

technical point of view, we are shifting the emphasis to real interaction, which causes a whole gamut of feelings and experiences [2]. This is the fine line where a virtual reality appears. And it does not replace the real world, but enriches it, giving a person great opportunities.

Involving a person in the process of creating works of art, the art of new media is raising a wave of social activity, which is reflected in various fields. The themes of the art of new media seem limitless and unpredictable in future.

The great opportunities that a person possesses in the era of information technology progress make it necessary to increase the level of social responsibility and ethics. So the problem of authorship, authenticity, circulation in media art, generated by the technical side of the issue, is often solved (or not solved) by means of moral principles.

**Conclusion.** Media art is the actual problem field of modern aesthetics and art history. However, the changes which occur on the wave of technological progress every day, don't allow us to talk about modern forms of media art in the framework of a single scientific concept. Though we can mark such characteristics as interdisciplinarity and interactivity which unite art of new media.

#### Reference list:

1. Manovich L. The Language of New Media. The MIT Press, 2002.
2. Paul C. Digital Art. London, 2003.

## USE OF LEDS. FILTER-JUG "DROP" FOR WATER

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Nowadays there is a huge number of items with built in LEDs. The modern world cannot be imagined without this light source. LEDs can be used not only for lightning. They also create various illusions and effects that designers can use in their projects.

#### 1. Pre-project analysis.

The relevance of the project work is defined by increasing LED popularity among designers. LED lighting is the most energy efficient and environmentally friendly lighting method, which is mainly digital lighting and has many advantages.

**The purpose of the project work:** to create a unique household item using LEDs, which will combine functionality and aesthetics.

The design concept of the project is the formation of the emotional and spatial image of the product (filter-jug), which has a functional and aesthetic integrity and which is an original element of the subject-spatial environment. An

integral part of the concept is the use of modern energy-efficient technologies in design.

**Design Solution.** Filter-jug "Drop" for water is a symbiosis of practicality and aesthetics. The object includes a filter itself, as well as a stand in the form of splashes of a drop. The filter is used for water purification and as a lamp at night. A distinctive feature of this filter-jug is its shape. It looks like a drop of water that seems to fall down and splash in different directions. The material that the filter is made of is glass. It symbolizes purity and clarity of purified water. The night light has a replaceable illumination in the form of a built-in element with LEDs, the color of which may vary depending on the owner's desire.

The purpose of using the light elements in this object is to examine better the process of drinking water filtration with the help of illumination.

In the course of the project work, the possibility of using LEDs in a water filter for both practical and aesthetic purposes was identified.



Reference list:

1. LED Lighting Solutions for a Greener Planet [Электронный ресурс]. – Режим доступа: <https://www.ledluxor.com>. – Дата доступа: 06.11.2018.

## **TYOLOGY OF THE CONCEPT OF "REALITY" IN THE CONTEXT OF DESIGN ENGINEERING**

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The prevailing conditions of the modern world, whose image has changed beyond recognition with the advent of information technology, requires clarifying the fundamental concepts of human existence in the environment [1].

Today, the concept of "reality", treated as a real existence, is not fully of describing the existing world. Technological progress has broadened the scope of this interpretation of "reality" and requires substantial clarification.