

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE  
KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

# GRAPHIC DESIGN IN INFORMATION AND VISUAL SPACE

Scientific monograph

A series of monographs of the Faculty of Design



IZDEVNIECĪBA  
BALTIJA  
PUBLISHING

2023

**Authors:**

<b>Kolosnichenko M.</b> – Doctor of Eng., Prof.	<b>Skliarenko N.</b> – Cand. Sc., Assoc. Prof.
<b>Gula Ye.</b> – Prof.	<b>Rubanka A.</b> – Cand. Sc., Assoc. Prof.
<b>Pashkevych K.</b> – Doctor of Eng., Prof.	<b>Prykhodko-Kononenko I.</b> – Cand. Sc., Assoc. Prof.
<b>Krotova T.</b> – Doctor of Arts, Prof.	<b>Struminska T.</b> – Cand. Sc., Assoc. Prof.
<b>Yakovlev M.</b> – Doctor of Eng., Prof.	<b>Lutsker T.</b> – Cand. Sc., Assoc. Prof.
<b>Kolosnichenko O.</b> – Doctor of Arts, Prof.	<b>Omelchenko H.</b> – Cand. Sc.
<b>Kolisnyk O.</b> – Doctor of Philos. Sc., Prof.	<b>Holovchanska Ye.</b> – Cand. Sc.
<b>Ostapenko N.</b> – Doctor of Eng., Prof.	<b>Gerasyenko O.</b> – PhD.
<b>Chuprina N.</b> – Doctor of Arts, Prof.	<b>Galchynska O.</b> – PhD.
<b>Yezhova O.</b> – Doctor of Ped., Prof.	<b>Oliinyk H.</b> – PhD.

**Reviewers:**

**Kara-Vasylieva Tetyana Valeriivna** – Doctor of Arts, Prof., Head of the Department of Decorative and Applied Arts, the M.T. Rytsky Institute of Art Studies, Folklore and Ethnology of the National Academy of Sciences of Ukraine;

**Rogotchenko Oleksiy Oleksiyovych** – Doctor of Arts, Prof., Senior Research Fellow, Institute of Modern Art Problems of the Ukrainian National Academy of Arts.

Recommended for publication by the Academic Board  
of Kyiv National University of Technologies and Design  
(Protocol № 7, dated 14.02.2022)

All rights reserved. No part of this book may be reprinted or reproduced or utilized in any form or by any electronic, mechanical, or other means, now known or hereafter invented, including photocopying and recording, or in any information storage or retrieval system, without permission in writing from the publisher and author.

Graphic design in information and visual space : Scientific monograph / M. Kolosnichenko, Ye. Gula, K. Pashkevych et al. Rīga, Latvia : “Baltija Publishing”, 2023. 280 p.

ISBN: 978-9934-26-274-6

DOI: <https://doi.org/10.30525/978-9934-26-274-6>

The collective monograph contains the results of the generalization of the theoretical material, as well as the authors' applied research and development of graphic design based on modern scientific methods.

Izdevniecība “Baltija Publishing”  
Valdeķu iela 62 – 156, Rīga, LV-1058  
E-mail: [office@baltijapublishing.lv](mailto:office@baltijapublishing.lv)

---

Iespiests tipogrāfijā SIA “Izdevniecība “Baltija Publishing”  
Parakstīts iespiešanai: 2023. gada 31. janvāris  
Tirāža 300 eks.