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## **ACADEMIC DRAWING AS A BASIS FOR TRAINING WEB DESIGNERS**

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**Abstract.** Academic drawing plays an important role in training web designers, as it contributes to the development of a number of key knowledge and skills such as the ability to observe and analyze, draw objects with accuracy taking into account their proportions, which is needed in further professional practice. A web designer focuses on any system of visual communications that is rapidly developing, based on the achievements of modern printing and digital technologies, so the demand for experienced web designers in the information age is growing every year.

**Key words:** academic drawing, web design, web, designers.

### **Introduction**

Knowledge of the fundamentals of academic drawing is the basis of all plastic arts. The artist's desire to obtain the necessary knowledge, learn the basics of visual literacy, as well as work with nature and be able to create a real realistic graphic image requires a professional study of drawing, which provides great opportunities to realize the creative ambitions of future professionals. Therefore, this knowledge and skills are given a special role in the system of professional education of web designers.

## Overview

Drawing is a necessary element in training web designers for a number of reasons:

- drawing helps to stimulate artistic and creative thinking, that is, the ability to see objects around you in abstract and artistic images and look for non-standard solutions;
- drawing teaches technical aspects of art, such as the use of different materials (pencils, charcoal, sanguine, watercolour, markers, etc.), working with light and shadows, proportions and perspective;
- drawing helps develop the ability to express ideas and concepts in visual language for effective communication with audience;
- the practice of drawing helps web designers develop their own artistic style and aesthetic so that they can differentiate themselves from other designers and have their own distinct brand.

Despite the fact that the main tools of web designers are digital tools, a beginning designer needs to master skills in the following types of work: freehand drawing, technical drawing, sketch geometry, etc. In fact, there are many more skills that a web designer must possess when creating visual communications through images, text, and other graphic elements.

The practice of academic life drawing is based on the sequence of task complication, on the substantiation of the laws when building a three-dimensional form on a plane, knowledge of plastic anatomy and constructive-anatomical analysis of a complex living form.

Academic drawing is useful to web designers and can be used in this field in the following ways:

- It is used to visualize concepts and ideas before their implementation in web design.
- It serves as communication means between the designer and the client.
- Practice of academic drawing helps web designers to create a logical and clear website structure.
- Drawings and diagrams can be used to plan content placement and navigation.
- Drawings can be created according to the needs of the client or the theme of the website, which helps to make the design more personalized and expressive.
- It emphasizes a unique identity for a brand or website.
- It is used to develop website concepts and styles, create illustrations, icons and web elements such as buttons, icons and backgrounds.
- It helps convey ideas about colours, fonts, compositions, and overall look [2].

Also, academic drawing skills can be used to create animated web elements and illustrations that make the site more attractive to users. This allows a designer product to stand out from the competition and leave an unforgettable impression.

Unlike classical works of fine arts, pencils, brushes, easels, and paints are not used in web design. Other tools are needed here (HTML editors, graphic, video and sound editors, animators, script editors, special utilities, programs for creating photo albums, various network technologies, programming languages, digital cameras, scanners, etc.). Web pages contain not only text and static images, but also animation, video, and sounds. The appearance of webpages changes dynamically when the user performs certain actions. This makes the web page a complex work of art that is formed at the border of literature, journalism, fine arts, film, television, radio and photography. At the same time, an experienced professional developer has a good idea of those who visit sites more often than others, takes into account the psychology of users, and selects topics that are the most popular in the network at the moment. The vast majority of web pages are multimedia [1]. That is, future graphic design specialists need to turn the linguistic order into a graphic manifestation. In general, academic drawing can add artistic value, personality and creativity to a web design. It can support the process of creating graphic solutions for websites and make them more effective.

### **Conclusions**

Completion of academic drawing tasks by students affects creative and constructive thinking, the ability to quickly visualize various forms with their subsequent processing on a computer, with high-quality dynamics in the technological area, expands creative potential, helps to make more creative, detailed design products, and rethink one's own artistic language, moving towards experimentation and integration of traditional art with the main trends of modernity. Thanks to this, the professional competence of future web designers and their further career development is improved.

### **References**

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