

A method for visually evaluating a product's effectiveness is a means of assessing quality;

- Improving the quality and competitiveness of domestic special footwear;
- Footwear quality assessment indicators as a tool for developing in-demand products;

- Quality and the market: marriage of convenience is undeniable;

- Stable enterprise operations are a guarantee of the quality of the footwear they produce;

All these aspects together ensure a quality revolution, guaranteeing manufacturers' continued success in a market with unstable demand. In conclusion, I would like to emphasize once again that all of this will become a reality if one fundamental condition is met: namely, that light industry products are produced with high quality and with the interests of the consumer in mind.

Thus, well-designed product advertising is the primary source of information and promotes product demand, which contributes to increased demand in a saturated market and fierce competition.

### **Literature**

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## **КОГНИТИВНАЯ СЕМИОТИКА ЦВЕТА В КОНТЕКСТЕ ИНКЛЮЗИВНОГО ИНТЕРЬЕРНОГО ПРОСТРАНСТВА COGNITIVE SEMIOTICS IN THE CONTEXT OF INCLUSIVE SPACE OF INTERIER**

**Ян Цянь, Самутина Н.Н.**

**Yang Qian, Samutsina N.**

*Витебский государственный технологический университет, Беларусь, г. Витебск*

*Vitebsk State Technological University, Belarus, Vitebsk*

*(e-mail: samusiya@mail.ru )*

*Аннотация.* В работе рассматривается когнитивная семиотика цвета как методологическая основа для проектирования инклюзивных пространств. Проанализировано как декодируют семиотические системы, такие, как навигация и пиктограммы в интерьерной среде для различных групп пользователей.

*Abstract.* The article considers the cognitive semiotics of color as a methodological basis for designing inclusive spaces. The article analyzes how semiotic systems such as navigation and pictographs are decoded in the interior environment for various user groups.

*Ключевые слова:* восприятие, дизайн интерьера, визуальная коммуникация, семиотика, семантика.

*Keywords:* perception, interior design, visual communication, semiotics, semantics.

An inclusive space provides socialization through the creation of a friendly and semiotically understandable environment that goes beyond physical accessibility. The emphasis on psychological comfort and clarity of the environment makes public spaces truly accessible, which determines the relevance of such studies of inclusivity.

The purpose of the work is to analyze the principles of designing inclusive public spaces through the prism of cognitive semiotics of color to optimize the perception of the environment by various user groups. Work objectives:

- define the role of color as a navigation tool;
- to explore the semiotics of pictographs in the context of visual communication;
- to analyze the methodology for assessing the semiotic clarity of color solutions;
- to identify the cultural conditionality of color perception in navigation.

Research object: inclusive public space (interior and exterior) as a complex semiotic system.

Subject of the research: cognitive-semiotic mechanisms of perception and interpretation of colors, pictographs, navigation schemes in an inclusive space by various user groups.

The research methods used were semiotic, comparative, visual, theoretical analysis of literary sources, and classification.

When analyzing literary sources, it was found that multisensory signs, clear navigation and an adaptive environment are used, which should unambiguously convey meaning and at the same time take into account differences in perception. Key aspects of the perception of an inclusive space include: understandable semiotic signs and multisensory navigation, consideration of neurodiversity (intuitive layout, quiet areas), physical accessibility provided by clear semantic landmarks.

When designing an inclusive environment, it is important to take into account the perception of different groups of the population. People with dyslexia need simple fonts and a clear text hierarchy to make information easier to read. People with autism spectrum disorders need protection from sensory overload, so it's important to avoid excessively bright lights, noise, and chaotic shapes. Older people require high contrast of elements, sufficient lighting and predictability of the environment for comfortable navigation and orientation. It has been established that 80% of information a person receives through visual images, therefore images are important in modern society and have found application in many fields. Pictographs, colors, and cultural codes can be considered in images.

Pictographs: Help you navigate, simplify the navigation process by providing clear visual cues that are easy to understand regardless of language or education level. This reduces stress and increases accessibility, especially for people with disabilities. The following conceptual variants of pictographs can be distinguished, the most common in all countries of the world: direction; warning of danger; suggestion of a certain behavior; prohibition of a certain action or behavior.

Symbols can be classified according to their functions: intentional symbols are simple and descriptive, interpretative symbols convey moods and feelings, and connotative symbols characterize products, forming their image. Pictogram elements such as image, shape, and color can be viewed from the point of view of semantics. They convey the character of the symbol, helping to convey the desired message. In combination with the shape, the color gives the icon an identity and a clearly defined message (Table 1).

Table 1. The color in the pictogram, its effect and meaning

Color	Meaning	Application	Impact
red	prohibition, warning	Signs of fire safety, prohibition signs, emergency switches.	attracts attention, signals the need for an immediate reaction.
yellow	alert, warning, caution.	warning signs (slippery floor, construction work, low opening), highlighting potentially dangerous areas.	It stimulates alertness and high visibility.
green	safety, resolution, escape route, ecology.	signs indicating escape routes, first-aid kits, permit signs (for example, entrance), designation of eco-friendly areas or garbage sorting points.	It is associated with tranquility, nature and safe movement.
blue	information, services, mandatory prescription.	information signs, signs of obligatory actions. it inspires confidence, is associated with order and formality.	is associated with order and formality.
black	is neutral information, prohibited (in combination with red).	Most neutral pictographs are drawn in black on a white or yellow background for maximum contrast.	
white	neutral background, positive space.	It is used as a background for colored symbols or as the color of a symbol on a dark background.	

There are three ways of interpreting pictographs: indicative (informs and forms an opinion), imperative (encourages action) and suggestive (affects feelings and the subconscious). Color in an inclusive environment solves specific tasks: in the park, these are contrasting handrails and flower beds for the visually impaired or color zoning of activity zones. The strategic use of color makes the space intuitive, safe, and engaging. The analysis of color elements in the inclusive interior space is

presented in Table 2. To evaluate such solutions, a special method has been developed for checking environmental elements (Table 3).

Table 2. Analysis of color elements in an inclusive space

The element	Selection element in space	Is necessary for
Highlighting	critical infrastructure elements with color	contrasting backgrounds and shapes to guide people in space.
Accessibility	Bright handrails, door handles, switches, the leading edge of the steps	are sharply highlighted to increase the safety of people.
Psychological and sensory comfort	Zoning through the atmosphere	For active spaces – bright colors, for areas of quiet relaxation – pastel and natural shades to reduce sensory stress.
Stimulating activity and social interaction	Identifying and "revitalizing" the environment	Painting historical facades in characteristic colors, which creates a recognizable landmark and strengthens the sense of place, contributing to social integration.
Institution type	Color elements	
Libraries and museums	have a neutral background with bright, contrasting signs and color-coded sections.	
Railway stations and airports	Color-contrast coding of lines on the platform, overpasses, information board and waiting area.	
Medical facilities	Have color routes to departments, calm tones to reduce stress in wards, and friendly bright colors in children's areas.	

Table 3. Methodology for checking various elements in interior design

Consistency	The evaluated element	The verification action
1	Contrast	Check whether the steps, handrails, doors, and signs are made in contrasting colors.
2	Duplication	Check whether the icons duplicate text and tactile. If you remove the color, will navigation and the meaning of space remain clear
3	Color blindness	Check whether there are no pairs of red-green, blue-purple. Check the color scheme through the simulator
4	The stress	The task is to determine whether the color scheme creates visual noise and overload, especially in places for recreation and treatment.
5	Unity	It is necessary to clarify whether the color system is simple, logical and unified for the entire space.
6	Cultural Code	Check whether the selected colors take into account cultural associations and significance in a particular region

Effective navigation in public space is based on physical, cognitive and cultural accessibility, where color becomes the main mediator between the environment and a person with his cultural memory.

Natural conditions also dictate the palette: in the bright sun, contrasts are needed, in northern latitudes, color compensates for the lack of light. Successful navigation systems borrow shades from local architecture and crafts – the terracotta of Italy or the mineral range of Japan – creating authenticity and avoiding cultural prohibitions. Color interacts with the environment through several mechanisms: it appeals to the landscape (the cold tones of fjords), enters into a dialogue with heritage (the rust of industrial zones, the ochre of historical centers), represents cultural symbols (the palette of traditional crafts) and programs the atmosphere (the restraint of Japanese aesthetics or the dynamics of creative clusters).

Thus, taking into account the inclusivity of color and its semantics when designing is important for the designer of public spaces, as the designer becomes a cultural interpreter who finds a balance between global standards and local specifics. The study of the natural palette, historical materials, and symbols of traditions helps to design navigation not just as a pointer, but as a connecting material between a person and a place.

### Литература

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