

cost too. The key problem of an environmental friendly house: “What material will it be built?”

If you have clay soil, you have to choose between an adobe hut and a mud hut. There are not much clay, but there are fields full of straw? It will be cheaper to make a bargain with the local farmer on their purchase of straw wads and construct your own house. Cheap environmental friendly houses made of local materials.

Environmental friendly houses made of local materials.

It is very important for residence that there was correct microclimate. Not dry, and not humid, and air-conditioning should take place, and without any energy expenditures but and so forth. When using insulating glass the ventilation problem becomes sensitive. For example, clay and wood breathe perfectly. But what's about cement, that therewith is usually covered by soil mixture and paint, becomes impenetrable for air and steam.

Energy effectivity depends on heat conduction depends, and heating expenditures in winter and comfortable temperature in the summer. Therefore it is always necessary for us to calculate correctly wall depth for this or that material.

Front putties, gypsum plaster board, some paints emit toxic substances so even having built the most environmental friendly house of super environmental friendly adobe and having covered it inside with toxic materials, you will waste your work.

About 30% of garbage all over the world - construction debris. It goes without saying, that we should take care for the next generations. What, will they do with your old hut when it becomes unsuitable for life? Ancient inhabitants of Tripillia tripolets had a very strange tradition: They burned the buildings. When in the millennia they were absorbed by the earth, those became fertile fields, but not concrete dumps.

Clay is dissolved by a rain and "goes" to the earth, the tree can be burned or or rot through and nothing will remain from your walls. Only in that case the material is possible to call quite environmental friendly.

UDC 004.92

THE USE OF MULTIMEDIA DESIGN IN ONLINE ADVERTISING

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Multimedia in advertising is text, sound, animation and visual technologies used to attract the attention of the target audience (in this case, buyers) to advertising materials.

Multimedia advertising can be divided into standard, such as radio, TV, media, etc., and Internet advertising. All types of online advertising are gaining

more popularity, as in the modern world a person spends most of his time on the Internet. Therefore, it is advertising on the Internet is one of the most effective means of promoting a variety of products.

Internet advertising is divided into certain types: banners, video advertising (closely related to TV advertising), branding, text and graphic blocks.

The process of creating online advertising is quite complicated, especially with the use of multimedia technology. Initially, the designer has specific goals, for example, to study an advertising object and properly advertise it. The concept of media marketing is closely related to the creation process.

Media marketing is an element of advertising and promotion that works through communication with the audience in social networks. This concept is used to create online advertising in social networks such as FB, VK, Twitter, Instagram, Youtube. In social networks, as well as on sites, all types of Internet advertising are used. The advantage of virtual advertising is that you can instantly monitor the reaction and actions of users and instantly make changes to the design advertising or something else. In addition, the multimedia design in advertising attracts more attention of buyers than the admitted polygraph advertising.

The main errors and problems that cause rejection:

- Overloading the site with banners and text-graphic blocks.
- Accompanying the banners with sound effects.
- Incorrect ad dimensions and overlay on top of the site.
- Wrong combination of colors.
- Too fast animations.

Initially, the designer should understand what advertising should offer (product, service, idea), then a trial version of advertising is created, which is coordinated with the customer, after which the designer applies all sorts of technologies to design and properly serve the commercial, banner and so on. If you distribute the process of creating online advertising on items, they will look like this: *Advertising product analysis*

- Clarification of the goals and objectives of advertising
- Development of a multimedia script in advertising (if this is a video)
- Development of a creative concept
- Development of animation and work with video materials
- Work with music, special effects, sound recordings and texts
- Advertising testing
- Customer approval

Taking everything into consideration I would like to say that, in the modern world, the use of multimedia design in Internet advertising is one of the main technologies for promoting sales of various goods. First of all, Internet advertising is aimed at creating a favorable image for a company or a

company. Also advertising on the Internet facilitates the dissemination of information about the product and increases its merchantability.

UDC 620.9:643.64

TO THE QUESTION OF THE CONDITION OF THE DEVELOPMENT OF ENERGY SAVING OF URBAN ELEVATOR

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A new increase in the prices for energy resources, including electricity, has made the problem of reducing the consumption of electricity in all spheres and industries and everyday life acute. This, in turn, leads to a revision of the approaches and methods of work, management and control of various industrial, municipal and agricultural facilities.

The distribution of electricity between consumers correlates approximately in such a way that: 70% of the consumed electricity refers to different electric drives (regulated and unregulated), machines and mechanisms of communal, agricultural and everyday life. About 15% of the electricity comes to various electrochemical installations, 10-15% of the electric energy go to the rest of the consumers.

It is obvious that the share that accounts for the consumption of electric drives is very significant. Therefore, it is necessary to look for the ways to solve the problem of reduction of electrical energy consumption at these facilities using AC and DC electric drives.

First of all, it is necessary to check the compliance of the workload of the electric motors with respect to their nominal mode and the steady power that is available. As it is known, one of the parameters of energy efficiency is efficiency. Therefore, one of the ways to optimize is making in accordance with the possible maximum efficiency, relative to its maximum efficiency. All of the above mentioned relates more to unregulated drives. One of the significant consumers of electrical energy in the city, is the city elevator due to the large number of people serviced [4].

One of the ways to reduce the cost of electrical energy is using of a frequency-controlled converter [2]. The use of a frequency-controlled drive significantly reduces the costs of starting and braking of these drives, as well as the dynamic loads that occur during transient process. The use of a frequency-controlled drive leads to 40-60% of energy savings which, in turn, is realized by reducing the moments of inertia, all dynamic links when using a single-speed motor with a short-circuited rotor of general use. The work also demonstrates a reduction of power consumption due to a smooth acceleration and deceleration as well as a significant reduction of the load in the elements of the kinematic links of the drive