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DESIGN-LAYOUT OF SMALL PRINTED FORM AND SOUVENIR PACKAGING PRODUCT BASED ON VITEBSK-TOURIST ROUTE

ДИЗАЙН-МАКЕТ МАЛЫХ ПЕЧАТНЫХ ФОРМ И УПАКОВКИ СУВЕНИРНОЙ ПРОДУКЦИИ ПО МОТИВАМ МАРШРУТА «ВИТЕБСК ТУРИСТИЧЕСКИЙ»

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ABSTRACT

SOUVENIR PACKAGING PRODUCT, DESIGN-LAYOUT, SMALL PRINTED FORM

In this work, the main design issues of souvenir products based on the most recognizable sights of the historical part of Vitebsk were analyzed. The classification of postcards is given. The project solved the issue of creating small print forms for souvenir products: labels, packaging, and shopping bags.

АННОТАЦИЯ

УПАКОВКА СУВЕНИРНОЙ ПРОДУКЦИИ, ДИЗАЙН-МАКЕТ, МАЛЫЕ ПЕЧАТНЫЕ ФОРМЫ

В рамках работы проанализированы основные вопросы дизайна сувенирной продукции по мотивам наиболее узнаваемых достопримечательностей исторической части г. Витебска. Приведена классификация открыток. В проекте решена задача по созданию малых печатных форм для сувенирной продукции: ярлыков, упаковки и сумки-шопера.

The work aims at creating a design model of small printed forms and packaging souvenir products based on the Vitebsk-Tourist route sights.

In order to achieve this purpose, the following objectives were set:

- to identify the need for packaging of souvenirs;
- to study the types of souvenirs;

- to sketches of iconic places of the Vitebsk-tourist route;
- to create a design layout of small printed forms and souvenir packaging.

The tourism industry is a system that comprises a collection of interrelated elements. Insufficient development of at least one of the industries negatively affects the entire system and significantly reduces the planned income.

Researchers of the theory of souvenir products R.A. Bardina and E.I. Orlovsky, proposed several classifications of souvenirs: food souvenirs, perfume and cosmetics, tobacco products. According to the scientists, the souvenir is one of the specific tourist goods necessary to satisfy the tourist's needs that arise during their travel and are resulted from this travel [1].

Currently, the production of printed materials for the tourism industry gains increased popularity. Booklets are distributed at exhibitions; postcards are distributed in shopping centers, sent by mail. The packaging is quite informative and, at the same time, a very efficient advertising tool that gives maximum effect. Now it is relevant to revive pedestrian routes related to the history and main sights of the city. The city of Vitebsk is the second oldest city in the Republic of Belarus with more than a thousand years of history [2-3].

To solve the tasks of the study, sketches were made with various graphic materials and techniques of the most significant locations of the Vitebsk route associated with the old city.

The types of printing plates were studied, the classification of postcards was determined:

- congratulatory;
- species, which are a source of information on social history from various spheres;
- postcards-reproductions as carriers of works of art;
- artistic, produced by various art associations;
- advertising;
- historical and event, acting as a transmitter of information;
- political;
- patriotic;
- business, intended for congratulations on professional holidays.

The background of the developments introduced geometric elements based on suprematism – one of the most influential areas of abstract art of the twentieth century. The structure of the universe in suprematism is expressed in simple geometric forms: a straight line, a rectangle, a circle, a square on a bright background, marking the infinity of space. Therefore, the contrast of bright color and thin linear-spot graphics should draw the attention of the younger generation

to a souvenir product. When creating postcard graphics, we used the CorelDRAW editor (Fig.1).



Figure 1 – Series of postcards along the Vitebsk-tourist route

Using the developed graphics, design layout for small souvenir products was created – labels, packaging, and shopping bags (Fig.2).



Figure 2 – Design layout of small printed forms (a) and packaging of souvenir products (b) based on Vitebsk-tourist route

Thus, the development of original souvenir products that convey the region's national characteristics has a favorable impact on the culture and popularization of the city's places of interest.

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