

II MODERN WEB-DESIGN: FEATURES, DEVELOPMENT TRENDS, FORECASTING

The purpose of the article is to analyze the existing features, trends in the development of web design and identify promising areas in its activities. **The methodology** is based on the use of typological, comparative, structural-functional methods and generalization. It is allowing to cover the indicated discourse in the context of creative searches in the design of Internet resources to identify its essential characteristics. A systematic approach is needed, which allows the object to be comprehensively studied at the most diverse but interrelated levels. **The scientific novelty** of the research is in the conceptual understanding of the existing features of the stylistics of modern web design and the prognostic view on its further development. **Conclusions.** The analysis revealed the prospects for the growth of modern web design, outlined the existing trends and trends in the modernization of graphics techniques. Unification and interactivity will allow to effectively implement the process of transferring an information product to a potential web page visitor.

Key words: web design, design, trend, website, style, modern design, Internet resource.

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Сучасний веб-дизайн: особливості, тенденції розвитку, прогнозування

Мета статті. Провести аналіз існуючих особливостей, тенденцій розвитку веб-дизайну і визначити перспективні напрямки в його діяльності. **Методологія** дослідження базується на використанні типологічного, компаративного, структурно-функціонального методів та узагальненні, що дозволяють охопити означений дискурс в контексті творчих пошуків в дизайн-проектванні інтернет-ресурсів для виявлення його ключових характеристик. Також, необхідним виявляється і системний підхід, що дозволяє на самих різних, але взаємопов'язаних рівнях всебічно вивчити об'єкт. **Наукова новизна** дослідження полягає у концептуальному осмисленні існуючих особливостей стилістики сучасного веб-дизайну і прогностичному погляді на його подальший розвиток. **Висновки.** Проведений аналіз виявив перспективи розвитку сучасного веб-дизайну, визначив існуючі тренди та напрямки в модернізації графічних прийомів, уніфікація й інтерактивність яких, дозволить дієво реалізовувати процес передачі інформаційного продукту до потенційного відвідувача веб-сторінки.

Ключові слова: веб-дизайн, проектування, тренд, сайт, стиль, сучасний дизайн, інтернет-ресурс.

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Современный веб-дизайн: особенности, тенденции развития, прогнозирование

Цель статьи. Провести анализ существующих особенностей, тенденций развития веб-дизайна и обозначить перспективные направления в его деятельности. **Методология** исследования базируется на использовании типологического, компаративного, структурно-функционального методов и обобщении, позволяющих охватить обозначенный дискурс в контексте творческих исканий в дизайн-проектировании интернет-ресурсов для выявления его ключевых характеристик. Также, необходимым оказывается и системный подход, позволяющий на самых разных, но взаимосвязанных уровнях всесторонне изучить объект. **Научная новизна** исследования заключается в концептуальном осмыслении существующих особенностей стилистики современного веб-дизайна и прогностическом взгляде на его дальнейшее развитие. **Выводы.** Проведенный анализ выявил перспективы развития современного веб-дизайна, обозначил существующие тренды и направления в модернизации графических приемов, унификация и интерактивность которых, позволит действительно реализовывать процесс передачи информационного продукта до потенциального посетителя веб-страницы.

Ключевые слова: веб-дизайн, проектирование, тренд, сайт, стиль, современный дизайн, интернет-ресурс.

The relevance of the research topic. The rapid development of information technologies in recent decades is creating new conditions for the life of modern society, where virtual space is one of the most significant factors influencing its quality of existence and evolution. Information becomes the main product of its consumption. Submission, search, interactive, high-quality exchange of information resources brings to the fore the tools for web design, which provide the urgent needs of users. A harmonious combination of the aesthetic and technical component in web-design occurs through the synthesis of the principles of graphic design, the latest technological advances, and understanding of the modern worldview paradigm. It dictates the vectors of development and forms relevant trends, ensuring success in attracting the attention of potential consumers.

Analysis of recent research and publications. It should be noted that this area of design engineering is quite new. However, it causes an active interest of modern researchers. The study of the features of modern web design plays an important role in the scientific work of domestic and foreign scientists, such as: O. Vakulenko [5], H. Ismoyilov [2], T. Kitaevskaya [3], E. Lyashenko [4], M. Opalev [5], V. Parnenko [6], O. Petrova [7], O. Yakutova [7], where theoretical understanding of this area affects its current directions and problems: “flat design”, learning the language of Internet culture, alternative styles in web design, font as an element of web design, styles in web design, web design as the foundation of a modern virtual environment, the priority of web usability and building a website composition. It is necessary to highlight the scientific search of European and American colleagues who had a significant impact on the evolution of typography and optimization of navigation in Internet resources: D. Bayer, S. Cavonius, H. Laurent and J. Nielsen [13].

The purpose of the article is to analyze the existing features, trends in the development of web design and identify promising areas in its activities.

The trend of functionalism in the approaches to the design of Internet websites dictates the methods and solutions that actualizes the stylistic trends, consonant with the needs of modern society. The need to direct the user's attention to the main core of information determines the use of strategies in style, allowing to achieve this maximum effect. In this context, minimalism as the style of an online resource is the most appropriate.

Minimalism as a trend in art was formed in the middle of the twentieth century and based on the principles of supremacism (K. Malevich), neoplasticism (P. Mondrian) and abstractionism (V. Kandinsky). The main motto is: “less is more”. It should be noted that minimalism has been in trend for the past few years and in 2019 it retains its leading position. Minimalism is characterized by conciseness of powerful means, simplicity, accuracy, and clarity of composition, which allows satisfying the user's needs qualitatively.

In web design, minimalism is characterized by the rejection of unnecessary details. Minimum of text and images. Only necessary elements are used for understanding and interacting with the website. Each element has a specific task, and all decorative elements are minimized or completely removed. The opinion that minimalism is a laconic, strict style that uses exclusively achromatic tones is not objective. Minimalism uses the whole palette of colors. However, it is customary to use no more than 2-3 colors, combinations of which based on the principles of color harmonies.

One of the essential elements in the minimalist style is “emptiness”, which is often called “negative space”. Due to an empty space, a feeling of lightness, elegance, and lightness is created, which is so characteristic of minimalism. Also, key details are highlighted, and accents are placed. In monochrome colors, void plays a significant role, because it creates contrast and increases readability.

“Flat design” is the direction in design, which is responsible for the overall expressiveness of icons, buttons, illustrations. Whereas, minimalism is an artistic style, which includes a broader range of possible tasks and techniques responsible for the composition, color palette, contrast, and allows to capture the layout as a whole. Based on the above, “flat design” can be designated as one of the minimalist methods. Designers who work in the style of minimalism, often choose a monochrome color palette or a limited number of colors. This technique allows to enhance the selected colors and not distract the user. In turn, it allows the user's attention to focus on the target action: purchase, subscription, etc.

In this context, it should be emphasized that typography in minimalism is one of the key elements that not only convey information but also is a stylistic device. The color, as well as the font and its headset, are a powerful graphic element that affects the overall perception of the website [13].

Consequently, one of the strengths of the above direction of web design is that the minimalist interface solution enhances the attention of users. Pages are not overloaded but focus on the necessary information, which increases the functionality of the website. As a rule, designers do not use a large number of visual images, but those that are used are very informative, noticeable and catchy. The search for such images takes a long time. However, carefully picked them up, it is possible to create the right mood; an example is the design solution of the website of the ETQ shoe store [9]. Visual images must comply with the principles of minimalism. Otherwise, it can destroy the entire effect created. Also, web designers use contrast when choosing colors, shapes, and arrangement of elements, one of the most powerful tools of a minimalist style.

At the same time, vibrant colors are gaining great popularity in web design. In 2018, designers often used bold colors, and in 2019 this trend only strengthened. The task of color is to cause an emotional reaction from the user, even if this reaction is unconscious. It is also possible to apply color as a marketing tool. Any Internet resource has a specific task aimed to attract users, and with the development of technology, the pace

of life has dramatically increased, and it becomes more and more difficult to realize it. It is considered that in the first 2-3 seconds a user decides to stay on the website or close the tab. Therefore, it is important at first glance to capture the user's attention, to impress and convince to remain on the page, in which bright saturated colors help.

In this context, bright and vibrant colors have a sufficient level of expressiveness in order to increase the perception of the website information. It contributes to the activation of all components of the web resource. At the same time, does not mean that the use of bright colors always leads to a positive result. If the background and content are too contrasting, it can cause difficulties with the perception of information. Most web designers generally use moderate contrast, but to enhance the element, contrast increases [14].

Vibrant colors activate perception functions. However, most companies in building marketing strategies prefer to see subtle colors in the design of their websites, which is a safer solution, because not everyone can appreciate the bright and catchy design. In contrast to this trend, some designers, risking and using bright colors, stand out from the rest, only at their expense. It should be emphasized that the choice in favor of bright colors should not occur by chance. It should base on the preferences of the target audience and marketing research. In psychology, it is generally accepted that color can influence a person's mood [1]. So, based on it, designers have the opportunity to create the necessary atmosphere and mood on the website, thereby leading the user to the desired action.

Over the past few years, the relevance of the use of gradients in web design has increased significantly. A clear trend in 2018 were bright multi-color gradients that have its development in 2019. They were used in various ways, applying various effects, such as blurring or distortion. Gradient as a technique used in a large number of components of website design, but to a greater degree this tendency of use extends to secondary elements of the composition: headers, three-dimensional elements, icons, hover effect and much more. As a result, the gradient as a useful technique has great potential, namely: a gradual transition from one color to another makes it possible to create a new color and tone. Gradient makes the style of the Internet resource more lively and multifaceted.

At the end of 2017, Apple introduced the iPhone X, using gradients as the main method in website design (headers, logo, images), promotional products, promotional materials. In 2018, this technique in the design of Apple continued to be applied, as shown by the presentation of the new iPhone XS. Also, we emphasize that the design of the logo, one of the most popular social networks Instagram, is based on a color gradient. It serves as a weighty argument in favor of the conclusion that gradients will long be widely used in all areas of design, not excluding web design.

The animation in web design has been a trend for a long time. Its many-sided features are widely used in website design, advertising, and applications. It can be either a button animation on hover or an animation of a whole block. Improvement of information and communication technologies leads to one of the main positions in the reception of animation in the design of interfaces of web resources, which allows to increase the involvement of users on the website, as well as to deliver the idea more quickly and easily. Also, there is a micro-animation of the website interface. It is a small animation that helps to attract the user, giving visual feedback. For example, when a user pushes a button, it can be beautifully animated and get a beautiful look, demonstrating an imitation of a pressed button. As a result of the use of micro-animation, the interface becomes more intuitive, which contributes to the effective transmission of information. It is likely to assume that in 2019 the intensification of this trend and the acquisition of a more mass character in its manifestation will intensify. An example of such a micro-animation is Google's font library, where when the background color of a page changes, micro-animation is turned on, which scrolls colors in a drop-down box [10].

Thus, the animation helps to revitalize and enrich the interface. First, the movement always attracts more attention than static. It is also useful from a marketing point of view, increasing the chance that a person will remain on the website and more likely to accomplish a targeted action. Secondly, using the animation, it is possible to fit more information on the screen and tell the story in a shorter period.

In 2016-2017, 3D graphics in web design became standard practice, and in 2019, this trend is likely to grow, and designers will create complex interactive layouts using 3D graphics. The advantage of 3D graphics is to make it possible to animate a web page [11]. For the most part, the website is perceived as a 2D image. Even if there are photos on the page, they still do not look voluminous. With the advent of 3D graphics in web design, websites have the effect of "tangibility" and "depth". Photo not always can meet the needs of the project. So designers have to learn how to skillfully embed 3D graphics into a web page to achieve the desired results. Often, designers resort to imitating 3D graphics, for example, using the blur effect, and it saves time, and the result can be awe-inspiring.

There is a trend of collaboration between illustrators and web designers. It is increasingly possible to find websites where there is not a single photo, but only drawn illustrations. Previously, websites used photos, often downloaded from photo stocks. At the moment stock photos are so familiar that they have the opposite effect. Consequently, they are replaced by custom-made illustrations that will convey the desired message to the user much more precisely and more colorfully. It is not always possible to find a suitable photo of photo stocks, and taking photos can be expensive. In this case, the optimal solution is to use an illustration that displays the desired idea. Also, it is much easier to build the desired style for a specific brand, and users respond positively and actively to effective visual images. Also, one of the most popular and effective techniques in the illustration is the use of personalized images (characters), which represent the character and identity of a brand, product or service.

Geometry for a long time was the basis of conceptology in the design of web resources: simple forms, consisting of lines, hard and sharp corners, to a rectangular top. However, in 2018, a new trend, a "liquid" asymmetrical form, became more popular, for example, the company's website [8]. It is a great way to get visitor attention. "Liquid" forms in combination with colorful illustration give the maximum effect. The peculiarity of this style is to avoid sharp corners. All elements have smooth edges, fluid and dynamic. The smoothed form has a biomorphic character and is perceived more naturally. The main difference from sharp polygonal shapes is that each shape is made from a smooth curve that, as it were, flows through the design. The positive reaction of users to such experiments shows that in 2019 this trend will retain a strong position.

It is necessary to emphasize the popularity of using large font headlines in the composition of web pages, replacing visual images. It is confirmed by the example of the Apple website, which often chooses in favor of typography, instead of pictures. Creative and unusual fonts are actively used. This technique helps to highlight the main essence of the page and not to distract the user to other minor elements. For more effect, the font can have different styles: gradient, background image, have only an outline without a fill.

Such a trend as the use of "bold fonts" gives the text uniqueness. "Boldface" as a design element leads, ahead of the usual visual images. Proper use of fonts can be more effective than video and images on the website. It especially affects mobile devices, where every pixel is important. The popularity of handwritten fonts is decreasing, and in contrast to this, creative design fonts come to the fore. The fonts can be found in the form of illustrations, 3D-graphics and even animated. All this adds to the website "liveliness" and individuality. Designers often move away from the traditional layout grid and make the composition more unique. Texts on the website have changed their meaning. If earlier they directly conveyed information, now they have a broader goal, for example, the expression of the nature of the product.

Along with the text use other elements to underline the details — for example, icons, bullets, pictograms. Designers have always had many tools for working with text, such as underline, italic font, different thickness. At the moment, the development of these techniques is growing: when you hover the cursor on the text, the font may change, color underlining or background filling may appear, various icons, pictograms, and emoticons are inserted directly into the text for decorative or semantic tasks.

One of the notable trends in 2018 in the approach to designing a web resource is a full-screen image that occupies the entire page space. Designers use photos, 3D-visualization, animation, and video on the background of the website. This technique adds more color to the interface and makes it more attractive [12]. It is expected that in 2019 this trend will continue. Also, the animated background affects the conversion, as studies show. A video can convey thought and tell a story in seconds. It makes the user stay longer on the page.

In interface design, the "dark theme" gained great popularity. The standard is a white background and black letters. It has the causes in the origins of typography. "Dark theme" inverts colors, in this case, the background becomes dark, and the letters are light. A large number of companies use this technique in their products: popular music streaming services Spotify, Yandex Music, and the YouTube video hosting interface. In 2018, Apple introduced an updated version of the MacOS, in which the "dark theme" appeared. Web pages of new devices from Apple (iPhone XS, iPhone XR, MacBook Pro, iMac Pro) are made in dark colors. It should be noted that this viral trend in 2019 is growing.

However, it is not always advisable to use the "dark theme". If there is a large amount of text on the page, then the use of the "dark theme" may worsen the readability. Well-known UX-designer and researcher J. Nielsen pointed out: "use colors with high contrast between the background and the text color. Optimal readability is black text on a white background. White text on a black background is also good because the degree of contrast remains the same" [13]. In the study of D. Bayer, S. Cavonius "Improving the visual display units through contrast reversal" (1980) it was found that large text arrays should be in black on a white background. It revealed that black text on a white background is perceived to be 26% better than white on a

black background since people with astigmatism (a typical modern ophthalmologic disease) are harder to perceive white text on a black background.

So, accessibility defined as the ability of a web resource or mobile interface to reach more people and ensure its functionality, regardless of any differences. Before choosing in favor of the “dark theme”, it is worth analyzing under what conditions the interface will be used. For example, the design of the Google Maps website should not be done in dark colors, because maps are often used on the street with bright lighting. In this case, due to the “dark theme”, the interface will be unreadable, and the choice of the light theme is the most optimal. Consequently, if the website is supposed to use in mobile devices, then the expediency of the “dark theme” is also in question, since mobile devices are often used in the street and there may be difficulties with perception. However, Netflix uses only the “dark theme” in the design of its website. The main tasks of their activities justify this, since movies, as a rule, are watched in the evening with the lights off. If the interface of the website were bright, it would create discomfort for the eyes.

Conclusions. In the process of research, it was revealed that the prospect of developing modern web design depends on the technical capacities of computers and improving the methods of information and communication technologies, which will allow modernizing graphics techniques and making them more unified and interactive. Also, in order to attract and enhance the visual response of users to web resources, the most effective method is to enhance the contrast, which expressed in colors and size ratio of elements. The prognostic view in the context of the study represents the presumed dominance of visual content over the text. The hypothesis is based on understanding the apparent trends in the acceleration of the pace of life in modern society, where the user intends to optimize the use of the resource of personal time. Understanding this aspect will allow to effectively implement the process of transferring an information product to a potential web page visitor.

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ЕТНІЧНІ ОБРАЗИ У ТВОРЧОСТІ ВАЛЕРІЯ ГЕГАМЯНА

Мета роботи. Стаття має на меті виокремлення та аналіз етнічних образів як одного з основних характерних сегментів живописних творів українського художника Валерія Гегамяна. **Методологія** дослідження полягає у використанні основних елементів мистецтвознавчого інструментарію: історичного, біографічного, комплексного, компаративного методів. **Наукова новизна** роботи полягає в тому, що автор вперше у вітчизняній науці про мистецтво робить спробу висвітлити окремі сторінки життя та творчості В. Гегамяна, проаналізувавши етнічні образи, до яких він звертався впродовж всього творчого шляху; виокремити стильоутворюючі фактори, що мали місце при формуванні цього образного ряду. **Висновки.** Серед основних етнічних образів художника яскраво виділяються кавказькі та українські. Епізодично майстер звертався до образів курдів, іспанських, африканських типажів, але домінуючими впродовж усього творчого шляху були колоритні характери тих, хто уособлював історичну батьківщину художника – вірмен, і тих, хто персоніфікував його другу батьківщину – українців.

Ключові слова: етнічний образ, Валерій Гегамян, худграф, вірменські мотиви, українські мотиви, гуцульські мотиви.

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Этнические образы в творчестве Валерия Гегамяна

Цель работы. Статья имеет целью выделение и анализ этнических образов как одного из основных характерных сегментов живописных произведений украинского художника Валерия Гегамяна. **Методология** исследования заключается в использовании основных элементов искусствоведческого инструментария: исторического, биографического, комплексного, компаративного методов. **Научная новизна** работы заключается в том, что автор впервые в отечественной науке об искусстве делает попытку осветить отдельные страницы жизни и творчества В. Гегамяна, проанализировав этнические образы, к которым художник обращался на протяжении всего творческого пути; выделить стилеобразующие факторы, которые имели место при формировании этого образного ряда. **Выводы.** Среди основных этнических образов художника выделяются кавказские и украинские. Эпизодически мастер обращался к образам курдов, африканским, испанским типажам, но доминирующими на протяжении всего творческого пути были колоритные характеры тех, кто олицетворял историческую родину художника – армян, и тех, кто воплощал его вторую родину – украинцев.

Ключевые слова: этнический образ, Валерий Гегамян, худграф, армянские мотивы, украинские мотивы, гуцульские мотивы.

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Ethnic images in the creative work of Valery Geghamyan

Purpose of the article. The article aims to identify and analyze ethnic images as one of the main characteristic segments of the corpus of paintings by Ukrainian artist of Armenian origin Valery Geghamyan. **The methodology** consists of the use of historical, biographical, complex, comparative methods as the main elements of art criticism tools.