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POLYGRAPHIC ACTIVITY IN BELARUS

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Printing products are found at every step of a modern person, therefore it is very important to comply with the layout design standards for easy and quick perception of information. Printed products have been with us all our lives - these are signs, booklets, books, magazines, calendars. But few people thought about how difficult and time-consuming this process is, since the designer's task is both to comply with the technical requirements for printing and graphic design in the trends of the modern world.

The purpose of the study was to analyze the development of the design of modern printed products.

Material and methods. The research materials are Internet sites, electronic articles on the topic of printing design. Research methods are: system-structural analysis, comparative analysis, observation, description.

Findings and their discussion. The design of printing products is necessary for the high-quality preparation of materials for printing. First of all, when creating a layout of printed products, it is necessary to take into account that the information is easily read and perceived by the consumer in a positive way, which will have a good effect on the sale of this product in the future.

In the 16th century, a new stage in the development of Belarusian culture began, associated with the formation of the Belarusian nationality, the expansion of humanistic and educational tendencies. It was during this period that the first printing houses appeared on the territory of modern Belarus. The first was a printing house in Brest, which was founded in 1553 by the famous humanist, a student of Erasmus of Rotterdam, Bernard Voevodka. In 1560, the Nesvizh headman Motey Kavyachinsky and the Calvinist preacher Lavrenty Kryshkovsky founded the Nesvizh printing house – the first printing house in Belarus that used the Cyrillic font. The Nesvizh printing house ceased to exist on the initiative of Nikolai Christoph Radziwill Sirotko. Its equipment was sold to Jan Kiszka in 1572, who founded the Loska Printing House. (Losk is a small town in the Oshmyany district of the Vilna province, now a village in the Volozhinsky district of the Minsk region). There is an assumption that the printing house in Losk operated until 1592. An important place in the history of printing and the cultural development

of Belarus is occupied by the activities of the printing house in Zabłudovo. The Zabłudovsky printing house was founded in the late 60s of the 16th century at the expense of the Belarusian magnate Grigory Khadkevich in his estate in the Grodno region. Ivan Fedorov and Pyotr Mstislavets, a native of the Belarusian city of Mstislavl, took an active part in its organization.

Mamonich's printing house was the first in Belarusian book printing to start publishing Cyrillic books of a legal nature. The first official publication was the "Tribunal" (1586). An important direction was the activity of fraternal printing houses. The Vilna fraternal printing house was engaged in the production of not only theological literature, but also textbooks for fraternal schools. After the closure of the printing house in Vilna, the Vilna Orthodox Brotherhood founded a new printing house in the town of Evye (near Vilna), on the estate of the Orthodox Prince Bodan Oginsky. In the 17th century, in the town of Lyubcha (Novogrudok district), there was the largest reform printing house in Belarus. The printing house was active in 1612–1620. directed by Piotr Blastus Kmita. From the second half of the 17th century. book printing in Belarus entered a period of protracted crisis, which coincided with the general socio-economic crisis of the Commonwealth. By the end of the 17–18 centuries. includes the activities of such printing houses as the Uniate Cyrillic printing house in Suprasl, the Slutsk printing house, the Grodno printing house founded by Anton Tyzengauz, the Mogilev printing house of Stanislav Bogush-Sestrantsevich, the Minsk provincial printing house, the Polotsk Jesuit printing house, the Slonim printing house of M.-K. Oginsky and others. The Nesvizh printing house of the Radziwills published a unique album, which included 165 portraits of the magnate family of the Radziwills, made in the technique of engraving on copper.

Conclusion. In the 18th century on the territory of modern Belarus there were 12 printing houses that used a variety of fonts (most often Latin-Polish). However, there were no books in the Belarusian language among their printed products. Despite numerous prohibitions, the Belarusian people, the progressive intelligentsia managed to preserve their native language and culture, and at the end of the 19th, and especially at the beginning of the 20th century, the Belarusian word sounded again, the publication of books in the Belarusian language resumed. In the second half of the 19th century four books of works by V. Dunin-Martsinkevich were printed in Minsk. In 1896, in the provincial printing houses of Vitebsk and Grodno, the satirical poem "Taras on Parnassus" was first published as a separate edition, which was then repeatedly reprinted. But publications in the Belarusian language were published very rarely. In 1903-1904, Nevakh Nakhumov became a book publisher, the owner of a typolithography, in which there were 16 workers. In 1913–1917, Nakhumov was one of the first Minsk publishers who began publishing books in the Belarusian language.

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