INTRODUCTION



Dear Readers,

We are pleased to present the latest issue of the *Baltic Journal of Legal and Social Sciences*. This volume occupies a special place among our previous publications, reflecting the continuing expansion of the journal's academic scope and its commitment to interdisciplinary research. Alongside the traditional focus on law, social sciences, education, management, and economics, A significant portion of the publications in this issue is devoted to the economic, legal, social, and humanities aspects of architecture, design, digital technologies, and cultural heritage preservation.

The emergence of this thematic focus is closely connected with the development of the study programme "Design of Visual Digitalization" at Baltic International Academy. The programme integrates research in visual communication, digital art, artificial intelligence, computer modelling, and heritage studies, creating a platform where creative practice and technological innovation intersect. Today, design extends far beyond the boundaries of artistic expression, becoming an essential instrument for scientific inquiry, digital transformation, and the preservation of cultural identity.

The articles included in this issue demonstrate the diversity of contemporary approaches to visual culture and its interaction with emerging technologies. Alla Iljina explores the phenomenon of nostalgic marketing through the evolution of packaging design for the Latvian chocolate brand *Laima*, illustrating how visual language can preserve collective memory and strengthen cultural identity.

Oleksandr Harmatenko, Hanna Chemerys, and Olexandr Briantsev examine the integration of front-end development into professional design education, highlighting the growing importance of combining creative and technical competencies in higher education.

Innola Novykova, Irina Kopeikina, and Mihails Kopeikins investigate the educational potential of graphic design, presenting it as a powerful medium of visual communication and an important factor in shaping contemporary aesthetic culture.

Particular attention is devoted to architectural heritage and its reinterpretation in modern contexts. Architect Ludmila Kleshnina addresses the underexplored architectural legacy of the Pomorian Old Believer communities in Latvia, revealing its historical and cultural significance.

Marina Lihušina examines the role of artificial intelligence in interpreting and preserving Riga's Art Nouveau heritage, demonstrating how computer vision, generative design, and immersive technol-

ogies such as virtual and augmented reality create new ways of understanding and experiencing the city's architectural identity.

Jūlija Rastorgujeva and Marija Kožarina explore new approaches to museum accessibility for blind and partially sighted visitors, proposing a three-level model for integrating tactile and audio description practices. Drawing on a 2025 staff-training project in Latvian museums, the authors examine how museum professionals combine different sensory channels and demonstrate how accessibility practices can extend beyond touch and audio to incorporate ambient sound, taste, warmth, and structured consent protocols. Their findings highlight the potential of integrated, multisensory approaches to creating more inclusive museum experiences.

The issue also maintains the journal's long-standing interest in legal scholarship. Jurijs Mašošins analyses conclusive actions in labour law, discussing their legal nature and practical application in employment relations. His research highlights the continuing relevance of this legal concept in the context of contemporary labour market practices and contractual relationships.

Although the topics covered in this issue are diverse, they are united by a common objective: to explore the transformation of contemporary society through technological innovation, cultural development, and the evolution of social institutions. It is precisely at the intersection of different academic disciplines that new perspectives emerge, enabling researchers to address complex challenges and contribute to the advancement of both theory and practice.

We hope that this issue will be of interest to researchers, educators, practitioners, and all readers engaged with contemporary developments in law, design, architecture, education, and digital technologies. We sincerely thank all the authors for their valuable contributions and their commitment to advancing interdisciplinary research.

Marina Lihushina,
Editor of the Special Issue
Social and Humanitarian Aspects of Design