SCIENTIFIC WORKS COLLECTION

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FOR YOUNG SCIENTISTS ' 2022**

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В Сборника са включени трудове, които са резултати от изследвания на млади учени и са докладвани на 6 и 7 октомври 2022 г. пред XXXI „МЕЖДУНАРОДНА НАУЧНА КОНФЕРЕНЦИЯ ЗА МЛАДИ УЧЕНИ ' 2022

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DESIGNER - COMPOSITION – DESIGN

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Abstract

The principles of good design are tools that the designer uses to create an effective composition. The difference between a weak and a strong design depends on the designer's knowledge of the design principles and his or her ability to apply them. Depending on the layout of the elements, there may be several types of composition. But when the elements do not have the right arrangement, it is a chaotic composition.

Design is a human activity, a product of that activity or an idea of it, related to the senses, emotions and intellect. Design is inherent in man, and thus he differs and stands out from other living beings. This conception of the designer as an autonomous activity, as a product of designers who are looking for the beautiful, dates back to a long time ago.

The simplest definition of good design is that it's a human creation. Although today the term design most often means visual art, and the concept of what design is will constantly change over the centuries. Perhaps the most consistent definition is the most general - that the term design refers to all the creative and creative actions of man. As a product of fine art, the designer creates the composition, which is a work of design. Composition means combining elements and principles in building a work.

Key words: design, composition, contrast

ДИЗАЙНЕР – КОМПОЗИЦИЯ – ДИЗАЙН

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Резюме

Принципите на добрия дизайн са инструменти, които дизайнерът използва, за да създаде ефектна композиция. Разликата между слаб и силен дизайн зависи от познанията на дизайнера за принципите на дизайна и неговата или нейната способност да ги прилага. В зависимост от разположението на елементите може да има няколко вида композиция. Но когато елементите нямат правилна подредба, това е хаотична композиция. Дизайнът е човешка дейност, продукт на тази дейност или идея за нея, свързана със сетивата, емоциите и интелекта. Дизайнът е присъщ на човека и по този начин той се отличава и откроява от останалите живи същества. Тази концепция за дизайнера като автономна дейност, като продукт на дизайнери, които търсят красивото, датира от доста време. Най-простото определение за добър дизайн е, че това е човешко творение. Въпреки че днес терминът дизайн най-често означава визуално изкуство, а концепцията за това какво е дизайн непрекъснато ще се променя през вековете. Може би най-последователното определение е най-общото – че терминът дизайн се отнася до всички творчески и творчески действия на човека. Като продукт на изобразителното изкуство, дизайнерът създава композицията, която е произведение на дизайна. Композицията означава съчетаване на елементи и принципи в изграждането на произведение.

Ключови думи: дизайн, композиция, контраст

Composition is the composition, the assembly of parts into a whole, the design elaboration of an idea according to the needs of the materials and the means in a certain kind of expression.

In music, composition means creating and composing a musical work. Composition in painting means a work that has several elements, united in one whole. In non-figurative art, composition is a relation of shape, color and space, and in technique and technology, a composition of different alloys that create a compact mass. In everyday practice, the composition is a composition of parts that make up a whole.

The harmony of the parts as a whole has been studied long ago in nature itself. In the preserved materials from the Paleolithic and Neolithic there are extremely well-conceived forms of tools. That is why today we can talk about the culture of composing as a level of understanding of relationships and ways of putting something towards someone.

The basic meaning of a composition is perceived according to how much and how the elements of the composition overcome the coincidence and to what extent the achieved relationship indicates the recognizable personal style and the mark of the time in which it was created. Regardless of the fact that today the term composition denotes different phenomena and conditions (for example, a composition of certain scents), the meaning of the result achieved with that composition is always taken into account.

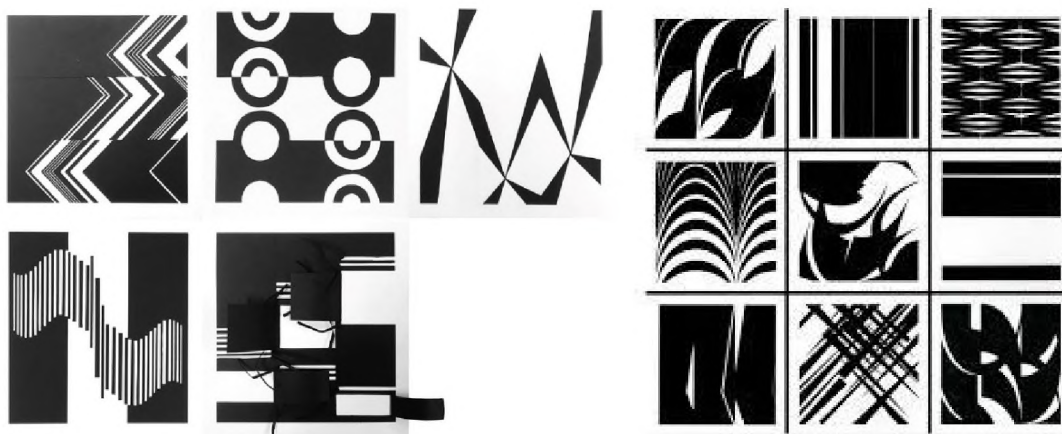


Figure 1. Design – composition

When creating a composition with multiple elements that should create a whole, it is difficult to achieve harmony and good composition, but it is also difficult and perhaps more difficult when creating a composition with a small number of elements.

As a rule, to create a composition, two or more elements are needed, so that a certain relation of those elements can be built in the space. If the composition is composed of only one element, then the composition means its relation to the space in which that element is located. The purpose of the composition is satisfied if that relation of something to someone is established, and the composer himself freely chooses the means and the way through which he expresses himself.

In design, composition means combining artistic elements and principles in building a design work. When creating a design, the designer makes several sketches that help him to present his own idea in an appropriate way. There are a number of possibilities for creating a composition.

The right composition can do a lot in building a design work, which should not be just a picture, but a work of a designer.

The composition is a harmoniously arranged layout and meaningfully arranged relation of the artistic elements - the elements of the composition inside a space or format, in which the unity of the use of techniques, materials, ideas prevails.

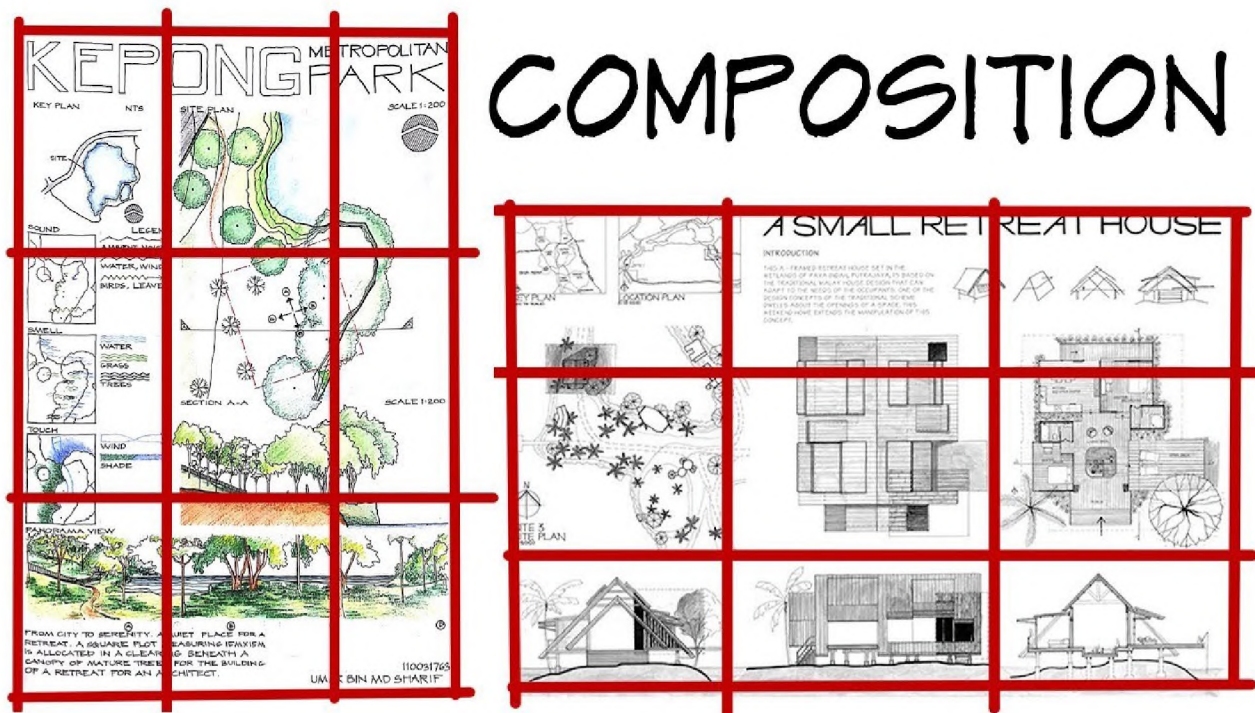


Figure 2. Composition

Composition means the arrangement of masses, lines, shapes, colors and other elements, the interrelationships of which can be in repetition, harmony and contrast, in symmetry and asymmetry, in various rhythms, etc.

The main goal of any composition is for the designer to express his idea as effectively as possible. Synthesis means unity, and unity is what makes the work leave a strong impression on the first contact with the viewer. Since the first and strongest impression is created by the elements that act instantly and directly on the feelings of the viewer, the designer should strive for his expression to flow through them rather than through thematic content. After all, the viewer reads the thematic contents in an intellectual way afterwards and gradually.

The principles of good design are tools that the designer uses to create an effective composition or design. The difference between a weak and a strong design is due to the knowledge of the design principles and its ability to apply them. The basis of any design is the arrangement of design elements by applying design principles. Taking into account all these components create a composition, appearance or design that should be pleasant to look at. On an average sensibility, ordinary objects have a superficial effect, while those we see for the first time make an impression on us. The human soul reacts when it is touched at its most sensitive point.

We know that in the human body, the skeleton is the structure that carries the muscles and all other parts of the body, in architecture the beams are the structure that carries the whole building, and in design the composition is the structure that unites all the elements. In one conceptual solution, i.e. design, one line, shape, tone, color or other artistic element can be placed in many places, but the question arises where?



Figure 3. Composition in landscape design

Exactly this issue is solved by the art composition itself. Everything we see in the composition is an integral part of it. As the first idea of the designer is born, as a more or less clear vision, so the process of creating the composition begins. Even in that first phase there are basic thematic relations. The unnecessary is marked, elaborated and removed.

The surface with which the designer is limited, is physically a two-dimensional plane, which has only length and width. Such a surface, without depth, is called the work space, the design field. Before starting the realization, it is necessary to decide how the unity of the format and its form will be organized.



Figure 4. Composition in interior design

By determining the format and defining the topic, the realization of the idea begins.

The perception of space, the shapes of the elements that will be found in the composition and their placement are the most important segments in the formation of the composition. This is where the designer of creating a good composition comes in. The elements of the composition are arranged according to shape and direction.

Lines are perhaps the most important elements of a composition. When used effectively, they visually guide us in and through the "stage". There are three types of lines: horizontal, vertical and diagonal, and each of them creates a different dose of movement and energy in the composition, and hence different effects.

Balance is a design principle that regulates the arrangement of elements in a whole. One of the wishes of the designer is to create a balance of the composition. Balance refers not only to the composition, but also to the selected motifs, their ratio, color, contrast and many other factors. Only when balanced is the composition stable and visually correct. The three most common principles of composition with balance are: symmetry, asymmetry and radiality.

In design, symmetry generally conveys a sense of harmonious or aesthetically pleasing proportionality and balance, which reflects beauty or perfection. The symmetrical balance is the most stable, in visual terms. Symmetry is achieved when both sides of the work of art on the horizontal or vertical axis of the composition are almost the same. In a symmetrical way we build balance with color, texture, line, shape, by looking for visual balance of the right and left half of the work. The opposite of symmetry is asymmetry. The asymmetric balance is built with the same goal, the content on the left and right side to be equal in value of line, tone, color, texture, size and shape, but their placement to be different on both sides.



Figure 5. Composition in design balance

Balance in the composition is achieved by a simple, correct combination of shapes, colors, light, darkness that complement each other so that they make the composition balanced. Then a composition appears where the feeling of peace, peaceful repetition and harmonious division of all elements are balanced. .

If there is a desire to achieve a mysterious, disturbing, strange feeling, the imbalance can be more effective than the balance in the composition. This can be achieved by combining different shapes, forms, contrasts, ie placing the elements without any order

and rule. In fact, the elements are "scattered" chaotically without any arrangement. It is defined as chaos in the composition, and that chaos causes an imbalance.

Conclusion

Before starting any design work, the designer should keep in mind that every composition starts with an idea. In order to use design principles effectively and correctly, it is necessary for the designer to have an idea or a specific goal. Without a goal, whatever principles are applied, it will result in an uninteresting act. With an idea, even if you forget the principles or apply them intuitively, a beautiful composition can be created. Every designer should aim to create a composition that is unique and interesting to look at.

When the designer has a good idea, the effective application of the design principles will aim at achieving unity of the work. Whether the designer applies the principles consciously or unconsciously, unity should be the goal of every designer. The harmonization of the whole canvas is what realizes the work of art.

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