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BOOK GRAPHICS OF THE PRESENT DAY AS A COMPONENT OF UKRAINIAN DESIGN HISTORY

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Summary

The History of Design is a mandatory part of the curriculum in higher education design programs. Acquiring theoretical knowledge of the history of design of different stages of society's development allows a young person not only to competently use it in their practice, but also to develop an understanding of the importance of historical heritage and cultural traditions for modern society. The history of modern Ukrainian design is connected with the Russian-Ukrainian war. The artistic space of today in Ukraine is formed through the prism of the creative concepts of artists and is supplemented by new evidence regarding the knowledge of reality, the knowledge of the mentality of the people, and the understanding of the causes and events that are currently taking place. Book graphics make a significant contribution to the artistic space of today. As an element of the overall concept of book design, book graphics not only generalize the communicative dimension of history, but are also an important tool for preserving and popularizing literary and visual culture.

The article contains illustrations – examples of student creativity, the imagery of which generalizes the specific manifestations of their time. Combining two artistic spaces: prose or poetry and visual art, the examples given generalize the communicative dimension of book graphics in the history of contemporary Ukrainian design.

Key words: artistic space, illustrations, student creativity, communication, popularization of visual culture.

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1. Introduction

The history of the formation and development of design, as the basic foundation of training competent specialists in the artistic design of spatial-subject environment, is based on systematized scientific research into the history of architecture, fine arts, crafts and technology, styles and style create. The acquisition of theoretical knowledge of the history of design at various stages of society's development provides an opportunity to young personalities not only to use it competently in their practice, but also to develop an understanding of the significance of historical heritage and cultural traditions in modern society.

The modern history of Ukrainian design is formed on the basis of scientific research into the artistic space created by talented individuals. Book graphics make significant contribution

to the artistic space. As an element of the overall concept of book design, an illustrative means of expressing literary content through artistic imagery, book graphics are an important tool for preserving and popularizing literary and visual culture. Responsible for the visual design of books in the diversity of artistic space, book graphics generalize the specific manifestations of its time. It was interesting to identify these manifestations of time in the book graphics of master's students majoring in Design at ChSTU and summarize them as a creative contribution to the modern history of design of Ukraine.

2. Formation of the artistic space of project book culture

In her dissertation research, 'Book design in the context of Ukrainian project culture of the 1950s – 2020s,' Doctor of Art History Viktoriya Mulkohainen asserts that the work of each book graphic artist is a unique phenomenon that reveals the spirit of its time through the prism of the author's creative concept (*Mulkohainen, 2024*). The authors of the publication (*Gula et al., 2023*) systematized information on the synthesis of the development of book graphics and design in Ukraine and state that the transition in the 21st century from classical forms of book graphics illustration to electronic projecting, widespread Internet-globalization has changed not only the technique of illustrating the corresponding text by a graphic artist, but also the status of the modern illustrator, who goes beyond illustrating the text and becomes a co-author of the book, an active participant in the a creative team whose activities influence the overall concept influencing the overall concept and perception of the book.

An indisputable phenomenon of our time is the Russian-Ukrainian armed conflict, which has been ongoing for the past 11 years and escalated into a full-scale war on February 24, 2022. The war affects all spheres of public life: social, economic, political, psychological, and cultural. A new history of Ukraine, a new history of the culture of the Ukrainian people, and a new artistic space for design are being formed. As part of the field of knowledge "Culture and Art, and Humanities," design also makes a significant contribution to the history of design. Through the prism of authors' creative concepts, the history of design is enriched with new evidence regarding the cognition of reality, the cognition of the mentality of the people, and the understanding of the causes and events that are currently taking place.

As mentioned above, the formation of the artistic space of book project culture is usually based on the achievements of creative personalities of both words and graphics. The graphic accompaniment of the book's content, whether prose or poetry, attracts the reader's attention with the opportunity to see a detailed and lengthy reflective narrative about the relevant events. To give illustrations dynamic effects capable of evoking a new range of emotions, various types of applications are used today that combine traditional art with digital art. In particular, the use of multimedia tools makes it possible to create augmented reality. Master's thesis project in design by Oleksandr Orap, graduate of Cherkasy State Technological University (ChSTU) on the topic: "Modern Means of Book Design" aims to find modern illustrative and multimedia means of artistic expression capable of evoking emotions associated with patriotism, humanity, and sincerity (*Romanenko et al., 2020*). Illustrating, in the words of the airmobile brigade officer Valery Loginov, who participated in the defense of the Donetsk airport, the unsuccessful battle near the airport, when the group was ambushed due to a reconnaissance error, Alexander tried to recreate the emotions experienced by the soldiers in that battle (Illustr. 1). The composition contains small color accents that serve as identification elements according to state symbols. The content of the inscription: "We drove to the airport on top of the armor, like frozen ready-made products" emphasizes the feelings of the guys who understood that not all of them would return alive.



**Illustration 1. Sketch search for composition to the words:
“We drove to the airport on top of the armor, like frozen semi-finished products”**

For emphasizing the emotional state of the fighters, the student used AR (augmented reality) technologies, which can supplement the perception of the real world, providing greater informativeness and interactivity.

By conducting modern art research using information and communication technologies, master's students at ChSTU's Design and Visual Culture educational program, as part of educational content “Book Graphics” acquire the ability to form the artistic space of book design culture, using the functional and aesthetic specifics of graphic design to reflect the historical and sociocultural events.

3. Book graphics as a communicative dimension of artistic space

Book graphics in the artistic space summarize the communicative process, where a designer-graphic, by illustrating a phrase, poem, or prose, conveys certain of his or her ideas, emotions and feelings. This means of communication includes various levels of interaction: between the writer and the illustrator, book designer, publisher, between the reader and the co-authors of the book, etc. and determines the process in which art acts as a means of their interaction. The more a student is able to apply the functional and aesthetic specifics of graphic design to reflect historical and sociocultural events, the more aesthetically appealing this communication will be, and the more harmoniously the book illustration will be blend with the text. As an example of expressing the feelings of individual phrases in poems through figurative language of illustration, we can cite the creative achievements of master's student Nadiia Luki-anenko, which, in our opinion, can be a worthy contribution to the history of design of Ukraine. In her research on the topic: “Design and Book Graphics of Memorial Publications: Emotional Impact”, Nadiya chose as her source of inspiration the poems of the fallen soldier-poet Anton Zadoyanchuk, who died near Sloviansk in Donetsk Oblast in May 2022. Eternal memory to the Hero!

Information about Artem Zadoianchuk's work appeared online in July 2023, when a presentation of the fallen hero's collection ‘I Want to See Spring...’ took place (*Iryna Mulyar et al., 2023*). Two hundred copies of the collection were printed with the assistance of the

Khmelnyskyi territorial community and placed in all libraries in the city. Anton Zadoyanchuk's collection of poems 'I Want to See Spring...' contains 22 poems (*Artem Zadoyanchuk, 2023*). Artem's poems, with their sense of light and feelings of love, inspired Nadiya to learn more about the author's life and creative achievements and to visualize individual lines of poetry that touched her heart.

The poem entitled 'Love' begins with the words: 'It is something great and sad, it is something wonderful and beautiful, it is like eating me up' (Fig. 2) is placed on a double-page spread next to an image of a dog, which, in our opinion, is crying over the poet's death and the lack of answers to two rhetorical questions:

IS THIS HOW PEOPLE SEE THE WORLD?
DO THEY REALLY NOT CARE AT ALL?



Кохання
Це щось велике і сумне.
Це щось чудове і прекрасне.
Воно немов з'їда мене.
Чому воно таке страшне –
Страшне для того, хто не вміє,
хто ще не знає, що це є.
Чому воно ляка мене,
Чому воно бере мене
У мрії сподівань, любові?
Я хочу жити і любити.
Я хочу мати щось своє,
і це своє, у серці... Але навіки зберегти.
Я так люблю тебе!

Illustration 2. Book spread for the poem "Love"

Why the image of a dog? The use of anthropomorphic descriptions and definitions as an aesthetic way of perceiving and embodying spiritual content in the imagery system has a long tradition (*Golobutsky, 2001*). For this reason, the dog as a symbol of safety and security, and its tears, can be identified with the rhetorical questions in the title of the composition and the lines of poetry placed next to it. The black-and-white graphics of the illustration give the text and the image next to it integrity and conciseness; the imbalance of the spread is not congested.

In another poem, Artem expresses his sarcasm towards the feeling of love: "Only a crumpled bedding at dawn will satisfy their whims," in another – generalized by rhetorical questions "Are there really no feelings?", "Are there really no tender words?" These questions make the reader think about what they need in love: genuine and sincere feelings, or something else? The sarcasm and comparison of true love with carnal pleasures in this poem prompted illustrator to create an image of a stone heart and vegetation growing around it (Illust. 3).

STONE HEART

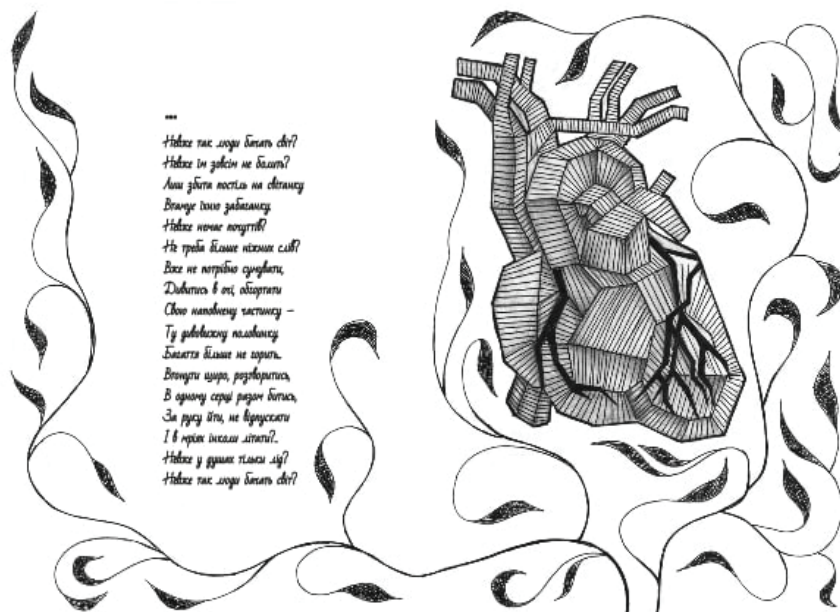


Illustration 3. Book spread to the poems "Heart of Stone"

In this illustration, the stone heart is an image that personifies only carnal pleasures, referring us to the lines “Only a rumpled bed at dawn...”, while true and sincere feelings, in which one can “Sink sincerely, dissolve, beat together in one heart, walk hand in hand, never let go, and sometimes fly in dreams?” are embodied in the image of vegetation around the heart. It is the flowing, living, and real shoots and leaves that convey the sincerity of feelings, in contrast to the heart, which is limited by sharp shapes and angles, straight lines, and looks like a piece of cold stone of “lifeless” human love.

Artem's poems entitled “Connection” reveal the philosophical meaning of life, when day turns into night, the color palette of spring, summer, autumn and winter changes – when the end of one thing becomes the beginning of another (Illust. 4). That is, it is about the connection of everything on Earth in order to build and live. With the phrase “When you crawl or when are a bird,” the author, in our opinion, generalizes the connection between the inhabitants of the soil, where the crawling snake reigns supreme, and the inhabitants of the air—the birds.

The student refined the sketches using traditional materials: pencils and pens of various thicknesses. This allowed her to vary the width of the strokes to highlight certain parts of the illustration: imitation of the texture of feathers on the bird's body, scales on the snake's body. To enhance the contrast, the illustrations were scanned and processed in appropriate programs.

These examples of student creativity show that the modern history of Ukrainian design is being shaped through the prism of original visual concepts of young personalities, in particular, – and achievements in book graphics.

WHEN YOU CRAWL OR WHEN YOU A BIRD

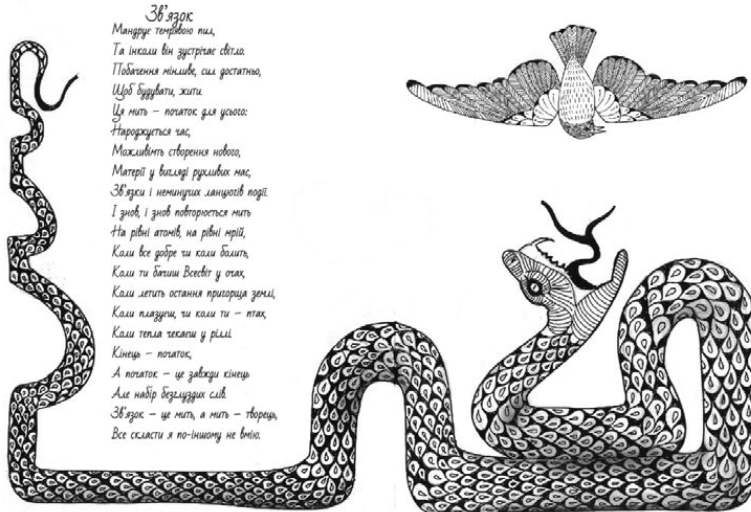


Illustration 4. Book spread with the phrase: “When you crawl, or when you are bird”

4. Conclusions

1. The formation of the artistic space of book design culture is based on the achievements of individuals in the fields of literature and graphic design, while the history of Ukrainian design and book graphics, as its component, is summarized by the artistic space of today, which is associated with large-scale armed conflict.

2. The given examples of students' creativity from book graphics summarize the specific manifestations of their time.

2. Illustrations by a talented master's student, co-author of this publication, for a collection of poems by the late poet Artem Zadoyanchuk, combining two artistic spaces: poetry and visual art, generalize the communicative dimension of book graphics in the history of contemporary design of Ukraine.

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