

**СЕКЦІЯ: ІННОВАЦІЙНІ ТЕХНОЛОГІЇ НАВЧАННЯ В ЗАКЛАДАХ
ОСВІТИ**

METHODOLOGY OF USE OF FONT IN POLYGRAPHIC COMPOSITIONS

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In the process of learning any graphic editor working with text is an integral element. All vector and raster editors include an interactive «Text» palette in their interface. One of the pedagogical conditions of information technology training of future designers involves the formation of the basics of visual literacy in information technology training. Working with the text involves their assimilation of knowledge from artistic and technical editing about the graphic features of fonts which is an artistic and figurative aspect of studying a graphic editor. It is important for students to know what typeface and its elements are, typeface, drawing, font size (cone) and font classification. All of the listed concepts are reflected in the «Text» palette toolset, the mastery of which is an information technology aspect in the study of a graphic editor [2].

The pattern (character) of a font is what we know about a shape when we see it. We see these forms and recognize them. Sun: We know that the font image is Times New Roman. For most font designs, the normal or Latin version is used. This means that the strokes are straight and not cursive, of medium thickness, not too heavy and not too light. Each font image is usually part of a larger family (font family). The simple family includes normal, latin, semi bold, italic for emphasis and semi bold italic versions of the font. Different versions of a font in the same family are its outline. This forms a simple font family. One thing that often causes some confusion is the difference between a image and a typeface of the font. Often in computer programs, a font image is described as its typeface, but the two terms are not synonymous. A font image is one style in a font family. For example: Times Italic, Times Roman, Times Bold are font designs. And no matter what pin you set for that font style, the font style will remain the same, Times Roman. When used correctly, the term «set» actually refers to the pattern of the typeface and the pin set for it. For example, a 72-point Times Roman font will be a completely different typeface compared to a 36-point Times Roman font, although these fonts will have the same pattern. The considered knowledge used in typography is the basis for creating a sample of polygraphic design, in which the interactive «Text» palette of any graphic editor will be actively used.

Students work with a standard US size business card (3.5×2 inches), which can be in either a horizontal or vertical orientation. They need to make a list of contents to understand what will actually be on the business card. The name, email address, phone and monogram will be on the card that they will create. The monogram will be a design based on the initials of their first and last names.

In the examples given, we used the letters «I» and «Ts» in the design, because they are the personal first letters of the name and surname («Ts» is the Latin transliteration of the Ukrainian letter «ІІ»). So the first thing to do is to start looking at different font designs and these particular letters in a series of font designs, which gives you the opportunity to see many different shapes, many different I's and Ts. At the same time, we actually do not think about how to use the letters «I» and «Ts». We don't know how they will be combined in a monogram, but we do know that we might be able to find interesting shapes in the process of browsing their range.

Students enjoy looking at a range of traditional fonts from different time periods, a little more fanciful and unusual. But sometimes you can take the standard form of a letter, and, looking at it from close up, notice unusual and interesting features. Students can choose which typeface to use for the letters. For a number of reasons, it can be chosen simply based on personal preference, because what they like, this choice can be purely subjective – just fonts with interesting shapes. And probably none of them will work.

But the important thing is that they learn a number of different font designs, a good look at a number of letters. Thus, performing such an exercise, they familiarize themselves with typography and learn to choose a font design. This forces them to familiarize themselves with their font library. So, as a result of such work with the interactive «Text» palette, they get different forms of letters that can be worked with. It is necessary to experiment a little with them and see what will result from the combination of the letters «I» and «Ts» of each typeface in different ways in a polygraphic composition [1].

Let's consider several strategies for combining the letters «I» and «Ts». Fig. 1(c): we tilted the «S» to connect with the «T» and got an interesting harmonic repetition of the angle of the strokes and the uniformity of the auxiliary and main spaces. It is very interesting. Fig. 1(a–b): we slightly superimposed or moved the letters on top of each other and determined how they could fit into the intra-letter lumen of another letter shape.

Therefore, further creation of a business card involves adding information to it: name, email address and phone number. First, this data is typed with a fairly normal typeface drawing to get an idea of the shape created by the typeface, the top and bottom outliers, just by looking at the texture and color of the typography. Therefore, first you need to type the text in different font images. Since this is a readable piece of typography, it pays to keep it simple to begin with.

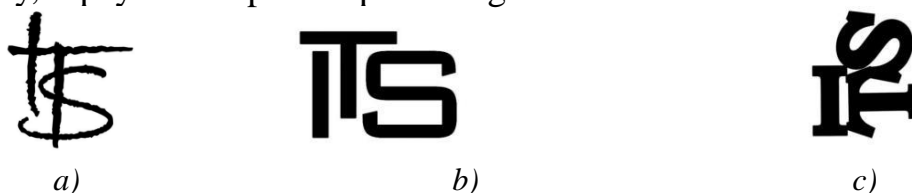


Fig. 1. Variants of monograms created using the interactive «Text» palette in the graphic editor: a–c

So, here, first of all, you should consider the choice of font design for the set of information on the card. This can be done with the help of the solutions we have considered. Selection can be started by choosing a Serif or Sans Serif family and determining the severity level of the font. Will it be all uppercase or uppercase and lowercase. But in general, you need to find something that you like in appearance. You can always try a few different font designs. Next, you need to take a few of them and place them in the context of a business card to get an idea of how it will actually look.

First you should look at alignment. The font can be centered, right or left aligned. Next, you should think about how to place it on the card. Depending on the location of the text: in the corner or at the top, the perception can be very different. You need to think about the scale of the typography on your own business card. Should the text be very small? Should it be really big, dominant? You can experiment and see which typefaces work at different scales, and you can also try tilting the typography.

We are used to seeing text horizontally, but it can also be placed vertically and at an angle. Or the card can have a vertical or horizontal orientation. When adding a monogram to a design, you will need to think about its position, scale and angle. But one of the most difficult questions to think about is how the elements are related to each other, how will the monogram interact with other parts of the typography? You can choose a very active composition, with different contrast and scale, where the text can be divided into separate elements that also have different scales. There can be a significant contrast between the size of the largest element and the size of the smallest element. In addition, the interaction of the main font with the logo font should be carefully considered. On Fig. 2 (c), as we can see, the font is included in the auxiliary space of the monogram. Here it overlaps it (Fig. 2 (b)), and here it does not interact with it (Fig. 2 (a)). Or, for business, you may want a more static composition, but still maintain some scale and contrast between the monogram and the typography below (Figure 2 (a)). On Fig. 2(c) all elements are centered, there is a lot of empty space around them. There is a clear hierarchy between the monogram and the supporting typography. Or if you go in a less traditional direction, you might consider a more extreme scale contrast. On Fig. 2 (b) the monogram actually completely occupies the area of the card and the auxiliary typography interacts with it, repeating the lines created by the letterforms.



Fig. 2. Polygraphic compositions in business card design: a–c

Conclusions. One of the educational tasks in computer graphics for working with text is the development of the design of your own polygraphic monogram and using it for the design of a business card. This gives students some typography

context: they learn new knowledge and apply it to a specific design sample. Such educational work gives them an insight into the process and methodology of using a font.

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WEB BLOGGING AS A DIGITALIZATION OF THE TRAVEL COMPANIES

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Introduction. Travel blogs are individual entries, which will be assigned to planned travels, real or final trips, they are the equivalent of personal online diaries... usually writings from tourists, for and reporting to friends and families for their activities and experiences time for exercise [1].

Web blogging is used primarily as a social form for interaction and self-expression, where tourists can publish positive and negative experiences [1]. Web blogs are online diaries of travels, taken from the history of specific trip plus pictures and videos. Besides this, the travel blogs represent goal-oriented actions through which the bloggers seek and help other tourists as they create and present stories for their travel that are very realistic.

Tourist blogs are a variety of advertisements from mouth to mouth lips, which somehow bleached in a mountain-like manner in the presentation, giving an excellent results. Typical form behind the basin on digital technology tourism, what type of interaction is consumer-consumer, i.e. information content is created from consumers, sharing their positive experience to other potential tourists [3].

Main body. In the conditions of the pandemic crisis, these blogs and blogs have gained more popularity due to their publicity related to travel and excursions. From business point of view, organizations in the sphere of tourism, blogging can provide a lot of useful information for creating long-term relationships and focusing on consumer loyalty in modern times [2]. On the other hand, a tourism blog is an extremely valuable tool for organizing business in the tourism sector, and therefore prefers to start collecting reliable information from a verified and trustworthy source, in the case of a consumer tourist who has visited the same tourist site, based on their social needs, claims and shares, and communication with similar interests to consumers.

The usefulness of the tourist community is in the forest for potential tourists, who trust in the goal of the degree to evaluate and comment on the quality of the service and separate the characteristics of the specific tourist object, which will help in a significant degree of selection. People tend to trust others when they search for