

Innovation in design and in design education

By 2020 Russia should make a significant breakthrough in the development of innovations: the introduction of new technologies, modes of production, results of scientific and design work, bringing to market innovative products, implementation of innovative educational programs, etc.

The results of innovative activities thus include development of new product, services or significant improvement of what already exists with the aim of obtaining better economic benefits, the emergence of a new markets, resources, production methods, principles of work organization.

An important role we ascribe to the process of innovation design at all times oriented on the active participation in the creation of innovative, original products and to their promotion on the market. The essence of the design activity involves the presence of imagery and consistency of innovativeness [1; 2].

For innovative design characterized by:

- expansion of the context of a certain situation, the release from previously known solutions;
- the expansion of the boundaries of the design situation, increasing the number of possible solutions;
- specification of the chosen solution of the design problem;
- the contents of the unexpected, the paradoxical solution to the problem in the project proposal (800).

Design activity involves the effective solution of the main task: composite art and expressive tasks of formation in the plane, volume and space; artistic and aesthetic; cultural; ergonomic; operational; technological; feasibility, etc.. Obviously, the goal of design activity is to develop new products, not previously existing or available in some form [3].

The degree of novelty of the result obtained in the process of implementing design activities, to determine the levels of innovativeness: low, medium and high.

Low innovation level corresponds to a phased, gradual improvement of the product or search its various modifications. Radical innovations correspond to the average and high level, characterized by the presence of significant changes.

Innovative design activity involves the creation of the product, which could be considered the source for the design at a higher level. The introduction of technological innovations, the use of designers for their development of new materials leads to the creation of new cultural products, serving as a guide for implementation a variety of creative concepts, the birth of a promising and original ideas.

The characteristics of the design:

- to opening new ways to achieve expressiveness of the graphic language;
- the emergence of new, future-oriented aesthetic graphic concepts;
- to developing new product quality standards by means of graphic design;
- imaging, and concepts by visual means;
- the allocation of something (product, service, etc.) of the existing peers, to attract attention;
- the translation of ideas;
- the personalization ideas by means of graphic design.

The innovative role of design is to promote new products and services to the market (creation of attractive packaging, advertising, innovative approaches to interior design of places of sales, etc.).

The innovation process design involves the updating of the system of production, science and education.

In the process of organization project activity of future designers of particular importance is the orientation of students to new approaches to shaping, style, composition, color, and font solutions. This is facilitated by the introduction into the process of professional training of specialists in the field of design of a complex of

special tasks focused on the production of ideas related to innovation. Such jobs include:

- development of new advertising media, including unusual types and forms of products;
- define innovative approaches to stereopathy, advertising placement, branding;
- scientific and analytical research products, and advertising campaigns competitors creative and intuitive search of the latest trends in the development of design in various fields, the so-called "trends", the new styles features graphic design design projects.

Research promotes the search for new approaches to graphic design, output to a higher level of quality and design of products in General, its packaging, graphic design and advertising support.

We should note the importance of finding new approaches to designing visual advertising scenarios. It is necessary to Orient students to the denial of the existing stereotypes and finding the most creative solutions.

References:

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3. Miroshnikov V.V. Problem of «Starting phase»of creation of search composition in design / Europäische Fachhochschule. 2014. № 3. C. 16-17.