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DESIGN IN OUTDOOR ADVERTISING

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The role of design in outdoor advertising. The raises a question about the importance of design in outdoor advertising today.

Today, outdoor advertising has reached its peak of popularity. It has become an inseparable part of our world. But precisely because of its popularity, advertising has lost its feature.

Outdoor advertising is one of the oldest and most well-known ways for business owners to sell their products and services. Effective outdoor advertising is a great way to influence the audience consistently and on a large scale.

There are many different types of outdoor advertising. These include:

- Advertising on billboards
- Outlets, usually located at the cash register to attract impulse buyers
- Outdoor furniture: advertising found on bus shelters, kiosks, phone booths, and the like.
- Mobile billboards: Located on the side of a truck or bus

Outdoor advertising, as a rule, provides a limited amount of information to customers, which must be embedded in a short period of time.

All advertising begins to be created from the idea that is created in advertising agencies. A good idea carries half the success of an advertising agency. But the idea itself is not enough. A pure idea will not attract the user and will not incline him to purchase. In order for it to manifest itself, it must be realized in life. To embody from an abstract concept in a tangible. Fill with exclusivity.

This is where design comes to the rescue.

Outdoor advertising design is the main aspect of a successful advertising campaign. The design of the advertising layout should include a creative idea, emotional and informational message.

The design decision of the creative idea of an advertising agency, its visualization, make up 40-50% of the success of this advertisement. After all, the main purpose of advertising design is to help the user interact with the content.

The design should best express the advertising idea, making it accessible to the audience. But at the same time, it should not exist for its own sake, but be a supplement to the main idea, as much as possible to open it to the viewer. Also, the design should advantageously distinguish advertising from similar proposals of competitors and conform to the corporate style of a company or product, create a bright and memorable image.

He must carry an aesthetic quality in order to attract a potential client.

For example, the best text can be written on an ordinary advertising stand, but no one will read it if the design repels at first glance.

The tasks of outdoor advertising - brightness, a successful combination of information, color and lighting effects to attract the attention of consumers, to make a purchase.

When developing such an advertisement, it is necessary to take into account the proportions of the information carrier, peculiarities of the surrounding world, and the semantic load of the object.

In outdoor advertising, text is limited to the title and most often does not exceed more than 10 words. Brevity in this case is a must.

In addition, outdoor advertising should take into account the following aspects:

- Viewing time (text should be easily perceived within 5-10 seconds)
- Font size (text should be easy to read and perceive from a distance)
- Contrast colors (a billboard should attract attention to itself from the first seconds)
- Attractive ad (the image should be beautiful and evoke positive emotions)

Advertising design should be laconic in order to fit harmoniously into the environment and not get lost against the background of other advertisements.

Before the designer is quite a difficult task, because as a rule, advertising can be seen from a moving car at a great distance. Thus, the message should register in seconds. The viewer can not sit and think about its value. The impact should be instantaneous. In addition, the design should be original and convince the consumer to make a purchase. On the other hand, outdoor advertising can be considered one of the most interesting types of advertising. Because it combines commercial activity with creative. The materials, sizes and colors used here allow the designer to fully demonstrate his talent.

Today, advertising is a means of communication, whether it is a commercial or social message. Art in advertising is this space of creativity, which reveals the art of modernity in new facets. This is something new, which was not there before, something that attracts attention and makes you look after yourself.

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TECHNOLOGIES CHANGING CONSTRUCTION

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Nowadays it is important for architects, manufacturers and other construction professionals to stay ahead of the game when it comes to advances in the industry.

The construction industry, in general, suffers from a traditional hesitancy to embrace nascent technologies, caused partly because projects take years to plan and complete. Recently, however, progressive construction honchos have begun to harness and realize the potency of tech – whether it's virtual reality, autonomous drones, artificial intelligence, concrete three-dimensional (3D) printing and much more.

Thanks to incredible tech advancements, great value is generated by optimizing efficiency and productivity – at every stage, from planning to construction. Indeed, many within the industry predict that in a decade a building site will look very different. There are few of the most game-changing technologies in the construction world.

1) Drones. Many construction sites are already heavily dependent on the use of drones. These drones are very beneficial in that they save a lot of time. For instance, surveyors can survey an entire site in just a few minutes, whereas in the past it'd take them several weeks or months. Obviously, this will also save construction companies a lot of money. As drone technology continues rapidly developing in its accuracy and precision of its readings, even less human involvement will be necessary. In the past, many companies were hesitant to use drones because they still needed a controller, but today as the technology grows much more efficient, more construction companies are willingly and openly embracing this technology. With the advent of machine intelligence, drones are becoming smarter and more capable. Real-time obstacle avoidance, gesture recognition and fully automated flight used to be the realm of science fiction.

2) Building Information Modelling (BIM). BIM technology could be the catalyst for a fundamental change in how we manage, design and develop a construction project. There are many different levels of programming enabled through BIM. 4D and 5D BIM are two very representative examples in that direction. From a general point of view, BIM will bring more accuracy to the building process and empower the exchange of important project information between the numerous stakeholders. Moreover, its further evolution is anticipated