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muhofaza qilishni ta'kidlaydi, bu odamlar uchun qulay, qulay va uyg'undur. Ekodizayn - dizayndagi maxsus xizmat ko'rsatish tizimi bo'lib, mahsulotdan foydalanish davrida atrof-muhitga zarar etkazilmasligini ta'kidlaydi. Yangi mahsulotni yaratish, foydalanish va yo'q qilishda mahsulot sog'likka zarar keltirmasligi, ortiqcha shovqin, tebranish va chiqindilarga ega emasligi hisobga olinadi. Eko-dizaynning arxitektor va dizaynerga qo'yiladigan asosiy talabi: mahsulotdan xavfsiz foydalanish, sog'likka zarar yetkazmaslik, shovqin, tebranish, emissiya, radiatsiyaning kam miqdori, atrof-muhitga zarar yetkazilishining oldini olish. Qozog'istonda eko-kiyim va eko-moda mavzusi tobora kuchayib bormoqda. Veb-dizayn - bu veb-saytlar va veb-ilovalar dizayni bo'lgan veb-ishlab chiqish va veb-dizayn sanoati. Veb-dizaynerlar veb-sahifalarning mantiqiy tuzilishini yaratish, eng qulay echimni topish, veb-loyihani jihozlar bilan bezash bilan shug'ullanadilar. Natijada, inson faoliyatining ikki tarmog'i kesishgan joyda, malakali veb-dizayner yangi veb-texnologiyalar bilan tanish bo'lishi va zarur badiiy fazilatlariga ega bo'lishi kerak. Dizayn sohasida ishlaydigan mutaxassislarining aksariyati, qoida tariqasida, dizayn studiyasi sifatida ijodiy ta'limni o'z ichiga oladi. Veb-dizayner - dizayn sohasida nisbatan yosh kasb, professional ta'lim hali amalga oshirilmagan. Veb-dizaynerlarga talab oshgani sayin veb-dizaynerlar soni ortib bormoqda. Hozirgi vaqtda veb-dizayn xizmatlari ko'lami ortib bormoqda. Veb-dizayn xizmatlarini ko'rsatuvchi shaxslar paydo bo'lmoqda va veb-studiyalar ochilmoqda.

Xulosa: An'anaviy dizaynning rivojlanish tendentsiyasi zamonaviy dizaynni rivojlantirish uchun asos bo'ldi. Zamonaviy yangi dizaynni rivojlantirishning asosiy harakatlantiruvchi kuchi yangi dizayn ob'ektiga bo'lgan ehtiyoj va odamlarning talabi edi. Bu, o'z navbatida, zamonaviy dizayn o'qitish mazmunining yangicha shakllanishini ko'rsatdi. Zamonaviy dizayn bo'yicha tadqiqot materiallari: zamonaviy dizayn tarixi va turlari bo'yicha bilimlarni o'z ichiga oladi; ikkinchidan: zamonaviy dizayn ob'ektlarini loyihalash tamoyillari va me'yorlari bo'yicha to'plangan ma'lumotlar; uchinchidan: zamonaviy dizayn ob'ektlarini loyihalash bo'yicha mashqlarni bajarish edi. Zamonaviy dizayn ta'limining yangi mazmuni bo'yicha tayyorlangan dastur bilan olib borilayotgan o'quv mashg'ulotlari natijalari ko'rsatkichlari yangi bosqichga ko'tarildi. Talabalarning zamonaviy dizayn bilimlari va yangi ob'ektni loyihalash ko'nikmalari ko'rsatkichlari oshdi.

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THE OVERVIEW OF NEW APPROACHES TO LANDSCAPE DESIGN

Abstract: The article discusses modern approaches to using design as a means of ecologically renovating spaces to achieve environmental sustainability. Humanity must restore the balance of nature and develop ecological principles and principles of material objects, which would be responsible norms and comfortable visual perceptions of the human environment.

Keywords: ecological balance, sustainability, the environmental potential, urban design, visual perception, landscape design

New developments in the understanding of landscape design tasks in the most developed countries emerged as an objective of the need for flexibility to respond adequately to the deterioration of the ecological situation in the cities. Without limiting the development of new, safe environmental technologies and the adoption of the necessary legal instruments of environmental orientation, the foreign practice of recent decades has demonstrated a radical change in understanding of the possibilities of effectively using the transformed nature of the components to maintain environmental sustainability.

A significant role in the improvement of the surrounding settlements located in the open steppe, given to green spaces, among which a special place belongs to the sanitary-protective green areas and landscape organization in the city. Green Zone in Astana weakens the harmful effects of adverse climatic factors on the living conditions of the population, carrying out sanitary functions, contributing to the improvement of air pool of towns and cities, protecting them from strong winds, hot winds, dust storms and blizzards, increasing humidity and reducing its temperature during hot periods.

In modern practice, landscape design in the city is understood as the development and creation of artificial compositions, repeating or reproducing natural forms. Landscape design and architecture in the modern practice of designing urban and populated areas are becoming more independent and becoming a particular branch of landscape design. The basic material on which you work with a landscape designer is the natural topography and vegetation of the region, which complements the designer's engineering services and architectural elements. The designer also develops a dendrological composition, creating a whole, so-called urbanized landscape. Improvements and bug fixes mean landscaping and engineering arrangements (Gorokhov, 2005).

The search for alternative approaches to the city's environmental problems requires the active participation of the large circle of specialists and the population. In this regard, one of the purposes of this study, along with the study of trends in the development of modern landscape design, is to increase public awareness of the achievements in this field abroad. The existing cautious attitude to the achievements of modern foreign landscape architecture and design is unlikely to carry on developed countries' experience in regulating the environmental situation in the cities by means of optimally structured "second" nature. The unity of human values, resulting from the prevailing trend to unite the efforts of various countries in addressing environmental issues, is that the achievement of individual countries in the field of landscape design quickly becomes the community's property in any way, without prejudice to national culture each (Nehuzhenko, 2004).

The progressive impersonality of many of our urban open spaces and the lack of environmental sense in their organization can be considered the main factors determining the need for a broader view of the problem, including - from the standpoint of international practice. Implementation of the new features of landscape design is thus transformed into an essential part of the movement for the humanization of the environment, giving a person a chance to live in a space not only similar to the other individual in their appearance but also has environmental sustainability, long time to keep a harmonious relationship of natural and artificial landscape components. However, with the development of urban areas, it is becoming increasingly clear that the nature of resources, prisoners in these green areas, cannot fully ensure the maintenance of an appropriate balance between artificial and natural components of the environment.

Environmental protection and ecology are social problems. It is difficult to overestimate the contribution of the plant need in this area. This problem is reflected in people's psychological health in the so-called "syndrome of the big city." According to the latest medical research, more than 80 per cent of inhabitants of large cities suffer from a so-called "syndrome of the big city," also known as "chronic fatigue syndrome". Its symptoms, unfortunately, are known to many of us: first, it is the tension, increased levels of aggression, irritability, and constant feeling of anxiety. Among the scientific explanations of the origin of the syndrome, one can meet the assumption of a sharp change

in man's daily life. Thus, for centuries, the existence of the people was closely connected with the biorhythms of nature - people woke up with the first rays of the sun and went to bed at sunset (Nifedov, 2012). However, after electricity was invented, daylight and its schedule changed. Another reason doctors call a high concentration of a certain number of citizens in one is that it is quite a small area. In addition, people are subject to constant information overload: an abundance of advertising that attracts attention; the constant repetition of the same geometric elements (mostly square-rectangular form, which does not occur in nature in its pure form) starts to rapidly inhibit the psyche, noise pollution - silence - this time somewhere in the 2 am to dawn.

For centuries, the objects of landscape design have been inseparably linked with the history, architecture, and features of everyday life. They are a correlation of time, humans and nature—a new type of modern capital. In reality, we live in an atmosphere where disturbed the order of things. We need to do a full re-evaluation of values, if we want to look carefully into the surroundings. We must admit that our concept is completely different from what had our fathers and our grandfathers, if we want to look at the life we lead: it is sharply opposed in any case; it is not like the life of previous generations of us.

The most acute problems are the interaction of the natural and built environments in the largest cities and their areas of influence. In this respect, the processes taking place in Astana, Berlin, Paris and other major cities around the world determined the consideration of the following sections of most of the examples from the practice of the modern development of these cities. Appealing to the landscape-listed cities' conversion problems allows understanding the new features of landscape design to achieve a more harmonious relationship between artificial and natural components of the urban environment.

Searching to escape from a situation where the most significant cities are increasingly becoming sources of environmental stress has already led to a change in approach to determining the content of urban development activities, considering the real possibilities of nature. In connection with the recognized need to move to the concept of "Sustainable Urban Development» increases the value of the optimal organization of the landscape in the city, including the use of landscaping to improve the quality of the urban environment. The demand for landscape design is determined by considerations of the humanization of the urban environment, increasing the level of requirements to comfort her, and, ultimately, directly linked to the reduction of the impact of the factors adversely affecting human health (Smolitskiy et.al., 2012).

The modern big city is becoming more conflicted, unbalanced, and often inhumane, largely due to man's devastating impact on the natural basis of the landscape. Landscaping, becoming one of the environmental sustainability factors can be directed to the realization of nature's ability to regulate itself through the use of "live" construction materials (primarily vegetation) to create a new quality of urban space. Thus, reproduction and meaningful impact on the natural potential of the territory by means of landscape design and architecture meet the dynamic challenges of maintaining the ecological balance, and in a general sense becomes a factor in sustainable urban development.

Changing the ratio of the area occupied by different types of vegetation in urban areas and paved surfaces is one of the essential aspects of the impact on the climate area. The question is not only the need to preserve the natural landscape of fragments included in the plan's area of the city but also in the creation of a developed system of the mosaic of green areas, dividing extensive asphalt surface of city streets and squares, residential, industrial and transportation areas. The problem lies in the fact that the components of the "second" nature effectively monitor and regulate the degree of the damaging effects of each of the manufactured objects on the urban environment, which is a source of additional stress (Shabatura, 2003). The use of open spaces becomes therefore a special meaning, because these spaces, according to the researchers, can significantly affect many environmental conditions, including climatic and hydrological conditions, aerodynamic and temperature conditions, radiation and heat balances, as well as life stable vegetation.

Marking the boundaries of such spaces by a characteristic series of trees or buildings with an expressive silhouette allows the creation of prospective disclosures of various depths of the key characters of the landscape. Improved quality of the environment and improving its stability are, in

this case, both in lowering the dust content in the air, reducing the levels of gas contamination and noise, and the retention of atmospheric precipitation in the surface layer of soil, increasing biomass in the form of easy to reach the green surfaces with minimum need for subsequent maintenance (Shabaturova, 2002).

Considering the earth's surface as a visual field containing some graphic design and three-dimensional shape of different vegetation elements can give the beds of transport communications a complete aesthetic appearance and contribute to diversifying their aesthetics and specific psychological drivers unloading by turnover natural accents. Thus, the implementation of sustainable development of the modern city suggests a gradual shift away from the use of landscape design as a means of decoration of the individual fragments of the city environment and the transition to its application for the return of the priority nature of the conflict in the environmental space. Understanding that the economic situation will inevitably impact on the scope and approach to landscape transformations that led to the realization of the need to turn to international practice from the standpoint of finding answers to the many unresolved issues of national reality.

The subject of the study was the use of modern approaches to landscape design as a means of ecological renovation of urban public spaces in order to achieve environmental sustainability. The study of certain laws, clearly manifested in the international practice, has been focused on the identification of the basic principles of landscape transformations territories and the most typical methods of organization of urban open spaces to meet the requirements of ecology and aesthetics. An in-depth research work aims to solve the complex problems of modern landscape shaping and using it in practice in Kazakhstan. Undoubtedly, the new directory created for the city of Astana and the northern region of Kazakhstan will bring tremendous changes in the landscape of the capital and the cities of our Republic.

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БАЛАНС МЕЖДУ ДИЗАЙНОМ И ФУНКЦИОНАЛЬНОСТЬЮ НА ПРИМЕРЕ УМНОГО ДОМА

Аннотация: Умные дома представляют собой инновационное направление в сфере жилищных технологий, которое объединяет различные устройства и системы для автоматизации и управления жилищным пространством. Однако успех умного дома зависит не только от его технических характеристик, но и от качества его дизайна. Дизайн умного дома играет ключевую роль в определении визуальной привлекательности, функциональности и удобства использования системы. В данной аннотации исследуется значение дизайна в