MODERN MODEL OF THE DESIGN OF THE SUBJECT ENVIRONMENT, TAKING INTO ACCOUNT THE INTERACTION OF MAN WITH THE OUTSIDE WORLD

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One of the main functions of design initially is the adoption of the object environment for man. This allows us to talk about the need to take into account the design of all human needs: from ergonomic to spiritual-psychological. However, it is not easy to do this because the designer is also deformed to some extent by the environment in which it exists, reality affects him, sets subjective assessments and stereotypes, thereby leading away from really pressing design tasks [1, p. 12].

The existing design tools are quite diverse, many methods have been developed. Their effective use will strengthen the availability of a flexible framework that links all the design stages with the person for whom the design product is intended. Such a foundation has already been formed, but not always reflected by designers.

Thus, the purpose of our research was the development of a model for the design of the subject environment, taking into account modern conditions, methods and design tools.

Material and methods. In the work on the topic, analytical and systemic methods were used. The analytical method aims to describe the structural elements of design design, and to find out the reasons that lie at its basis and determine the nature, prevalence, severity and other characteristics inherent in it. The system method allows to consider the design and consumption of design products as interrelated elements of a unified system, the basis of which is the interaction of a person with the objective world.

Results and their discussion. Insufficient representation about a person, his preferences, at the level of design methods, in modern theory and practice of design-design leads to formalization and lack of individuality and functionality of projects.

The origins of the conflict between a person and the objective world are associated with a holistic perception of this world, on the one hand, and the differential impact on it, on the other. This allowed us to identify the areas of conflict between the person and the objective world in design, which are the result of insufficient consideration of design conditions, as well as the dynamics of changes in the surrounding world and people during design.

In the course of the study, we developed a model that systematizes interactions between man and the world (pic. 1).
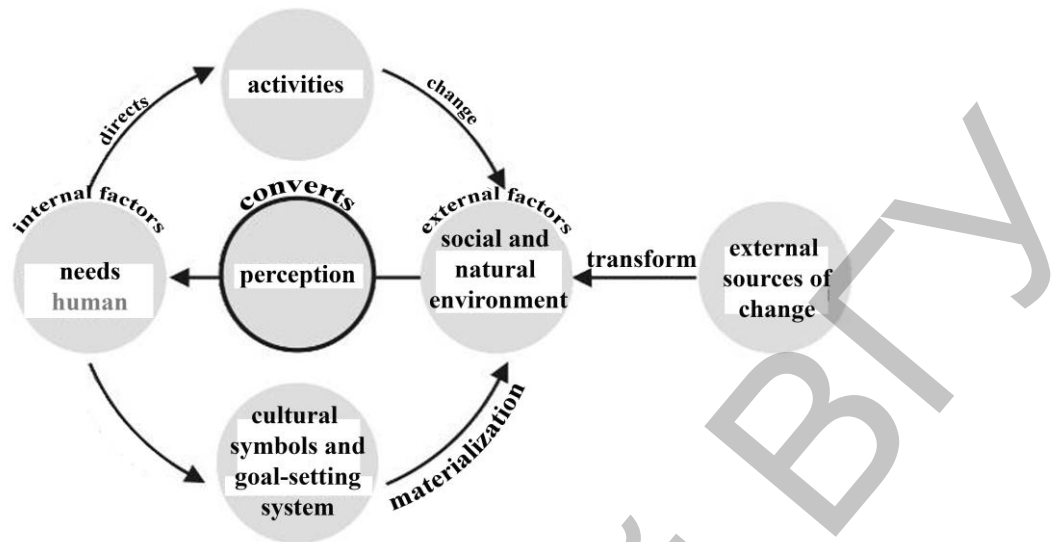
Pic. 1 – Model of interaction between man and the world

Read this model follows: a person organizes his activities in accordance with the needs. Activities, in turn, lead to changes in the social, then the natural environment, then both at once. The change in the environment then affects the perception of reality and, accordingly, leads to a change in needs, etc. The system is not self-contained. It is open to external influences, which involves changing the environment and thus the whole system as a whole.

Taking into account the above, we have developed a model that allows the developer of the object environment to implement a harmonious and holistic project (pic. 2).
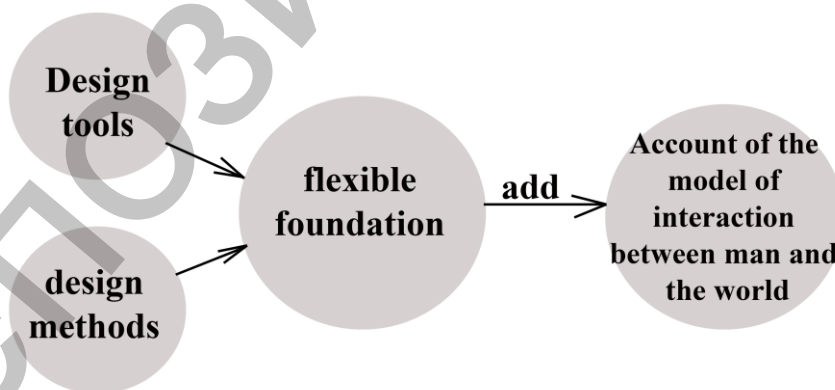
Pic. 2 – Model of the design of the subject environment, taking into account modern conditions, methods and design tools

The main criteria of the developed model are the degree of correspondence between *external* and *internal congruences* [2, p. 47]. *External* congruence is associated with cognitive activity and cognitive

abilities, i.e. with that part of the person who interacts with the outside world. The correspondence of the projected object with the requirement of *external congruence* is connected with the consideration of cognitive processes in relation to the integrity of the subject under consideration. It should also be noted that the approach to creating impressions can be: subjective – the designer's own view of project situations; and objective – the use of sociological data and research of psychologists. Each of these methods has advantages and disadvantages, but in any case, the final choice is made by the designer.

However, the most important criterion for the quality of the project is its correspondence to *internal congruence*, the nature of which arises before a person in the form of a reality with such a high degree of disunity that a person loses its integrity of perception in interaction with it because of the emerging contradictions between needs. Congruence is achieved through the absence of internal contradictions, which are composed of differently directed needs, and violate the integrity and consistency between its psychological and physical components, and as a result, lead to a weakening of the actions or a negative sense of the realization of the need.

Conclusion. The model of designing the object environment by means of design, from our point of view, is a logical step in the development of theory and practice of design-design. The developed model corresponds to the modern state of culture and the person in it, striving to achieve harmony with the objective environment. The main characteristic of such an environment is its integrity: the more diverse the environment, the more disharmonious a person becomes in it. This kind of reflection is extremely useful, because it allows more accurate conduct of project documentation, the lack of which at the moment creates significant problems for communication within the design system.

Reference list:
1. Norman, D. Emotional design: why we love everyday things / D. Norman // 1st Doubleday, 2004. – 344 p.
2. Russell, J., Cohn, R. Congruence (psychology) /Jesse Russell, Ronald Cohn // Bookvica publishing, 2012. – 86 p.

COLOR CORRECTION: WHITE BALANCE AND EXPOSURE

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Images are the most common and transmit a huge amount of information in the modern world. Part of these images are photos. Often there is a need to edit photos to achieve the best result. This is related to shooting features such as the type of lighting and its quality, as well as the camera