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THE MAIN PROBLEMS OF WEB DESIGN DEVELOPMENT IN UKRAINE

Introduction. In modern conditions of society development, in order to globalize information and communication, new technologies have been developed that greatly simplify the way of life and life of the population. In this regard, new directions in the field of virtual space has appeared. In particular, such a new industry as Web Design is becoming more and more popular every day, because the design of the necessary information in an accessible and convenient form makes it easier to work with data and helps to attract the attention of potential customers.

In the vast majority of countries a rapid development in the field of Web design is in progress, moreover, many opportunities have not been thoroughly studied, because of the relatively short time of the introduction of this technology. However, the rise of Web design, and design in general, proves the transition to a relatively new level, which is a guarantee of success and prestige. In particular, Ukraine is also trying to keep up with innovations and implement them in different spheres of life. However, the introduction and development of Web design is not so rapid in our country compared with others, which is related to the social and economic situation.

Objective. The basic objectives of this research are:

▪ to investigate the main areas of development in the field of modern web design;

▪ to identify the main problems associated with web design industry in Ukraine.

Formulation of the problem. The rapid introduction of various computer technologies in all spheres of life of modern society requires considerable resources, which causes many problems in Ukraine. In particular, the web design industry, which is undoubtedly one of the most important means of visualizing information on various Internet resources, remains behind European trends. Insufficient number of

educational institutions, which train specialists in this area, conservative views of customers and executors, poor product quality and complications in the design market are the main problems in the national web design development.

Analysis of research and publications. Unfortunately, there are very few scientific papers and articles on the subject, which would cover various aspects of web design problems. The modern virtual space is primarily represented in the works of foreign scholars such as Patrick McNeil *(«The Web Designer's Idea Book: The Ultimate Guide To Themes, Trends & Styles In Website Design»)*, Jason Beaird *(«The Principles of Beautiful Web Design»)*. In native works, for example, in the article written by G. Kuchmanich *«Research of the subject design market in Ukraine»*, a study was conducted among the market of designers and common problems of development and employment were identified and described [3]. The problems web designers face are described in details in the article *«The Labor Market: Web Designers»* [6].

Presenting main material. The sphere of web design in Ukraine is still quite young, it was originated in our country about 20 years ago. By that time, it was already widespread in European countries. This proves that web design in Ukraine is just developing and lagging behind because of social and economic situation and other state problems.

The most Ukrainian customers prefer to use the services of small web studios or webmasters working individually. This happens, firstly, because there are very few large professional web design studios. And, secondly, the prices of web studios services surprise ordinary people: «What is this money for ?! ». Although there is nothing strange in fear of the people in our national economic conditions [2].

According to the experts, Ukrainian customers and users are not yet ready for innovation in the field of web design. A negative feature of Ukrainian customers is that they do not appreciate the trends of «emotional» design and do not believe that they are worthy of high pay. Basically, Ukrainian consumers are not ready for the effects already adopted in the west [5].

Also domestic organizations are characterized by another feature. Some companies believe that creating a site – it is not complicated at all, it does not require a qualified specialist, and it is possible to entrust its creation to a young intern enthusiast who is somewhat familiar with the basics of web design. While a whole team of professionals is needed to create a truly profitable commercial site. Besides the experts in graphic design, web programming and HTML code layout, experienced marketers and managers must also take part in the work of this team [2].

Web design tools are changing in a way that makes them more complex, the number and variety of opportunities increases, but they become more accessible and easier to use. The new ways to use web design tools has been appearing. It is about both new software and new hardware, such as graphic tablets [5]. However, such equipment may be costly, depending on the characteristics and capabilities of the equipment. Not every web designer or firm can provide itself with such technologies, which is the main problem of the slow development of web design.

Another problem in Ukraine is the lack of a number of educational institutions in the field of web design that would train professionals in this sphere. The labor market is overfull of designers-amateurs who do not have a complete knowledge basis and experience in developing websites and other content. This leads to the fact that skilled specialists have to improve constantly, to look for new unique methods while performing work, which can not always be a guarantee of success. Therefore, in such conditions of aggressive competition it is very difficult to find work.

In addition, the regulatory framework of Ukraine in the field of intellectual property and, in particular, intellectual property in web design is also very young. «The Law of Ukraine on Copyright and Related Rights» defines web design, or to be more precise, the program code of Html-page as a literary work (other software products are also defined in the same way) and does not fully take into account the specifics of this type of intellectual property. Therefore, it is almost impossible to punish legally people who steal information from someone else's website [2].

Conclusions. So, investigating the development of web design in Ukraine, as a profession and sphere of activity, we can identify the main problems associated with

the peculiarities of the state structure and the labor market. Among them are the following:

- lack of demand for design among buyers;
- lack of support from the authorities;
- lack of proper copyright legislation;
- lack of designers' understanding of market conditions and demand;
- differences in design understanding.

These problems indicate that the sphere of web design in Ukraine is rather poorly developed and needs more attention. Considering everything, we can conclude that web design is one of the main tools of visualization, is young, but a promising industry to invest. Ukraine can rise to a new level in the field of technology and design only due to proper professional training of web designers, investments into this sphere, improvement and modernization social and economic situation in Ukraine.

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