

**ARTISTIC AND CONSTRUCTIONAL PERFORMANCE OF A PERIODICAL
EDITION ABOUT CONTEMPORARY YOUNG ART OF THE CITY OF BARNAUL**

Completed by: E. Shishigina
Leaders: docent, T. Bondarenko

In Barnaul, at the end of 2012. came the concept of long-term development of the theater business in the Altai region for the period until 2020. It talks about maximizing the availability of cultural goods , maintenance and development of the theater business , providing theatrical traditions of continuity , creating favorable conditions for the existence , promotion among the population.

In the cities and regions of the Altai Territory develops theater festival movement that promotes professional growth management teams , quality performances, promotion of amateur theater genre among the population. Annually in the province spent about 30 district and city theater festival events

The concept of the project sounds like a reflection of life and transformation . The entire project is fourfold system aligned perspective objects having similar mark in the rhythm from largest to smallest. The head element is reflected several times with small variation.

Trademark. The prototype of the sign are the four face - mask. Four different masks correspond with different theatrical genres - comedy, tragedy and farce, drama and express different moods , which corresponds to the concept of " reflection of life."

The colors chosen for the contrasting bright and comfortable perception. This decision was based on a study of the repertoire , the audience and the theater positioning their ideas.

Based graphic symbol has developed a unique modular grid . It is based on a vertical orientation and rhythm.

Printed Matter is represented by several of its species - brochure , calendar - cabin , input and invitation card , business card . The entire unit is made in a single style solutions using the original modular grid and corporate colors.

Posters bearing the promotional and informational nature - are the tool for promoting corporate identity . They are designed to inform about the upcoming performance and attract new audiences and sponsors.

As corporate Display fonts selected Spacebar - its vertical orientation blends well with graphical manner. And as the project uses the font PF Agora- modern humanist font class grotesques .

Also in the project includes merchandise . Merchandise includes original hanger and ergonomic design , a couple of tea and a pocket mirror .