



Styling and Styling in Design

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Abstract: *this article discusses the essence of design, the concept of style and styling in design.*

Keywords: *design, style, styling, art, aesthetics, concept.*

Art is a very abstract, conceptual, metaphysical and difficult to measure area. It is the result of generations influenced by psychological and cultural phenomena and is usually examined by philosophers through aesthetics. In turn, aesthetics is a method of studying art, a branch of philosophy that provides the theory of beauty and Fine Arts is the philosophy of beauty. So, studying art is usually accompanied by studying aesthetics. However, due to the complexity of studying art and the deep nature of art, scientists and philosophers developed the concept of "style" and used it to analyze beauty and study methods of creation, as well as distinguish between individual artists.

In our time, design has become a comprehensive concept that covers different areas of our life. The design language has become a universal tool. The world around us causes us problems in choosing things that are not only functional, but also based on aesthetic qualities. Design is an important part of our life. Designers are trying to meet needs, looking for more new forms, often turning to historically formed styles, looking for inspiration. However, such attention to the past has always accompanied the designer. Thus, in the 19th century, historical styles played a large role in art.

In our time, the styles of the past have become our "present", but now we are increasingly talking not about one specific style, but about their symbiosis and competent unification. Modern designers take into account the wisdom of the past and current technical innovations in the search for the future. The "old" styles in the new concept are represented by bright colors, revealing new edges. In this article, we tried to create a fundamental understanding of the concept of "style" and give an idea of the existing styles.

Modern designers take into account the wisdom of the past and current technical innovations in the search for the future. "Old" styles in the new concept play with bright colors, revealing new edges. In this work, the author tried to create a fundamental understanding of the concept of "style" and give an idea of the existing styles. This topic seems relevant to the author, since the word "style" is divided quite often, but not everyone who speaks understands its deep meaning. Modern designers take into account the wisdom of the past and current technical innovations in the search for the future. The "old" styles in the new concept are represented by bright colors, revealing new edges. In this article, we tried to create a fundamental understanding of the concept of "style" and give an idea of the existing styles.

Style is the most general category of artistic thinking; the ideological unity of the pictorial means of a particular period or work in art; the artistic-plastic similarity of the object's environment. The style reflects the worldviews, ideas and views of each era. Style-the artistic language of the era, the artistic expression of the era. In it, the aesthetic ideal of a certain historical period is manifested. The style

has a special influence on all types of art, called the “great artistic style of the era”. In the history of art, the “great styles” of the period were one after another: ancient Egyptian, antique, Romanesque, Gothic, Renaissance, Renaissance, Renaissance, Baroque, Rococo, classicism, Ampir, Modern. These styles defined the type of suit, shape, proportions, fabrics used, the way of wearing, etc.

Each method consists of several stages in the development process:

1. to appear
2. Climax
3. crisis

It should be noted that several styles co-existed in each period: elements of the previous, current and future styles. In each country, the dynamics of the evolution of artistic styles related to the level of development of artistic culture, political and socio-economic development, and the relationship with the culture of other countries was unique: for example, in the 15th century, the Renaissance style reached its peak in Italy, while in France - late Gothic, and in Germany - Gothic until the middle of the 16th century, and in Central Asia - the Renaissance style developed from the 9th to the 17th century.

Within the framework of the "big style" "micro-styles" can develop. For example, within the framework of the Rococo style (1730-1750), "shinouazri" (similar to the Chinese style) and "türkeri" (Turkish style); within the modern style (1890-1900) "neogothic", "neorus" and geometric styles; In the "art deco" style (1920s), there were Egyptian, Russian, African, geometric and other micro-styles.

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In design, there is also the concept of "firm style", which refers to the product in which the firm is produced by a methodological unit. The style of the firm is created by concrete authors and has a subjective property.

The concept of style is closely related to the concept of styling. When the new sanhat ages are created, stylization remains as an artistic method. Styling is a solution to the perception and formal signs of a style new, not a monand to it in an artistic context with an unbiased purpose.

This method assumes free use with the emblem, transformation, without breaking the connection with the style taken as a basis. In this case, the creative resource will always be familiar. As an artistic medium, styling was used in classicism, neoclassicism, etc.

In design, stylization is the first conscious application of certain stylistic properties in the design of an object (in this sense, the concept of styling is often left); secondly, moving the visual properties of a cultural sample directly to the object being designed, often in decoration; thirdly, natural forms or, imitating certain objects, creating a conditional decorative form.

Stylistically, Iv Saint-Laurent made his remarkable collections in the 1960s-1980s (Afrikanka, Russian ballet-operas, Chinese woman, Spanish woman, in memory of Picasso).

The style in the world of design (like the world of art) also serves as a system of factors that reflect the diversity of its activities in the field of material and artistic culture. Style is both a factor of the creative process and an artistic process Factor and a factor of culture and artistic influence and a factor of taste education.

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