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Section: Art History and Literature

CURRENT TRENDS IN GRAPHIC DESIGN

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Abstract. The study is devoted to the analysis of current trends in graphic design. The main attention is paid to the features of compositional and graphic solutions and new technological innovations of graphic design objects. The paper highlights trends in the development of this industry, as well as the role of technologies in creating innovative design solutions. The paper shows that modern graphic design demonstrates the deep influence of the latest technologies, such as artificial intelligence (AI), augmented reality (AR), 3D graphics, modern visual effects, etc.

Keywords: graphic design, AI, AR, minimalism, trends, innovations.

Introduction. Graphic design is an integral part of modern visual culture and plays a key role in shaping effective communication. It combines art and technology, using color, typography, images, and composition to create visual solutions. In the modern world, the importance of graphic design is growing due to the use of digital technologies, the development of marketing strategies and increased competition. It helps convey ideas, evoke emotions, and influence people's decisions.

Purpose and objectives of the study. The aim of the work is to identify and characterize the key trends of modern graphic design.

Research results and their discussion.

At the first stage of the study, an analysis of literature sources on the chosen topic was carried out. In the work of N. Lopukhova [3], it is determined that the globalization of society has become a characteristic feature of modernity, which contributed to the formation of a tendency in graphic design to lack of nationality and impersonality or an attraction to an "international style". Globalization processes have contributed to the creation of uniform standards of graphic design, which provide for the same approaches to solving communication problems, identical tools and formal design techniques. Nevertheless, the author notes that over the past decades, there has been an active development of graphic design, taking into account the peculiarities of national culture.

In the study of N. Vorona and A. Slivinskaya [5], it was determined that graphic design today, due to the use of digital devices both for creating design objects and for their demonstration, is becoming more and more technologically advanced. The

authors identified the following trends and provided their characteristics: minimalism, ecological design, asymmetric composition, bright color solutions, original typography, various textures, pixel art, doodles, maximalism.

The Article [4] examines current trends in graphic design in the world and in Ukraine. The authors note that in today's post-industrial society, graphic design plays an important role, which affects the individual, his values, tastes and preferences. They identified the main trends in graphic design, namely: integration of technologies; minimalism and simplicity; environmental friendliness and social consciousness; color expression; interactivity and animation; experiments with typographic elements. Also popular are: asymmetry; volume and brightness of colors; gradients; geometric shapes; author's illustrations; open composition and author's typography.

In the work of O. Kolesnik and R. Chugunov [2], the latest trends in graphic design are analyzed and systematized. The authors note that AI with a high potential for generating ideas and adapting to individual needs of people expands the capabilities of designers and ensures the creation of works focused on a specific consumer. The authors define eco-design as a key factor in optimizing graphic design processes, and the use of environmentally friendly materials and methods meets modern requirements. The paper shows that the use of VR/AR technologies has a revolutionary impact on visual communication and creativity, expanding the boundaries of interactivity and virtual reality for a modern audience. Researchers determine that inclusive design expands the audience and provides equal access to information and services.

Based on literature sources and analysis of modern graphic design objects, we have identified the main trends of 2025, which are described below. In our opinion, the most important trend in modern graphic design is AI, which changes the principles and algorithms of work. Designers use it as a tool for generating more visualizations in a shorter time, which helps to implement individual queries, in particular in graphics, typography, and layouts [1, 2, 5]. This allows you to focus on the details and functionality of the object. However, the main ideas and the choice of optimal solutions still belong to the person.

Minimalist maximalism is a trend that combines clean minimalist elements with bold eclectic solutions. This is a balanced design that attracts the attention of consumers without overloading their visual perception.

Environmental care is a value that determines the behavior of most modern consumers. Today, design solutions that include ecological elements, natural colors and textures, natural graphics, the use of recycled materials and energy-saving technologies are relevant.

Inclusivity is one of the main trends of our time. Designers will create graphics that are focused on consumers with different needs, using complex color schemes, typography and images, ensuring accessibility and usability for people with different features abilities, and backgrounds.

Three-dimensional design and complex 3D solutions are becoming more relevant and accessible thanks to new tools and internet technologies.

For modern graphic design, the use of bold bright shades, contrasting color combinations and multi-color compositions is relevant. Such design projects attract the attention of consumers, stand out from others, and cause indelible impressions and emotions.

Today, it is important to use unique, specially designed fonts to better reflect the personality of brands and communicate with different groups of consumers. Such fonts must adapt to different devices and platforms, making the design consistent and memorable.

Interactive storytelling is particularly relevant and is designed to revolutionize the digital world. It allows consumers to actively engage in active interaction with design through interactive graphics, animation, or the ability to independently select storylines.

Augmented Reality (AR) is a term that refers to all design projects aimed at supplementing reality with any virtual visual elements. Virtual Reality (VR) is an illusion of reality created using computer systems that provide visual, audio and other sensations. VR/AR are technologies that are dynamically developing and fundamentally changing visual communication, creating a more emotional impact. They open up new possibilities for product design, environments, data visualization and learning. AR is becoming a data visualization tool, a clear and accessible tool. Now VR is increasingly used to create virtual learning and training environments, and is also actively used in the gaming industry.

Conclusions. It is determined that in modern post-industrial society, graphic design plays an important role, influencing the individual, his values, tastes, preferences, and so on. Based on the analysis of literary sources and design objects, modern trends in graphic design are identified and characterized, namely: AI, VR and AR, inclusive and eco-friendly design, minimalistic maximalism, three-dimensional design and complex 3D solutions using bright color solutions and contrasting color combinations, unique, specially designed fonts and interactive storytelling.

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DEVELOPING A LOGO DESIGN FOR A BRAND CAFE-PASTRY SHOP

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Abstract. The research is devoted to the development of a logo design for the brand of the cafe-confectionery "Kiev cake" in order to attract the attention of consumers, position it and highlight it in the market. The paper presents the results of research of literary sources and pre-project research on the features of corporate styles of Ukrainian cafes and pastry shops and describes the process of creating a visual image of the cafe "Kiev cake" brand.

Keywords: corporate identity, brand, logo, corporate color, corporate fonts, "Kiev cake".

Introduction. The term "brand" has a multifaceted meaning in the context of modern marketing and communications. On the one hand, a brand is an identifier of a product or service that makes them stand out in the market and gives them uniqueness compared to competitive offers. On the other hand, a brand is an emotional association that consumers form based on their experiences and interactions with a particular company or product. The definition of a brand in his work suggests D. Airey [2], which characterizes it as a marker that attracts the attention of consumers, arousing their curiosity and encouraging them to pay attention to a specific product or service. Brand attributes include various visual elements created based on the analysis of existing brands, modern principles of graphic communication, creativity, artistic abilities and professional skills of the designer. The modern world of brands is extremely competitive, and it is not an easy task for Ukrainian companies seeking to stand out in