

THE TARGET VALUE OF INNOVATION DISIPLINE VIDEOCOLORISTIC

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Abstract. In the paper are considered particularities of an innovative discipline Videocoloristics as a new research and scientific field.

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The comfortable visual environment is a source for further development of the society. The environmental situation, architecture, various verbal signs, visual objects, values, traditions and other things have an influence on the vital activity of man. It should be noted that the possible loss of interest to the spiritual values may lead to the distortion of moral needs. Possible solutions to the problem lie in the basis of the study of this science as a cromatics. Cromatics is integrated science of color, including the systematic collection of data of physics, biology, physiology, chemistry, psychophysiology, art studies, theory of composition, archaeology, cultural studies, studying the natural phenomenon of color, as well as the totality of the data of philosophy, aesthetics, art history, philology, ethnography, literature, studying a color as phenomenon of culture.

Scientific facts that have arisen on the basis of research of the above-listed Sciences, are recorded in the architecture and design, art, colometry (the section of mathematics in which the quantitative assessment of colors and methods of determining the coordinates of the color of graphs, the color of the background and saturation are investigated), informatics, theory of composition and other sciences in the creation of new integrated science-intensive projects.

In course of time due to the enormous role of science more practical course of cromatics - coloristic was distinguished in everyday life of man. Coloristic is a science division about a color, studying the theory of application of color in practice in the different areas of human activity.

But the area of application of coloristic is not limited by the conditions of the development of modern society. In the process of studying the traditions of the peoples of the world which have undergone minor changes in the course of centuries-old history of their existence, it becomes obvious that the existence of special color patterns that distinguish the spiritual and material culture of the concrete people. For example, the shades of white were used at color registration of churches and cathedrals in Russia, because the white color is used in the description of the angels and divine beings and truly embodied the Divine in Christian symbolism. Domes are often decorated with the gold color. Gold is the color of the glow of

the Divine Light. Clothing of the Savior, the image of the gospel, the Throne of the Savior, the Seat of angels painted in Golden color. Red had a special significance for Christians. The red color is the color of the blood of Christ, in which the articles of temple maid are colored. Such combination of colors can be seen, for example, in the architectural ensemble of the Moscow Kremlin, which included the Assumption Cathedral, Archangel Cathedral, Annunciation Cathedral and the Bell Tower of Ivan the Great, or in the white-stone monuments of Vladimir and Suzdal. The red color was considered to be a special even before the adoption of Christianity. People decorated the house, festive costumes, amulets, using the red color.

There are many introductions in folklore: saying, proverbs, containing mention about a red color. Besides a religious constituent the special attitude toward the red color is explained by climatic features. Forest arrays, surrounding people, contained a small amount of red objects, therefore these objects infused with a mistrust and fear (Nevmerzhitskaya & Dontsova, 2011).

The irrefutable fact confirms the assumption, that the color is a reflection of the features of traditional culture. Even though a person is surrounded by many of the buildings and buildings in various cities around the world, man cannot pass objects, which are under the protection of UNESCO. The Ethnocoloristic emerged in the framework of the studies of the peculiarities of color characteristics in the traditional culture of ethnic groups. The Ethnocoloristic is a new discipline, which includes the theory of the using of color in the image of folk art culture, its effects on different areas of human activity (Nevmerzhitskaya, 2011).

There are analogies and oppositions in traditional culture of the different people because of similarities or differences of climatic and territorial features of an arrangement of the states. In addition, values of achromatic colors are approximately similar, because according to anthropological approach the process of emergence and development of colors' appellation in different languages was begun with emergence of concepts about absolute light and absolute darkness, that is white and black colors.

The interpretation of mourning colors changed in course of time. Many people considered as the symbol of sorrow white, not black color, but symbolic value of white as a divine color has been saved. So the Cathedral of Our Lady of Chartres and the Cathedral of Our Lady of Amiens in France, the Notre-Dame Cathedral in Belgium and many historical buildings of Europe, which are connected with spiritual life, are painted in a white color as symbols of sublimity and spiritual aspirations.

Sky – blue color has a similar meaning for the many people. A blue color symbolizes sublimity and cleanness, opposite to all earthly, like the vault of heaven. The pyramids of Ancient Egypt, which are the only monument saved to our days from seven wonders of the world of the ancient world, are painted from within in a blue color.

After many centuries after the construction of pyramids in the churches of Kizhi Pogost, as well as in other churches of the Russian North, a basic decor is related to the decoration of iconostasis and ceiling like the sky.

Man rests on a subconscious level, studying the monuments of architecture and nature. Variety of colors and decorative elements give food for thought, because the

man is a researcher in the surrounding reality. The colors used in ancient buildings and promote the mental activity of the person and the removal of overpressure, leading to a risk of stress. Original, unusual for the modern man combination of form and color is an irritant and generates color images at the head, developing the imagination and interest to the knowledge of the surrounding world.

Visualization of the information obtained in the course of training contributes to the increase of percent of its assimilation. But the efficiency of the process of visualization (to visualize means to be in the visual (perceived visually with the naked eye or with the help of an optical instrument) in the form¹⁾) depends on many factors, including the correctness of a choice of color palette.

Visualization in teaching is not the only using of the images (for example, in the process of training sessions) in the form of materials and material models bodies, but also their color component, which includes making slide presentations, designing educational boards and stands with additional information on the topic. The work of the visual analyzer as an element of the visual system, which allows with the help of eyes to pass the information to the visual center of the brain, located in the occipital part of a head, for the further formation of a three-dimensional picture of the world, which we see depends on this component. Visualization (from lat. *Visualis* - eye) is the representation of the physical phenomenon or process in the form that is comfortable for a visuognosis (Azimov E. & Shchukin, 2009). Information may be presented with the help of video records (*video*...+Greek *gramma* - written sign, the line, the line) is a type of audiovisual facilities of educating that are planned for visual perceptions of text or different images (pictures, charts of and others) (Azimov & Shchukin, 2009).

A necessity to conduct the new division of scientific direction of coloristic arises up for the association of all aspects of visualization in the process of development of idea about an environment. Videocoloristic (from lats. *video* means to see, *color* is a color, paint) is a division of scientific direction, including knowledge about the natural phenomenon of color, primary, component and additional colors, descriptions of color, color culture and language the colors got in the process of vital functions of man and used for creation and subsequent co-operating with comfort visual environment. Introduction and study of videocoloristic are actual, as this educational discipline indissolubly related to videoecology and ethnocoloristic (Korsakov, 2009), assists the decision of problem of improvement of visual environment. Meaningfulness of course of videocoloristic consists in that it helps to form an integral idea about surrounding modern world, about the role of actions of ethnos in forming of visual environment, and also helps to form spiritual culture of the personality shown in the degree of daily requirement in beauty. An innovation discipline course directs students to practical activity for the study of surrounding visible space, exposure and removal of contaminating him factors.

Thus, the aim of the course is to give knowledge about modern state of the visual environment, on global challenges and prospects of its development on the basis of theoretical information and possibilities of its practical application. The experiment within the framework of non - formal education in the state educational institution of secondary professional education

of the college of architecture and building №7 (Moscow) has shown, that the allocation of the possibilities for studying the innovation discipline videocoloristic allows students to combine knowledge of the coloristic, ethnocoloristic, psychology, biology, physiology, ecology and contiguous with them areas, that positively influences on students' ability to systematize the lessons data at a later stage of formation of the integral picture of the world.

The interest caused by an object helps students to occupy more active social position and to take part in the decision of problems marked in an educational course. Practical application of gain knowledge is possible in the process of visit of historical and cultural centers, planning of restoration works in a municipal environment and planning of modern look of cities, fully corresponding to the ideas about a comfort visual environment, not inflicting harm to the health of man. The awareness of the fact that cities are living organisms, being in the process of continuous development from the moment of origin, leads to understanding of meaningfulness of their own actions in forming of the visible surrounding world.

NOTES

1. Big dictionary of the English language. (2000). /The compiler and editor-in-chief S.A.. Kuznetsov - SPb.: „Korint“, 1536 p.

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