

## 1.2 Иностранные языки

УДК 74

### CURRENT TRENDS IN GRAPHIC DESIGN

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Design aims to create functional and aesthetically pleasing objects, spaces, or systems. It spans various fields like graphic, industrial, web, and interior design, all of which enhance daily life. Graphic designers visually communicate product values, reflecting qualities like eco-friendliness or luxury. They achieve this by studying brand history, analyzing data, and creating impactful visuals [1].

Graphic design evolves constantly, influenced by technological advancements, cultural trends, and shifting aesthetics. Modern tools like AR and VR provide immersive experiences, while sustainable design practices minimize environmental impact. Trends like retro styles, minimalism, and typography experiments are prominent, reflecting both nostalgic charm and innovative creativity [2].

Key contemporary trends include minimalism, animation, retro elements, personalization, and ecological design. These innovations open doors to self-expression and impactful designs, shaping the visual world around us.

Minimalism remains relevant, providing clean lines, simple shapes, and a limited color palette. This style aims to create clarity and focus, making the design more effective and memorable. With the development of virtual and augmented reality technologies, the use of 3D elements and visual illusions is becoming increasingly popular. They add depth and interactivity to designs, creating unique visual experiences. Interactive elements and animation have become an integral part of modern graphic design, especially in web design. Animations can be used to attract attention, enhance user experience, and create a dynamic visual sequence. Retro style and vintage continue to inspire designers to create works that combine elements of the past with modern trends. Typography has become an essential part of graphic design, transforming from a tool for conveying text to a primary expressive medium. With the awareness of environmental issues, graphic design strives to be more sustainable and eco-friendly. The use of natural materials, eco-friendly inks, and waste minimization are becoming important aspects of modern design. Modern brands strive to stand out among competitors, leading to an increased demand for unique and personalized designs. This trend promotes the development of an individual approach to each project, reflecting the uniqueness of the client or product.

Thus, modern trends in graphic design reflect a commitment to innovation, sustainable development, and aesthetic appeal. These trends respond to technological changes and audience needs, creating new opportunities for creativity and self-expression.

#### References

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## MANIFESTATION OF ECO-STYLE IN LANDSCAPE DESIGN

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The article deals with the influence of eco-style on landscape design. Eco-style is a way to create a garden that is as natural as possible, but according to a specific scenario of a landscape architect. The creator of this trend is the Dutch designer Piet Oudolf. He considered the English garden too boring. Oudolf wanted to see it free and living its own life, as close to nature as possible [2]. He was not afraid to bring something new, placing accents in landscape design differently. First, he selected shapes and textures, then decided on the color scheme. Other European designers joined this trend in landscape art.

The natural style in landscape design has several important characteristics, like natural fragments and relief, human intervention, the use of wooden material, uniform smooth transitions and others. Eco style in landscape design is usually created in pastel colors with small splashes of bright accents. The most typical materials used in it are logs, gravel, bark or tree cuts and bricks.

Several scholars discuss different myths about eco-style. There is an opinion that this is a garden "for the lazy", a garden that "grows by itself" and does not require attention and care. Well, this is a misconception. Modern landscape design, no matter what style it is, needs professional care. New features and functional areas can appear in it.

Some scholars speak about pros and cons of this style. They say that eco-style is versatile: it is suitable for plots of any size, shape and terrain; it does not require large investments for the purchase of elite varieties or decorative materials and it is natural aesthetic. Plants do not need to be frequently trimmed, weeded, fertilized and watered and in eco-style are used only natural materials and organic fertilizers. But it is difficult to find a balance between the harmony and chaos of the natural landscape, you need for careful selection of companion plants for their harmonious development [1].

In this work we have considered eco-style in landscape design and came to the conclusion that eco-style may seem extremely easy, but it is not. There is no general template for creating eco-design, each specific area of the terrain requires an individual approach and analysis of its unique relief. If you correctly perform the design in eco-style, then such a garden will grow and develop independently, without requiring much effort from a person.

### References

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