

вость, терпение. Техника плетения – достаточно сложное и кропотливое занятие, оно требует большого внимания и аккуратности. Таким образом, включение занятий по плетению браслетов играет положительную роль в развитии мелкой моторики у детей. Такой подход позволяет регулярно опосредованно стимулировать действие речевых зон коры головного мозга, - совершенствовать внимание и память – психические процессы, тесно связанные с речью, а также облегчает школьникам усвоение навыков письма.

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## RESEARCH ON THE IMPACT OF TECHNOLOGICAL DEVELOPMENT ON VISUAL COMMUNICATION DESIGN

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With the rapid development and widespread application of digital technology, the impact of technology on visual communication design is becoming increasingly significant. The emergence of cutting-edge technologies such as digital art, interactive art, and artificial intelligence not only provides designers with richer creative methods and tools, but also profoundly changes the concept and practice of design. In this context, studying the impact of technological development on visual communication design has become particularly important. This study aims to comprehensively explore the impact of technological development on visual communication design, analyze the applications of digital art, interactive art, and artificial intelligence in design, and the changes they bring. Through in-depth research, we hope to reveal the specific impact of technological development on visual communication design creation practices, user experience, communication strategies, and propose strategies to address challenges and seize opportunities. This study will mainly use literature analysis, case studies, and expert interviews to extensively collect, organize, and analyze academic literature and typical cases in related fields, combined with the insights of experts, scholars, and practitioners in the field of visual communication design. It will deeply explore the impact of technological development on visual communication design, reveal its internal laws and trends, and propose targeted response strategies and suggestions based on this.

**Material and methods.** Firstly, collect literature materials. Widely collect academic literature related to visual communication design, digital art, interactive art, and artificial intelligence through libraries, academic databases, professional journals, and online resources. These documents will include theoretical works, research reports, case studies, technical manuals, etc., aiming to comprehensively understand the historical context of technological development and its impact on visual communication design. Secondly, case studies. Select representative visual communication design cases, especially those that fully utilize digital art, interactive art, and artificial intelligence technology. Through in-depth analysis of these cases, explore the application effects of technology in practical design projects and its impact on the design process, user experience, and communication strategies. Finally, expert interviews. Invite experts, scholars, and practitioners in the field of visual communication design to conduct interviews to understand their views on the impact of technological development on visual communication design. Through interviews, obtain first-hand information to understand the industry's attitudes and response strategies towards technological development.

**Findings and their discussion.** The first part of the article first outlines the basic concepts and development history of visual communication design, as well as the basic concepts and development history of digital art, interactive art, and artificial intelligence. Then, it ex-

plores the relationship between technological development and the evolution of visual communication design. Then, a detailed analysis is conducted on the applications and characteristics of digital art, interactive art, and artificial intelligence in visual communication design, demonstrating how technology provides new creative methods and tools for designers, promoting innovation and development in design. Finally, we will delve into the overall impact of technological development on visual communication design, including creative practices, user experience, communication strategies, industry development, and ethical issues, to reveal the close relationship between technological development and visual communication design.

The second part of the article first explores how designers can respond to the changes in skill requirements brought about by technological development, emphasizing the importance of continuous learning and self-improvement. Next, analyze the transformation of designers' thinking patterns, encourage them to maintain an open and innovative mindset, and seize opportunities for technological development. In addition, this chapter emphasizes the importance of teamwork and interdisciplinary collaboration, advocating for designers to collaborate with experts in other fields to jointly promote innovation and development in visual communication design. In terms of upholding ethical principles and social responsibility, this chapter proposes practical methods and suggestions, emphasizing that designers should pay attention to the ethical and social impact of design, and ensure that design conforms to social values and moral standards. Finally, this chapter explores the sustainable exploration of technological development in visual communication design, and proposes practical strategies and suggestions for using technology to promote sustainable design, in order to contribute to the sustainable development of the design industry.

**Conclusion.** Based on the literature analysis and case studies above, this chapter concludes that technological development has had a profound impact on visual communication design and promoted innovation. The integration of digital art, interactive art, and artificial intelligence has enriched design methods, improved efficiency and quality, promoted diversification and specialization in the design industry, and brought new communication strategies and user experiences. However, it also brings challenges and ethical issues, requiring designers to update their knowledge and focus on ethics and social responsibility. When pursuing innovation, attention should be paid to the sustainability of design. The development of technology brings opportunities and challenges, which require designers and researchers to continuously explore and innovate, and promote the sustainable development of design.

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## **DANCE CULTURE OF TIBET: A SYNTHESIS OF RELIGION, MUSIC, SINGING AND DANCE**

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Tibetan folk dances demonstrate a deep cultural diversity, and they are divided into different categories according to their characteristics and methods of performance. Among them, religious dance occupies an extremely important place. This type of dance has deep roots in Buddhism, Hinduism and local primitive beliefs, seeking to reflect the dancers' reverence for the sacred and their devotion to the soul. In the Tibetan cultural tradition, these religious dances are not only ar-