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EVOLUTION OF DECORATIVE POLITIPAZHA IN THE CONTEXT MODERN NON-ALPHABETIC FONT ELEMENTS

Abstract: The article summarized the key points of the phenomenon of European duplicated ornament, and traced this transformation into a modern form of decorative non–alphabetic font elements, which are one of the varieties of digital clipart.

Keywords: duplicated ornament, decorative element, clipart, non–alphabetic font elements.

Statement of the *problem.* More than five centuries politipazh is one of the best solutions decor prints. Phenomenon has come a long way politipazhnosti stylistic transformation and improvement of technical implementation in the material. Modern politipazh acquired a new name - Graphics and new media - digital hard drive that made standard elements available for distribution on the Internet, to further optimize the process to replicate them in various publications.

During the period of the quincentenary of printing in Europe, after trying out the use of temporary politipazha, typography always come back to it, citing established or finding new forms.

Today politipazh diverse and accessible as never before. With the introduction of new technologies in the hands of contemporary designer turned out a wide range of possibilities, and based on experience typography specialist activity is the result of more sophisticated and diverse.

Analysis of recent research and *publications.* Scientifically politipazha phenomenon in our country byway, today few articles devoted to modern computer and its modifications - Graphics, solid work almost absent. Among the most recent publications - articles Bielecki M. "Design and Modernity. Reflections on the new and old typography of the twentieth century "(2006) [1], A. Dombrowski," the first letter of Art "(2007) [4] and V. Laptev" Advertising - Graphic Design stepmother "(2007). [7]

The most fundamental work in this direction is the book Yu.Ya.Gerchuka "politipazhey Era", published in 1982 [3]. It is dedicated to the theme of typesetting decorative elements that were used in 20-30 years of the nineteenth century in Russia.

Also, in terms of a selected topic of interest is the work Bolshakov MV "Decoration and ornament in the book" 1990 [2], where a phased hronologichny analysis of Western European and Russian artistic appearance of the book, partly

traced to the role and nature of the decor in the design of publications , represented a wide range of illustrative politipazhey.

The wording of the purposes of article. Track phenomenon of transformation in the form of classical politipazha modern non-alphabetic font elements. The work is done according to plan KSADA NSD.

The main part. In the middle of the XV century ornamental inserts were made by hand, later, with the development of printing, printing every major engaged in manufacturing wood plates for drawing ornamental inserts. The decor elements, depending on the tendencies of the age differently included in book design, and attempts were rejecting this component.

The early period of printing books falls on the Middle Ages, when the supreme ascetic Gothic. This is a unique time when the concept of book illustration merges with the concept politipazha [3].

Giovanni and Alberto Alvise Verona - one of the first artists who became decorate books composing ornaments. Over time, a dominant position in the development of generic elements of the decor took French typographers, including Geoffroy Tory and Robert Granzhon.

Giambattista Bodoni Italian master - classic representative of rationalism in typography, in the early nineteenth century, wrote: "Typographic art should ingratiate himself glory, showing what it can achieve success without the help of jewelry" [6, p. 74].Typography Bodoni returned to the idea after a century, and in the pages of the typical editions of the early twentieth century decorations are practically absent, what I. Tschichold typography calls this period "ascetic" [2, p. 88].

However, the wizard does not recommend overlooked experience in decor: "observing the action and tact ... politipazhi help recreate the spirit of the era in which the characters are "[2, p. 8]. Academic Publishing and peripherals almost without exception remained faithful traditions in decor politipazhi these books were always present.

Classic politipazh actually was characteristic of books, starting with the period Lullaby printing and up to 1914. After the development of stylistic trends of the early twentieth century, printed products to a new level when the aesthetic value is determined not by the presence of the decor, and other means of typography (font relation blocks and "air", the selected typeface, etc.).

Constructivism is creating new signs and symbols, passing from edition to edition. For this area is characterized by the rejection of ornamentation, but the widespread use of fatty lines for division and accentuation of the text [4].

If at times dominated politipazhi first printers in the form of plant and initial letters of the vignettes, in an era dominated by the Empire flowerpots and weapons motives if artists constructivists created geometric and concise politipazhi that modern Display fonts absorbed virtually all styles and types politipazha from traditional to modern (Fig. 1).

Fig. 1. Example of modern digital patterns

In today's graphic design politipazh not only took its rightful place, but also expanded the boundaries of its use. Decorative motifs always coexisted with alphabetic characters, but now typical element has become an integral part of many computer fonts, which helps to achieve unity of text and graphic tracing of the composition at the time than doing one of the fathers accent design - William Morris.

From the very beginning of printing in Europe politipazhi often excised and cast specifically to complement certain fonts, bright example of this is the first finials, frames and vignettes (Fig. 2). Today, decorative additions to the fonts developed by designers worldwide.

Fig. 2. Illustrations from the book KD Dalmatova "Collection-antique-Russian and Slavic letters zastavits and fringes" (1895)

Among the set, which include ornaments and finials, one can distinguish ITC Bodoni Ornaments and Monotype Goudy Sorts of " Linotype ", Printers and Fleurons Fleurons Granjon from« Lanston »(Fig. 3).
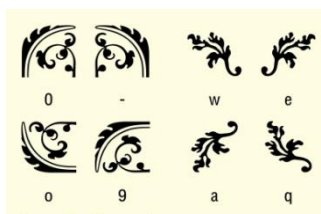

Fig. 3. Ornamental elements font
LANSTON MONOTYPE CORPN LTD, London, 1928

Now home to ornamentovannyh font is basically a Western Europe, but in recent years have been increasingly go out fonts Russian and Ukrainian developers (Fig. 4).

Fig. 4. Dmitry Rastvortsev. DR Krokodila, Russia, 2009.

A striking example of this - a series of well-known Russian designer headsets Yu.Gordona under the title "The Flowers of Evil." These fonts, in addition to alphanumeric characters include vegetable ornamental elements in the spirit of decadence. In the song they create several oppressive atmosphere, conveying mood style (Fig. 5).
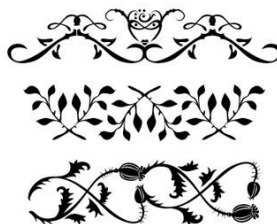

Fig. 5. Yu Gordon. Ornamentally sets for the "Flowers of Evil", Russia, 2007.

Along with ornaments, fonts include a host of other non-alphabetic characters, finials and other set of characters called «pi-sets." This term originates from the time when typing, then the word «pi» called printing letters, poured into the chaotic mass [8, c.69-70].

In modern typography, these characters serve many functions: they help in the composition of letters bring decorative component, they play the role of scheduled markers, they are used in the design of transport timetables, maps, profiles and social surveys etc. [8, c.302].

The optimal «pi-set" typographers consider the character set that is included in the headset Universal News with Commercial Pi (from the company Linotype). List of characters selected in such a way as to meet the most common needs of users.

Conclusions. Ease of use and efficiency of typical decorative elements in the layout masters return attention to the experience of previous generations, aiming at a new search for motifs and techniques.

Just as typical fancy clichés included in the overall shape of a dial, so today, with the help of non-alphabetic font elements, a single keystroke can complement any decorative element page.

Prospects for further research. Will be devoted to the classification, typology and characteristics of modern politipazhey.

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