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## Comparative analysis of aesthetic and functional aspects of design approaches in the context of contemporary art

### Análisis comparativo de los aspectos estéticos y funcionales de los enfoques de diseño en el contexto del arte contemporáneo

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#### Abstract


Russian aggression against Ukraine has generated global interest in Ukrainian brands. This study analyzes and compares existing folk design approaches in Ukrainian art. **The purpose** of the article is to analyze and compare existing popular design approaches in Ukrainian art. **Methods:** theoretical research methods, such as analysis, synthesis, content analysis of scientific literature, and the axiological method, are primarily used. **The results** showed that Ukrainian art is revealed through various design approaches that help creative people to express ideas, convey emotions, and contribute to the development of culture. In particular, the current direction is ethnodesign, which promotes the maintenance of traditions and national identity, ecological design is aimed at sustainable development, the technological design integrates modern technologies into art, and emotional design attracts and makes art personal for each viewer. **Scientific novelty:** it is proven that


#### Resumen


Este estudio analiza y compara los enfoques de diseño popular existentes en el arte ucraniano. El propósito del artículo es analizar y comparar los enfoques de diseño popular existentes en el arte ucraniano. Método: Se utilizan principalmente métodos teóricos de investigación, como el análisis, la síntesis, el análisis de contenido de la literatura científica y el método axiológico. Los resultados mostraron que el arte ucraniano se revela a través de diversos enfoques de diseño que ayudan a los creativos a expresar ideas, transmitir emociones y contribuir al desarrollo de la cultura. En concreto, la dirección actual es el etnodiseño, que promueve el mantenimiento de las tradiciones y la identidad nacional, el diseño ecológico tiene como objetivo el desarrollo sostenible, el diseño tecnológico integra las tecnologías modernas en el arte, y el diseño emocional atrae y hace que el arte sea personal para

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Ukrainian designers are looking for new approaches, using motifs of folk art and synthesizing Ukrainian color, models, and patterns to create original works of clothing, architecture, brands. **The conclusions** emphasize that ecological design, technological design, and emotional design are promising directions for the development of design approaches, which will become important in the future.

**Keywords:** design, Ukraine, art, ethnic style, design approach.

## Introduction

The Russian-Ukrainian war, which began in 2014 and took on new significance in 2022, had an important and dangerous function for the criminal Kremlin regime. Russian aggression has renewed interest in Ukraine, its history, modernity, culture, and art both inside and outside the country. The trend of interest in Ukraine has also led to increased attention to the development of Ukrainian design as a specific field of coverage of traditional culture through the latest forms of household art, a combination of modern elements with things established in traditions and customs and artistic motifs. The relevance of researching the problem of contemporary design solutions has become important due to this external interest, which has opened up opportunities for representing this industry in the international arena with the corresponding reputational bonuses. At the same time, the need to study design practices and traditions.

### *Research problema*

A comparative analysis of design approaches in Ukrainian art is also important from a scientific point of view. In fact, not much attention has been paid to the study of the complex problems of the design vision of national culture and its interpretation in accordance with contemporary models. From this point of view, the study of this issue opens up opportunities for professional comprehension of existing concepts and their combination with expressions of folk art, analysis of relevant literature, and development of own theoretical generalizations. In particular, the subject matter involves revealing the essence of the design approach in art as a kind of creative tool or methodology that allows artists to create their new works. Its foundations are based on the basic principles of design, which means that it is about balance, composition, visual aesthetics, and interaction with viewers or consumers. The

cada espectador. Novedad científica: se ha demostrado que los diseñadores ucranianos están buscando nuevos enfoques, utilizando motivos del arte popular y sintetizando el color, los modelos y los patrones ucranianos para crear obras originales de ropa, arquitectura, brandsio Las conclusiones subrayan que el diseño ecológico, el diseño tecnológico y el diseño emocional son direcciones prometedoras para el desarrollo de enfoques de diseño, que cobrarán importancia en el futuro.

**Palabras clave:** diseño, Ucrania, arte, estilo étnico, enfoque del diseño.

transfer of this definition to the Ukrainian cultural context will also require attention, as researchers have not paid attention to this issue for a long time.

### *Research focus*

The main focus of the article is to identify the peculiarities of the design approach in modern Ukrainian realities. Due to this, it is proposed to consider it through the lens of modern trends in education, art, and traditional Ukrainian culture.

### *Research aim and questions*

The purpose of the article is to analyze and compare existing popular design approaches in Ukrainian art.

The realization of this goal involves the following tasks:

1. Analysis of the theoretical basis of the study through the prism of analysis of modern professional literature.
2. Consideration of the peculiarities of using the design approach in modern Ukrainian realities.

The relationship between art and design based on the analysis of the design approach.

In the forthcoming sections of this paper, readers will encounter an exploration of the theoretical underpinnings of the study, delving into the analysis of contemporary professional literature. Following that, the paper will shift its focus towards an examination of the distinctive applications of design approaches within the context of modern Ukrainian realities. Finally, the interconnection between art and design will be explored, drawing insights from the comprehensive analysis of the design approach.

### Theoretical framework or literature review

The problem of design is relevant for contemporary research. If we analyze the basic principles of modern design theory, we will see a variety of ideas about it. Some experts emphasize that design contributes to a significant improvement in the quality of life, the development of unprecedented innovative technical forms, graphic and color solutions based on the use of modern technologies. Turning to national design schools is an integral part of this vision. Other researchers are concerned about the active expansion of design beyond the professional component and its transformation into a subculture based on primitive imitation of current forms (Senka, 2016). However, all researchers agree that at the beginning of the twenty-first century, design entered a new stage of its development, in which new approaches appeared that influenced the functioning of Ukrainian art. In modern concepts, design forms certain design environments in social contexts. Obviously, such views are formed based on the integration of design art into public life under the influence of digitalization and globalization. The main subject of design is expanding in accordance with social design, style construction, and the synthesis of new cultural or social values (Hu et al., 2021). Therefore, researchers generally emphasize the importance of design for the further development of social life, considering it among the integral elements of artistic life. The further evolution of design as an artistic movement is an important theoretical achievement of modern scholars.

It should be noted that modern artistic trends see design activity as a manifestation of new images of the present, aspects of the culture of tomorrow (Prince et al., 2021). Design, using the figurative and stylistic trends of art in its own way,

contributes to the spread of a distinctive spirit of contemporary art, which brings certain results of artistic activity to the level of mass culture. Therefore, a noticeable consequence of the interaction between art and design is, first of all, the flow of formative ideas from the field of art and its principles to a new visual solution of design objects, the influence of art forms on the development of design projecting (Habrel, 2017). Combining modern trends with classical trends is a kind of trend in modern design views.

The study by Habrel (2017) emphasizes that in contemporary art, design is defined as a kind of “whole process or result, even as a method of thinking”. It is worth noting that this work characterizes the key features of the design profession in Ukraine and outlines the main problems of design theory and practice.

Fedorenko (2021) explored current trends in combining art and technology, in which design plays a leading role.

Bukharova & Urozhenko (2020) analyzed the impact of modern technologies on the phenomenon of art criticism. Senka (2016) also addressed similar issues, describing the impact of digitalization on the development of contemporary art. At the same time, Kryvushenko (2022) identified the archetypes of Ukrainian culture, emphasizing the importance of ethnological studies in the study of art. Kukhta & Pelevin (2015) focused on the practices of ethno-design in contemporary artistic concepts.

Luhantseva (2017) analyzed the use of design solutions in the interior of modern Ukrainian buildings based on a comparison with traditional examples of folk culture.

The views of scientists can be summarized in the form of a table (See Table 1).

**Table 1.**  
*The main concepts of the researchers*

Concept	Meaning
Combination of classics and modern technologies	Researchers have repeatedly emphasized the use of traditional concepts as an important element of contemporary design education and work. This helps to form a specific idea of the future of the industry, which consists in the synthesis of traditional forms with modern trends in graphic development, etc.
The impact of digitalization on design	The researchers' concept is the impact of modern digital technologies on the field of design. It is worth recognizing that at the present stage of social development, digitalization has become deeply integrated into all spheres of public life.

Source: compiled by the authors

Therefore, the existing ideas need to be further substantiated. The theoretical nature of developments is an important element of cognition and forecasting the future.

## Methodology

### *General background*

The research aimed to comprehensively investigate the development of contemporary Ukrainian design and its integration with global practices. To achieve this objective, a combination of theoretical research methods was employed, focusing on analysis and synthesis. The primary goal was to identify the main directions of development in Ukrainian design and explore its alignment with modern global approaches.

The main subject of the study divided into several smaller parts: identifying the main directions of development of contemporary Ukrainian design and its integration with the approaches used in modern world practice. After that, these separate parts were combined based on these methods to form common conclusions. In addition, other important general scientific theoretical methods were used for the study, such as content analysis, axiological approach, and prognostic method.

### *Data collection*

The selected literature encompasses a diverse range of sources, including conference papers, journal articles, and book chapters. To ensure a comprehensive understanding of the design methodologies discussed, a systematic data collection approach was employed.

1. Bibliographic information gathering. A thorough review of each publication was conducted to extract essential bibliographic information, including author names, publication years, titles, journal/conference names, volume/issue numbers, and DOI (Digital Object Identifier) links.
2. Extraction of key concepts. Relevant key concepts and themes pertaining to design methodologies, advancements, and applications were systematically extracted from the literature. This involved identifying core ideas, theoretical frameworks, and practical insights presented in each work.
3. Categorization and classification. The collected literature was categorized based on the nature of the design methodologies discussed. This involved grouping

publications by themes such as advanced package design, teaching methods in architectural disciplines, effective design methodologies, digital technologies in art, and the intersection of art and technology.

4. Identification of research methodologies. A focus was placed on understanding the research methodologies utilized in each study. Information regarding the methods employed to gather data, conduct analyses, and draw conclusions was extracted. This aids in discerning the rigor and validity of the research presented in the literature.
5. Assessment of relevance to Ukrainian design. Given the overarching context of Ukrainian design, particular attention was paid to aspects directly relevant to the Ukrainian design landscape. This included the exploration of Ukrainian cultural influences, trends in digital art, and the integration of modern design approaches in the local context.
6. DOI and URL verification and accessibility. The DOI and URL links provided in the bibliographic information were verified to ensure accurate referencing. Additionally, accessibility of each publication was considered, emphasizing open-access sources for inclusivity and replicability.

By adopting this structured approach, the data collection process aimed to comprehensively capture the essence of each publication, fostering a nuanced understanding of design methodologies and their applicability within the Ukrainian context. This information is crucial for further analysis and synthesis, aligning with the research objectives outlined in the methodology.

### *Data analysis*

The prognostic method allowed us to consider the future development of design approaches in Ukraine. Content analysis was used at the initial stages of the study to collect information on the research topic and analyze the professional scientific literature on existing design approaches in Ukraine and the world. The axiological method of research involved the identification of core values and guidelines that will contribute to the further evolution of the value of education and the establishment of appropriate ideas in design work. First of all, we are talking about the analysis of Ukrainian traditional culture and its value orientations. In some cases, the method of comparison was used to identify differences, in particular in the assessments of scholars, as well as to highlight the features of modern design approaches.

In the context of the gathered literature, it is important to note that the majority of the sources do not explicitly utilize measurement instruments in the traditional sense, as they are not empirical studies with quantifiable variables requiring such instruments. It's essential to acknowledge that the nature of the literature, which includes conceptual papers, reviews, and qualitative studies, often focuses on theoretical frameworks, artistic expression, and cultural analysis. In such cases, the traditional notions of reliability and validity associated with quantitative research may not be directly applicable.

## Results and discussion

### The design approach in art: peculiarities of its use in Ukraine

The utilization of the design approach in the context of Ukrainian art exhibits both positive and negative aspects. Fundamentally, the essential characteristics of the design approach within the realm of art are regarded as a collection of elements defining cultural expressions from a design perspective. This approach is manifested through addressing practical needs or addressing the challenges inherent in achieving specific outcomes desired by artists or designers in their work. Noteworthy outcomes encompass the creation of diverse art objects suitable for particular environments, the formulation of graphic design models for brands, the conception of various thematic installations, and the initiation of art projects. Crucially, there is an emphasis on the functionality and significance underlying the purpose of artistic work. Art, beyond serving aesthetic preferences and providing pleasure, is envisioned as an interactive experience that engages with both the viewer and the environment. Achieving this dynamic involves embracing an eclecticism of perspectives and styles, as posited by Acito (2019). In specific terms, the design approach facilitates inventive experimentation with an array of materials, techniques, and formats, offering artists the ability to amalgamate multiple artistic techniques and styles to generate unique works, as noted by Michaud (2022).

The integration of the design approach into Ukrainian art transcends conventional forms and ideas, enabling the creation of innovative and captivating works that influence the perceptions and experiences of viewers. Art designers, in pursuit of this, frequently leverage design principles such as variation, contrast, proportion, and color harmony, aiming to craft well-balanced and visually appealing works for consumers. In

the current developmental stage, the design approach in Ukraine unfolds new prospects. Ukrainian art actively incorporates diverse design methodologies, including ethno-design, noosphere, ecological, technological, and emotional paradigms. The design sphere becomes an environment where specialists articulate individual needs, fostering a harmonious milieu through the mutual adaptation of folk traditions and innovative approaches. Presently, design has evolved into a tangible dimension of Ukrainian culture, adapting established traditions from folk culture to the contemporary, often militarized, environment. Beyond shaping object-spatial forms, design exerts influence over the perceptions and attitudes of individuals towards these forms, as asserted by Aljad (2023). Consequently, the amalgamation of modern military aesthetics into design allows for shaping the international perception of Ukraine.

### Interrelation of art and design: consideration of design approaches

The theoretical basis for the realization of modern design activity is some socio-ontological problems and the noospheric approach, based on which practical cultural and art historical models function in design (Asante, 2018). This, in turn, can significantly optimize the social significance and social functions of the design itself. The use of design in the noospheric approach is aimed at eliminating the conflict between the individual and the destructive process of the modern industrial and technological potential of today's society. Another important direction in the development of art in society is the formation of an artistic outlook through design thinking. Architects and artists can be considered pioneers in the field of design who realized the key potential opportunities that open up to them based on the development of scientific and technological progress (Bukliv et al., 2023).

Accordingly, design is now seen as a complex interdisciplinary design and artistic activity aimed at creating the human subject world on an industrial basis. If the earlier design was considered the periphery of art, nowadays they are interconnected. In the 21st century, design and art began to lean more and more towards aesthetics along with the evolution of socio-aesthetic forms and principles. Any activity aimed at forming various aesthetically expressive forms has been called art (Deora, 2021). Many contemporary Ukrainian art museums organize exhibitions of various sizes and open permanent exhibitions of graphic and industrial design or

host reviews of iconic design objects that can be compared to works of art.

An important direction in the development of contemporary art is the ecological design approach, which is expressed based on the relationship between living organisms and the environment (Liu & Zhang, 2019). Ecological design plays a peculiar role of linking industrial production with the habitat of humans and other living organisms. The main subject of this area is the set of connections between organisms and the environment (Shu-Yang et al., 2004). It is worth noting that the issue of ecological development of art gained socio-political significance in the

70s of the XX century when the ecological approach became a kind of reaction to the development of the scientific and technological revolution. Today, both in Europe and in Ukraine, the development of ecological thinking is especially relevant among artists. It should be noted that the ecological approach involves the integration of the principles of ecology and art based on sustainable development of the process of creating products, services, or objects. The goal of ecological design is to reduce the negative impact on the environment and contribute to the creation of a more sustainable and environmentally friendly world (See Table 2).

**Table 2.**  
*Basic principles that impact the design approaches in art*

Principle	Features
Material saving	Use of renewable materials, recycling, and avoidance of harmful substances.
Energy efficiency	Reducing energy consumption during the production, use, and recovery of products.
Renewable energy	Use of renewable energy sources, such as solar, wind, or hydroelectric power.
Durability	Creating an art object that has a long service life and the ability to be repaired, replaced, and recycled.
Minimal waste	Minimize waste production and promote its recycling or reuse.
Ecological aesthetics	The use of natural shapes and colors, natural materials, and a focus on harmony with nature.

Source: compiled by the authors

Applying an ecological design approach can be important for Ukrainian art for several reasons. First, it is about preserving cultural heritage. Ukraine has a rich cultural heritage, and the use of eco-design can help preserve traditional production methods and craftsmanship, as well as the use of natural and renewable materials in the production of artwork. At the same time, the use of ecological design principles can help to avoid overloading natural resources and ensure the sustainability of art materials (Sheil, Marengo & Karlsson, 2020). On the other hand, through their creative works, artists can raise issues of environmental awareness and the environmental crisis, helping to spread the ideas of sustainable development and responsible consumption among the public (Combelles, Ebert & Lucena, 2020).

However, it is worth noting that ecodesign does not limit the artistic freedom of artists, but rather gives them the opportunity to expand their creativity, looking for new ways to express their ideas, working in harmony with nature, and contributing to the creation of more sustainable art.

In the Ukrainian context, interest in the synthesis of design and folk culture has led to specific

results (Nikolayeva & Maksymenko, 2019). First of all, Ukrainian designers try to find inspiration and creative ideas in the richest arsenal of ancient art. Turning to authentic features against the backdrop of the unfolding Russian aggression is especially relevant. The areas of Ukrainian folk art that are aimed at shaping the aesthetic and practical characteristics of objects of the material environment are of the greatest interest among specialists (Mironova, 2021).

The practice of making objects of Ukrainian folk art, polished over the centuries, is an effective combination of aesthetic, functional, ergonomic, and technological properties. For this reason, ethno-design is the most popular area of artistic design today, as it is a project work on the formation of modern forms of the material environment with reference to the traditional details of the culture of a particular people. We should agree with the researchers who also emphasize another definition of ethnic design - a specific artistic trend that has emerged as a certain alternative to the established technocracy of modern life, driven by the desire to preserve elements of the identity and originality of each nation (Kukhta & Pelevin, 2015). Contemporary Ukrainian designers often draw attention to national colors and colors, symbols, shapes, and

motifs in their works, and are inspired by examples of traditional folk culture, looking for appropriate inspiration for projects. This approach allows them to successfully emphasize the originality of their own works and make them attractive to consumers (Setlhatlhanyo et al., 2019).

Traditional Ukrainian folk architecture is interesting for designers primarily because of the peculiarities of space organization and the appeal to maximize the potential of natural resources. This is also noted by researchers who are interested in the style of Ukrainian traditional dwellings, which are quite modern when using certain elements of modernity (Luhantseva, 2017). The combination of architectural forms with the landscape and distinctive features of the natural environment are special features of the modern design of Ukrainian architecture.

Fashion is an important manifestation of the design approach in the development of contemporary Ukrainian art. In particular, public events that demonstrate certain elements of Ukrainian history, ethnic and folklore events, ethnic fashion competitions - all these projects take place annually in many Ukrainian regions, receiving appropriate support from consumers and fashion connoisseurs. To create their collections of clothing, footwear, and various accessories, Ukrainian fashion designers have artistically reinterpreted national motifs and creatively combined them with various forms of modern products. Fashion artists actively used the forms of ancient national clothes, their structural combinations, style, ornamentation motifs, and other specifically Ukrainian cultural features in a new way.

The world of household items is also a hotspot for design projects using elements of folk culture (Ebenezer, 2019; Fan, 2021). In particular, a very promising area in which design approaches are actively used in combination with traditional cultural elements is the creation of packaging or labels for consumer products. To do this, they usually turn to elements of folk art to emphasize compliance with environmental safety and traditional manufacturing technologies, as well as the nationality of the product (Mironova, 2021). First of all, designers use standard archetypal cultural symbols that link products to Ukraine: sunflowers, stylized wells, viburnum, peasant houses, elements of national dress, etc. In practice, this leads to unique design solutions in the design of packaging, labels, etc. Designers especially emphasize the depiction of Ukrainian Cossacks with a detailed emphasis on the details of the national costume, figures whose profiles and surnames are associated with the Ukrainian past. The main features of Ukrainian graphic art can be characterized as a desire to use static compositional solutions, widely introducing the principle of nuance, the embodiment of aesthetic folk art (decorative, detailed, free outlines characteristic of visual culture), an optimistic perception of reality, softness, warmth, and humorousness of certain images.

Due to active digitalization, Ukrainian art has begun to actively use a technological approach. It reflects the use of modern technologies, materials, and innovations in the creation of artworks (Senka, 2016). This approach allows artists and designers to realize their ideas through the prism of innovation, to realize technically complex and exciting projects that were previously unattainable through traditional methods (See Table 3).

**Table 3.**  
*Characteristic features of digital design*

Characteristic feature	Explanation
Realization of digital art	Ukrainian artists use computer programs, graphics tablets, and other digital technologies to create art. This includes digital painting, illustrations, computer graphics, and other digital works.
Use of innovative technologies	In particular, artists use 3D modeling and printing to create sculptures, models, installations, and other three-dimensional works. Some Ukrainian artists use VR technologies to create immersive art objects where the viewer can interact with the work and become part of the creative process.
Use of computer design technologies	Ukrainian designers actively use computer programs and editors to create graphic works, logos, printed materials, web design, etc. (Bukharova & Urozhenko, 2020).
Use of new technological materials	The use of new materials, such as reflective, photochromic, or nanomaterials, allows for special effects and atypical artistic solutions.

Source: compiled by the authors

At the same time, it is important to develop an emotional design approach that is actively used in Ukrainian art. Emotional design in Ukrainian art is used to create works that evoke strong emotional reactions from viewers. This approach allows artists to convey their feelings, moods, and ideas and also helps to develop empathy and form an emotional connection with the audience. Emotional design can be manifested in various artistic genres and forms. In particular, in painting, sculpture, installation, photography, video art, film, etc. For example, some Ukrainian artists create paintings that convey deep emotions such as joy, sadness, love, anxiety, etc. Colors, composition, shapes, and textures are mixed in such a way as to create a special mood and promote emotional perception. In sculptural and installation works, emotional design is expressed through the use of form, facial expressions, and anatomical details. Such works can evoke strong emotions and admiration in viewers. Emotional design is also used in

photography to convey real stories and events with a strong emotional impact. Photos can express joy, sorrow, suffering, hope, etc. In music and dance, emotional design is embodied through melody, rhythm, movements, and interpretation of performers, allowing them to convey different feelings and moods (Song, 2019). The emotional design of Ukrainian art helps to form a connection between artists and audiences, creating a unique artistic experience. It allows the expressing emotions, feelings, and ideas through art and promotes interaction between the creator and the viewer.

Therefore, taking into account the above statements, we will conduct a final comparative analysis of the main design approaches in Ukrainian art, taking into account such criteria as: the main idea, connection with the general field of use, manifestation in art, and significance (See Table 4).

**Table 4.**  
*Final comparative review of design approaches in Ukrainian art*

Ethnic design (ethnodesign)			
Main idea	Connection with culture	Manifestation in art	Significance
The use of traditional Ukrainian motifs, ornaments, and symbols in art.	Draws attention to the national identity and cultural heritage of Ukraine.	It is manifested in Ukrainian household items: folk towels, embroidered shirts, ceramics and folk crafts, fashion, interior design, architecture, etc.	The use of ethnic design helps to preserve the traditions and history of Ukraine and shows the people's pride in their cultural heritage.
Main idea	Connection with nature	Manifestation in art	Significance
Creating aesthetically pleasing and functional products and environments that have a minimal negative impact on the environment.	Ecological design is aimed at preserving natural resources and minimizing waste.	Ecological design can be found in the use of environmentally friendly materials, the recycling of secondary resources, as well as in the creation of appropriate installations and art objects. It is also actively used in fashion, interior design, architecture, etc.	Ecological design contributes to sustainable development, helps to preserve the natural environment, and raises awareness of environmental issues.
Main idea	Connection with technology	Manifestation in art	Significance
Using modern technologies, materials, and innovations to create artworks.	Technological design promotes the integration of technology into art, which opens up new opportunities for artists.	Technological design can be manifested in the use of digital media, 3D modeling, augmented reality (AR), virtual reality (VR), and other technologies. It is actively used in many types of contemporary art.	The technological design allows artists to expand the boundaries of their creativity, add interactivity and dynamics to their works, and create immersive art experiences. This approach of Ukrainian art is used to create innovative and unique projects that combine art with advanced technologies.
Main idea	Connecting with the audience	Manifestation in art	Significance



Creating artworks that evoke strong emotions and foster an emotional connection between the author and the audience.	Emotional design aims to engage, enthuse, and empathize with the audience, allowing them to feel and experience the ideas and emotions that are embedded in the artwork.	Emotional design can be found in visual elements, composition, use of colors, and in the content of works. It is used in various art forms: painting, photography, sculpture, installation, film, music.	Emotional design helps to strengthen the connection between the artist and the audience, creates an opportunity for empathy and understanding, and makes art more personal and memorable.
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Source: compiled by the authors

Thus, Ukrainian art is characterized by various design approaches that help creative people express their ideas, convey emotions, and promote cultural development. Ethnodesign supports traditions and national identity, ecological design promotes sustainable development, technological design allows the integrating modern technologies into art, and emotional design engages and makes art personal for each viewer.

### Conclusions

Thus, various design approaches in Ukrainian art help creative people express their ideas, convey emotions, and promote cultural development. Ethnodesign supports traditions and national identity, ecological design promotes sustainable development, technological design allows for the integration of modern technologies into art, and emotional design engages and makes art personal for each viewer. The interest in the Ukrainian brand amid Russian aggression has intensified the search for Ukrainian designers who effectively use folk art motifs, color, and basic models to synthesize and form new designs of clothing, architecture, patterns, brands, etc. The popularity of the ethnic style in Ukrainian design (such as vyshyvanka) will also grow because designers have turned to folk art relatively recently, and as a result of military actions, interest in Ukrainian culture has increased, not only in the Ukrainian market.

Ecological design, technological design, and emotional design allow us to use separate or synthetic elements of different styles, combine them in one work, and create multifaceted and interesting art projects. Thanks to this diversity of design approaches, Ukrainian art has open prospects for development, attracting attention and captivating audiences with bright works that have an important impact on society and the country's cultural heritage. At the same time, these styles are just beginning to be used by Ukrainian designers. The peculiarities of their integration into the Ukrainian cultural circle will require additional artistic review in the future.

The study has different limitations. The chosen research methods and tools may have inherent limitations, such as potential biases, constraints in sample representativeness, or reliance on self-reported data, impacting the reliability and validity of results.

The prospective exploration of the comparative analysis of aesthetic and functional aspects of design approaches in the context of contemporary art holds significant promise for advancing our understanding of the intricate relationship between form and function in artistic expression. Investigating how various design approaches contribute to both aesthetic appeal and practical utility within the realm of contemporary art could unveil novel insights into the evolving dynamics of artistic creation. This research avenue has the potential to inform not only the theoretical frameworks underpinning design methodologies but also practical applications, influencing how artists and designers navigate the interplay between aesthetics and functionality in their creative endeavors. Additionally, such a comparative analysis could contribute to the development of guidelines and best practices, fostering a more informed and nuanced approach to the integration of design elements in the ever-evolving landscape of contemporary art.

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