



Types Of Practical Graphics And Its Place In The System Of Continuous Education

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ABSTRACT

In computer graphics, computers are used as a means of creating images, as well as for processing visual data obtained in one way or another and stored on a computer. Types of applied graphics and its place in the continuing education system, including the purpose and tasks of applied graphics.

Keywords:

Computer graphics, creativity, graphic program, design activity, innovation

Traditionally, applied graphics includes graphic materials designed for practical use. Usually, such materials are created to achieve specific goals. These types of graphics include:

- packaging design;
- create tags;
- poster development;
- creating covers;
- creation of prospectuses;
- development of booklets;
- create a menu;
- design of postage stamps;
- development of bookmark design.

In general, we can distinguish the following main trends in the field of applied graphics. Industrial style graphics. There are posters and leaflets in this field, which are often used to advertise various services and goods among the target population. This field also includes commercial advertising, which is distributed by placing it on the pages of periodicals.

Also in the context of this subcategory of graphics is the development of trademarks, prospectuses, industrial catalogs and labels. In the context of this industry, packaging is

traditionally created for different product categories. It is noteworthy that often specialists have to create not only the design, but also build the original plastic form of the future packaging.

Speaking from the point of view of the role and place of practical graphics in the modern continuing education system, it is impossible not to emphasize that. In general, the law on continuing education was previously regulated in the following documents:

Law of the Republic of Uzbekistan "On Education";

Decree of the President of the Republic of Uzbekistan "On the Strategy of Actions for Further Development of the Republic of Uzbekistan";

The decision of the President of the Republic of Uzbekistan "Concept of the development of the higher education system of the Republic of Uzbekistan until 2030";

- National personnel training program; as well as thematic works dedicated to this issue.

It should also be clarified that according to the legislation, the applicant must have appropriate training when applying to any higher education institution in our country, to any technical direction. In particular, it is important to understand that applied graphics in the context of the educational system in the field of graphic sciences is a very simple tool for conveying the necessary information to a wide audience. This image format makes it easy to:

- understanding;

- study;

- remembering various types of information. Including what pupils and students receive in the context of the educational process. Applied graphics is one of the main components of many different subjects and educational processes aimed at mastering them.

When used in the context of the learning process, materials related to applied graphics ultimately allow the creation of material:

- compact;
- as easy as possible to understand;
- saturated;
- durable;
- has a unique or, in other words, a formalized character.

Through graphic materials, you can reflect the essence of what is happening in the world, events and events and clearly convey to students. Also, the practice of using various formats of practical graphics (posters, newspapers, leaflets) allows us to conclude that it is possible to ensure the education of moral and ethical qualities of young people with its help.

In fact, applied graphics is a direction at the intersection of two art directions. That is, arts and crafts and physical. In general, modern applied graphics are part of advertising, because in practice they are often aimed at creating advertising materials. In addition, it is difficult not to emphasize that today applied and computer graphics are closely related to each other. Taking into account that various types of symbols are widely used in the context of applied graphics today, it becomes clear that there is a connection between applied graphics and symbolism. It is worth to dwell on the second one in more detail. In the context of

advertising and its practical print, symbolism, also called semiotics, can be described as a powerful and in some cases indispensable tool for communication between a company and its target audience.

Thanks to symbolism combined with practical graphic techniques, a company can convey complex ideas to a potential customer, because symbols make any idea simple and understandable. Using symbols allows us to break down language and social barriers thanks to recognizable images.

For this reason, symbols are often used in modern design.

1. The background of the image is red, colored. is an appetizer.
2. The glass is cut like slices of a ripe tomato, which is associated with freshness and inspires the idea of a healthy lifestyle.
3. Like a sculpture, cut glass brings Heinz closer to innovation and art.
4. There is no direct indication of age or gender, so the product will resonate with anyone who wants to eat healthy or at least care about the freshness of food.
5. The word "grown" makes the factory-made supplement a natural ingredient, despite its high sugar content.

From an advertising perspective, it's important to remember that many signs are often described as outdated or poorly understood by the general public. Ultimately, this can lead to a poor performance of the company's graphic attributes and corporate identity in general. To overcome this problem, modern marketers and graphic designers need to fully understand the idea behind a certain symbol. Otherwise, the result may not be broadcast to viewers at all as planned. It is also important that similar or identical symbols are interpreted differently at different times and in different cultures. Next, the most popular character types will be considered. Modern design often uses images of various animals. If we look at ancient history, it becomes clear that they were found in rock paintings. It can be concluded that primitive people perceived themselves through interaction with nature. To some extent, this perception is still relevant today. It must be said. Most of the symbols used

today are based on respect for the forces of nature. For example, company logos often use owls, which represent wisdom. In both modern design and medieval imagery, you can often find lions as symbols of strength and power.

Graphics also help develop young people's communication skills, allowing them to express their ideas and feelings through visual images. It facilitates the exchange of ideas and opinions among young people, creates opportunities for self-expression and communication. In general, graphic art plays an important role in the artistic and aesthetic education of young people. It develops creativity, critical thinking and aesthetic perception, helps self-expression and communication. Graphic art opens up new horizons and inspires young people to self-awareness and creative development.

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