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### THE ROLE OF DESIGN IN THE DEVELOPMENT AND IMPLEMENTATION OF ORIGINAL PROJECTS WITH THE GOAL OF ECONOMY IMPROVEMENT

*Ю.В. Царь, студентка группы 10508119 ФММП БНТУ,  
научный руководитель - старший преподаватель М.В. Храмова*

*Summary - The role of design in the economy is increasing steadily nowadays. Design technologies not only create new goods and services, but also introduce them into the market, help manufacturers meet the needs of buyers. Thanks to the activities of designers, the economy improves its performance, as well as perfects its aesthetic aspect.*

*Резюме - Роль дизайна в экономике сегодня неуклонно возрастает. Дизайн-технологии не только обеспечивают создание новых товаров и услуг, но и внедряют их на рынок, помогают производителям угодить потребностям покупателей. Благодаря деятельности дизайнеров экономика улучшает свои показатели, а также совершенствуется с эстетической стороны.*

**Introduction.** Design is a professional activity that creates and develops concepts and specifications with the goal of improving functionality, appearance of the product, which leads to mutual benefit between consumers and producers.

**The main part.** In the world economy design is at the forefront. It is in line with the business, technology and art. Its value as a tool for the creation and promotion of goods on the market is becoming increasingly important. Design functions as the subject of economy which means that the developer is leading the project from initial concept to distribution and consumption, provides a consolidation of the market and the withdrawal from the market in case of economic and design errors, when the faulty goods lose their consumer benefits, trying to avoid losses to the producers and reputation damage in the eye of the consumer.

The relationship of design with the economy is clearly seen in the book "Fundamentals of design" by the authors Kulevoy L. M., and Mikhailova, S. M. This book not only helps us to understand the specifics and the main activities of the designers, but also presents basic concepts of design, its development and formation. It discusses the features of design, functional analysis and ergonomics.

Industrial design is the most common sphere in design and with its components familiar to each of us. It covers the whole range of design objects: advertising, housing and interiors, transport, production facilities and, of course, goods of mass consumption. And it is industrial design that represents how the economy affects market demand, and therefore subsequently design.

The term "industrial design" was introduced in the early 20th century with the beginning of the development of mass market goods. At that time specialists of different spheres - marketing specialists, technologists, engineers - worked together with design representatives and sought to make the product so that it not only meets the needs of consumers, but is characterized by increased originality and quality as a result. Creative developers constantly thought and think about how to simplify and reduce the cost of manufacturing, maintenance and give the product additional functionality or aesthetic features. Therefore, at the end of the 20th century the role of designers is significantly increasing.

The effectiveness of the design technology plays its role in creating new, original types of goods and services. Their use allows the designer to solve the whole complex of tasks ensuring the development and implementation of innovations. First of all, this is related to social product, that is, to those groups of consumers who are a target market for it. Next comes, maximum efficiency of the functional process. Various professional tools help the designer to meet the requirements of consumers, make product consumer-friendly and meeting human needs. The list of requirements usually includes demands for quality of the new product. It can be determined primarily by the level of consumption indicators - social, functional, ergonomic, environmental and some others. But it is especially important to highlight the role of a designer in creating aesthetic forms of products, its complete image, as the aesthetic value of the product in terms of design standardization of production technologies is a more important attribute of quality than of practical usefulness, ease of use. Creation of new promising types of products, development of innovative production methods can take quite a long time. They are impossible without a clear idea of the peculiarities of an organization functional processes that include these products and consumer complexes, the structure of value relations, ideals and cultural norms, which will develop in the future society.

In today's world the importance of design in product development are correlated with product exterior. At first glance, the task is just to put the functionality of products in product exterior. In fact - this is only the first step to understanding the role of design in the commercial success of the manufacturer. The most beautiful product, which is useless to a specific consumer will not occupy a worthy place in the minds and, therefore, will not be bought. The product needs to do some work for the consumer. The approach to the product in terms of the functions it performs can be divided on two parts. First - what kind of work the goods perform for the user, how well they do it, what problems it solves. The second problem which is growing in importance all over the world is the interaction between the product and the user. The gist of it is that design challenges are multifunctional and require integrated efforts of many specialists in various fields and the most modern technologies applied by the organization, development and careful preparation of production process. Here creativity is one of the main components of success. It correlates poorly with the atmosphere of mass production, which is more mechanistic. Many well-known Western corporations use the services of companies specializing in the innovative product development.

**Conclusion.** As it has been mentioned design has an economic aspect, as it is based on promoting a product on the market. Economy has become a mainstay in product promotion, because it captures the essence of what is happening. Design fully reflects the category of people targeted by a particular product. Thus demand for a product depends on its necessity and relevance to humans.

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#### RISKS IN MARKETING ACTIVITIES

*А. А. Чернышова, студентка группы 10507116 ФММП БНТУ,  
научный руководитель – кандидат педагогических наук, доцент А. И. Сорокина*

*Summary - This article discusses the risks of marketing activities. During the development of the article, the main causes of the occurrence of marketing risks, types of risks in marketing activities and their features were identified. The features of risk management in the marketing system were also considered. Based on the studies, it was concluded that the necessary measures should be taken by managers to minimize risks.*

*Резюме – В статье рассматриваются риски маркетинговой деятельности. В ходе разработки статьи были выявлены основные причины возникновения маркетинговых рисков, виды рисков в маркетинговой деятельности и их особенности. Также были рассмотрены особенности управления рисками в системе маркетинга. На основании проведенных исследований сделан вывод о необходимых мерах, которые должны придерживаться менеджеры для минимизации рисков.*

**Introduction.** Market relations are impossible without risks, as there is always competition, sometimes unpredictable situations in economic, industrial and commercial activities. On the other hand, the absence of such risks in the long run harms the economy, destroys its effectiveness and dynamism. The existence of various kinds of risk and changes during the development of its degree is a strong and constant factor in moving the business forward.

**Results.** Risks accompany any marketing activity. Risk is the possibility or probability of not achieving the desired result due to specific actions and decisions. The risks of marketing activities are the risks of selling products and the