

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.

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COLOR CORRECTION: WHITE BALANCE AND EXPOSURE

D. Savlevich

VSU named after P.M. Masherov, Vitebsk, Belarus

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

settings. Processing images individually is quite costly, so the algorithms for color correction can be helpful.

Purpose of the study – automate the improvement of white balance on the image using statistical analysis, implemented using the programming language R.

Material and methods. The material of the study are methods of processing of digital images and their implementation in the programming language R. The studies used system analysis and statistical methods.

Results and their discussion. The algorithm for white balance is necessary for correcting the colors of an object on image to those colors in which a person sees the object in natural conditions. The algorithm looks for truly white areas, they are offset by color, and then each pixel subtracts the resulting offset by color and eliminates the color shifts in the image [1]. To implement the algorithm, a multi-paradigm interpreted programming language R was chosen. The programming language R is intended for statistical processing of data and working with graphics, and is a free open source-computing environment within the framework of the GNU project [2]. R works on different operating systems, including Windows, Mac OS and Linux, which makes it one of the most popular modern software for data analysis and visualization [3].



Before

After

Conclusion. The programming language R has been studied to work with a large amount of data, such as images. A statistical analysis of digital photos is carried out. The algorithm has been implemented that makes it possible to simplify the procedure for color correction of images.

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