

затем приобрести обувь, 58 % потенциальных потребителей выбрало ответ – «в интернете при помощи онлайн-конструктора» (рис. 4).



Рисунок 4 – Распределение ответов на вопрос об удобном месте кастомизации и дальнейшем приобретении обуви

Таким образом можно сделать вывод о том, что российские потребители довольно хорошо осведомлены о текущих модных тенденциях, получая основную информацию при помощи интернета, они неплохо ориентируются в инновационной среде и готовы использовать ее для создания и преобразования актуальных моделей обуви. Следовательно, российским компаниям и производителям следует задуматься о внедрении возможностей кастомизации в предпроектные разработки при производстве обуви в сегменте масс-маркета.

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AN IMPORTANT FACTOR IN THE DEVELOPMENT OF AESTHETIC OUTLOOK

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In this article there are confirmed about improving student`s aesthetic world outlook is a peak task nowadays as such the role of aesthetic taste, and the role of aesthetic taste`s improving the student`s world outlook.

Key words: education, upbringing, intellectual, conviction, aesthetics, taste, world outlook, beauty, capability, improve.

Historically, rich spiritual culture of our people serves as a great foundation in strengthening of new democratic society restored in our republic due to independence.

The basis of this social change lies in the extensive creativity of a highly intelligent, intellectually competent person. His mental and spiritual wealth, high motivation and activity are

largely dependent on the spiritual, the aesthetic and the artistic factors. Developing aesthetic viewpoints in students is an urgent task of today. One of the most important factors in aesthetic outlook is aesthetic.

Aesthetic décor is a sense of satisfaction or dissatisfaction with an aesthetic criterion in perception and evaluation of the aesthetic qualities of events. Aesthetic behavior is reflected in a person's thoughts, behavior, material and spiritual creativity. On the aesthetic décor is the ability to distinguish beauty from ugliness and enjoy its pleasure and delight. Aesthetic doctrine applies to people's outlook, especially without regard to their aesthetic views. Aesthetic knowledge and attitudes must be transformed into a person's inner world, the perception of the process, and the firm belief in the individual. Aesthetic doctrine combines aesthetic tension contradictions directly and indirectly, emotionally and mentally, individually and socially.

Aesthetic dance has a broader meaning that teaches a person to perceive the beauty of nature and society in an ideal way. It also educates a person who is capable of transforming the aesthetic activity into reality according to the principles of beauty.

Aesthetic dose is a process of aesthetic development which is the process of the occurrence and perfection of aesthetic mind, relation and aesthetic activity of the person. This process has different stages and levels determined by age and social factors. Aesthetic desires depend on the individual's ability to master the aesthetic culture of the society, through a variety of forms and forms.

The creative taste of a student is the result of active, creative self-knowledge of the cultural heritage of the student. The beauty of one's personality, as well as the interaction of certain qualities of a person, develops aesthetic taste.

Those who choose an aesthetic lifestyle live for themselves and their pleasure. However, this is not a limited attitude towards life: working for our own pleasure, we unwittingly work for the good of others. In fact, it can be said that a scientist who selflessly devotes his entire life to finding a cure for a terrible disease, while sacrificing personal, family and social pleasures, also leads an aesthetic lifestyle if he does all this simply because he likes scientific activity. And from the position of modern psychology and liberal society, it is generally difficult to find such a person who would not adhere to the aesthetic path. It seems that we all strive for pleasure in our strange and amazing life.

The fact that Kierkegaard did not feel sympathy for this path is quite natural for the time and place of his life (devout pre-Freudian Scandinavia), but his analysis is distinguished by subtlety and penetration. He knew what he was talking about: he lived such a life in the years of his student life and still felt guilty about the fact that he, as he himself believed, still had her echo.

A person living an aesthetic life is not able to control the basis of his existence. He lives a moment, prompted by the desire for pleasure. His life can be controversial, devoid of stability and confidence. Even when calculated, the esthete's life remains an "experiment." At any moment, pleasure can cease to be it: it all depends on our perception.

So, the aesthetic world view is defective in its very basis, because it is oriented towards the external world. It "expects everything from the outside." In this sense, it is passive and lacks freedom. It is based on the fact that it is beyond the control of his will - for example, power, wealth or even friendship. It depends on the circumstances, relies on the "accidental." There is nothing "necessary" in it.

An alternative to the aesthetic ideal is the ethical. Here, individuality is "absolute", and the main task is to choose oneself. A person living an ethical life creates himself through his choice, and self-creation becomes the goal of his existence. If the "esthete" simply accepts himself as he is, then the "ethic" is trying to know himself and change in accordance with his conscious choice. He is guided by his self-knowledge and desire not to mindlessly accept what he found in himself, but to improve himself.

The fundamental difference between the categories of aesthetic and ethical is that the former is oriented towards the external world, while the latter is oriented towards the internal. A person living an ethical ideal, in every possible way tries to know and improve himself - he would like to become "ideal." Why he strives for this will remain incomprehensible to us as long as we do not recognize that self-knowledge enlightens him and thus makes one desire a "higher" life, the concept of which includes a whole set of ethical standards.

Realizing this, we conclude that the aesthetic lifestyle is not preferred. If a person living an aesthetic life begins to reflect on his existence, he soon realizes that his life lacks meaning. Usually this understanding leads one to despair.

Aesthetic dash is a complex phenomenon that occurs as a result of the individual's personal and social features. By nature, it is only a category of individuals. However, because the individual

is a set of social relationships, he combines both subjective and objective norms that serve as aesthetic assessment criteria. Esthetic dance - objective is aesthetic measurements, it is characterized by subjective affection in beauty and ugliness, elevation and drowsiness. Rating - refers to the process of acquiring the aesthetic nature of an item or event. If done, it is expressed in the form of aesthetic response to the individual or event. Aesthetic décor is a compilation of aesthetic information, aesthetic and ethical norms, and is particularly evident in the aesthetic appreciation of the subject. The higher the aesthetics of the student, the higher the aesthetic value of the item, the more aesthetically pleasing to the aesthetic assessment. Aesthetic emotion is an attitude of the individual to the essence of the various events. Aesthetic emotion is closely linked to aesthetic taste. Aesthetic desires in the student tend to be aesthetically active and to show their performance. The person gradually moves around to change the beauty of the surroundings, creating the kind of beauty that human beings can not only perceive but also create. An aesthetically trained person strives to make life beautiful, and is aesthetically active. Aesthetic activity of a person is reflected in aesthetic skills acquired in creation of beauty in life: beautiful, elegant dress, cultural behavior, self-control, aesthetic environment in family and work.

Aesthetic dance helps students to develop attributes such as initiative, creativity, predictability, aspiration, and dreams. Aesthetic students learn the beauty of beauty in the process of aesthetic self-consciousness of life, the materials, their diversity, types and artistic work. They learn about nature, life, nature, and art from different genres: graphics, painting, sculpture, applied art, literature, music, and at the same time learn the aesthetic knowledge. Students should be able to understand the basic criteria of beauty and ugliness, pride and immorality, tragicism and fun, learn how to use aesthetic skills and abilities.

Firstly, the philosopher I.Kant expressed his attitude about the contradictory nature of the aesthetic taste. Kant's doctrine is the innate ability of a single person. It is so individually expressed that it can not be denied with any evidence. The interpretation has a very personal nature. It is impossible to equate aesthetic taste and artistic taste, as it does not equal the artistic consciousness with aesthetic mind. The aesthetic tone is associated with artistic taste, but in many respects it is built on it, but does not mix with it. The difference between art and aesthetic taste is that they have different objects of perception. Considering the difference between the two desires, one should not contradict one another. The artistic taste is always based on aesthetic taste, it comes from.

Firstly, a philosopher of science about the contrasting nature of aesthetic taste. The face of the person, the beauty of the body is of particular importance, but not in the fullest sense. It is a perfect beauty if the outward appearance of man is combined with the attributes of his sublime universe, behavior, character, aspiration towards goodness.

Beauty enhances a person's aesthetic and artistic taste. Aesthetic taste is the ability to enjoy beautiful things. Striving for beauty is a constant social and vital necessity of a person. This need arises in the educational process. There is a sharp difference between a person living in a ghost environment and a grown person in a contrasting environment. Striving for beauty leads to spiritual maturity, enhances its aesthetic feelings.

Nowadays, rightdirection of young people to the profession and craft, increases their interest towards different types of art, creating sense ofpride and respect towards job plays significant role. Because the future of our great country is knitted very closely with this matter. Considering it significantly our government always pays peculiar attention to directing works as developing handicraft and teaching young generation to job and craft and it is important for the bright future of young people.

The main effecting power of art is directed to the person's cultural world, thoughts and senses, intellect, satisfy his cultural demands and necessities, and to develop his esthetic outlook. Because of art naturally expresses all the peoples interests and aspirations it can never be the expression of only this or that outlook.

The main theme of art and cultural ethics is human, that is why art encourages to soft ethics, mercy, commiseration, and at the same time to ethical perfection. Art is a wide conception, nowadays the word "art" explained by means of expressing reality by literary examples, "knowing the way of work "art" process of showing skills", "itself of every work" and "degree of skill which it requires".

Art in broad means encircles art works, likewise, its process of creating and using. Art is being developed connecting with social improvement.

The power of art works, especially, in the field of design, in its nativity and perceptivity, it can influence on people's inner-spiritual world and emotion. Because of this young modeler – designers art should be considered. In the process of creating modern clothes widely using rich

cultural heritage, increasing its effect and productivity can be significant factor.

When young artists working in the field of design, the difficult, contrary, magnetic, full of passion life spectacle embodies in front of him. As they try to express this spectacles on their drafts, clothes, they remain as child of their epoch, their nation, their conviction. In this clothes especially, general humanitarian and national customs togetherness is brightly appears.

Beauty, sparkling of colors, the identity of patterns to the location, brilliance of our national clothes, always interested expert designers. Beauty and comfort, esthetic measures are leading persuasion of literary project. It would be great if this beauty expressed our nationality in itself, consequently, as our first President I.A.Karimov said, "We must intensify factors that form peoples mind basing on historical native customs, tradition and ceremonies".

The task of young designers is to create clothes which are suitable to continental climate, similar to the mentality, traditional customs and expressing national identity. It would be great to learn the cloth and natural material making experiences of our predecessors. Nowadays interest to our national clothes and requirement is growing day by day all over the world. Embroidery, patterns on clothes, skillfully used materials such as adras, banoras, bekasam attracts foreign tourists. According to these requirements young modeler – designers creating their modern clothes using national traditions of nation in their cloth collections.

Nowadays, it is important task to create new methods of perfecting the possibilities, considering how rich is artistic capability of our young generation, their creative skills and esthetic outlook.

Especially, we must develop youngsters education, creating, intellectual and esthetic outlook, coordinate intellectual capabilities to the modern requirements, opening new ways of possibilities, bring up young specialists as a mentally mature, morally strong and literary quick - witted when they are living with the sense of competing with other young people from the other part of the world. Therefore, we must achieve to the perfection in the field of artistic design, and develop esthetic outlook, creative activity of young generation as well as our great predecessors.



Coming from that mentioned above followings may be done:

- Increasing attractiveness, effectiveness, confidence through developing esthetic outlook of young people;
- Learning deeply and carefully relation of art with esthetics, morality and other subjects;
- Creating opportunity for increasing value of esthetic outlook and intellect in the improvement of art;
- Further developing field of design and more demonstrating it all over the world;
- Popularize art of practical decoration, national clothes and therefore paying attention to improve handicraft;
- Producing mature and experienced personnel for developing types of art and design;
- Teaching youngsters secrets of art and educating, upbringing to improve their outlook;
- Giving necessary advices to future experts about connection between art and design in the process of education.

It very important, bring to perfection young people, develop their outlook, arose love for their

country in their heart for improving their esthetic outlook and bringing up in these terms. Therefore, we must always struggle and worry about mature spiritual world, esthetic outlook, moral maturity of our children.

The beauty and beauty of the world are so diverse, colorful, magic, and material and spiritual attractiveness. The desire of a person to understand the world of fascination is closely linked with the desire of the environment to understand the reality. In addition to creating the world of breathing, there is a need to understand, perceive, explore, analyze and analyze the world of beauty.

Each aspect of art requires the beauty of the soul, the subtlety, and also the artistic taste of the students, as well as the formation of a culture of perception and an aesthetic attitude towards them. It helps students to apply the artistic aspirations of the students to the aesthetic relationships with different aspects of life.

At the same time, a number of activities are underway to establish appropriate programs and action plans to identify long-term strategic objectives of educating our people in aesthetic terms.

Therefore, in the process of aesthetic education it is necessary to develop students' aesthetic feelings, aesthetic taste, their artistic abilities, aesthetic needs and beauty, development of emotions of beauty, formation of aesthetic culture.

Taking this into consideration, we are introducing the course on "Composition and History of Libos" in the direction of "Light Industry Technologies and Equipment", in particular, "Creating History and Composition of Old Clothes", "Study of Clothing Tectonic Categories", "Principles of Suitable Styles, The principles of quantitative composition of colors and the principles of creating a colored ring ", " The monochrome in a suit, the appropriate combinations of one-tone colors ", " Principles of color accumulation ", aesthetic views we need to pay attention to the development. Because aesthetic ideals, colors, patterns, shapes, shapes, decorations, styles, garments, costumes, costume compositions in these subjects serve to develop aesthetic viewpoints in students.

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ТВОРЧЕСКИЕ ИСТОЧНИКИ В ХУДОЖЕСТВЕННОМ ПРОЕКТИРОВАНИИ

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Реферат. В статье рассмотрены виды творческих источников, которые используются модельерами на этапе художественного проектирования. Представлен ретроспективный анализ творчества дизайнеров, особенности работы с творческими источниками и их трансформация в коллекции.

Ключевые слова: художественное проектирование, творческий источник, модельер, дизайн, проектирование обуви.

Подробный анализ творческого источника служит не только средством поиска новых концепций, но и расширяет творческие возможности художника для материализации его идей [1].

Анализируя тенденции моды последних сезонов, заметим, что многие дизайнеры вдохновляются модой прошлых лет и даже прошлых веков. Соответственно, можно сделать вывод, что на сегодняшний день исторические образы и национальные костюмы все еще остаются одним из самых популярных источников вдохновения.

На первый взгляд удивительно, что модельер имеет возможность применять ретроспективные и этнические мотивы в разработке новых изделий, при этом придавая своим моделям оригинальную образность и обновляя приемы экспрессивности. Ярким