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## **STUDY OF A5 FORMAT NOTEBOOKS OF DOMESTIC MANUFACTURERS**

Unfortunately, there is no exact date of creation of the first notebook in history. But it is believed that the first notebooks were created in the seventeenth century, in France during the reign of Louis the Fourteenth [1]. The Renaissance period, many new artistic movements, new fashions and a huge number of balls, at which in that era it was customary to imperceptibly pass small folded notes to each other. This fashion continued for quite a long time, due to which noble and rich people began to order themselves miniature book-covers, from which leaves could be taken out literally with one movement of the hand [2]. These small books are considered the first notebooks in history.

Now notebooks are available to everyone, they have different prices and designs, so when you go to a stationery store, you can definitely choose exactly what you like, because the selection is large and every year it gets bigger. Not only the design, but also the format plays a big role, because it is very important that this notebook is not only beautiful, but also comfortable to use.

Therefore, the aim of the study was to study the existing formats of A5 notebooks of popular domestic manufacturers by reviewing the range of websites of various Ukrainian notebook manufacturers.

The website of the manufacturer of notebooks "YES" [3] was chosen as the object of analysis. Analyzing notebooks of A5 format from the "notebooks, notebooks" section, it was determined that the main method of fastening the pages of notebooks of A5 format is a spiral, which has a different location in the models, namely on top, on the left side, and in the left corner, which is quite convenient for use. It can also be noted that notebooks with children's designs, which are intended for elementary grades, generally have rounded edges, while notebooks for adults have square edges. As for the covers - they are made of fairly thick and hard cardboard, which allows you to preserve the integrity of the notebook when it falls and is transported in a briefcase with various things.

The object of analysis 2 is the website of the manufacturer "Manuscript" [4]. On this site there are sketchbooks or notebooks for drawing, each of which has its own exquisite design and style. The unique weaving on threads of increased strength allows you not to worry about the strength and integrity of the sketchbook. The manufacturer surprises with its non-standard but comfortable solutions, because each sketchbook can be opened 180 degrees, which allows you to draw on a larger format and better scan your work. Each product has a 1.5 cm thick cardboard cover and a protective matte coating on top to prevent damage to the design on the front and back of the notebook.

The object of analysis 3 is the website of the manufacturer "SUPER PUPERS" [5]. Here the notebooks are more authentic and stylized, the cover is also made of hard cardboard, but treated with a different material, namely soft touch coating with selective varnish. In the middle is a page of thin paper in the main color of the wrapper. Also, which is very important, the notebook comes with two bookmarks on magnets in the same authentic style, which enables comfortable use and increases the number of functions of the notebook. The corners are made exclusively square to preserve the standard function and aesthetics of the product. You should also note the color of the paper inside, it is not white, but milky gray, which has a positive effect on vision.

In conclusion, after analyzing the websites of domestic manufacturers, we can say that each of the manufacturers has a lot in common in terms of design, especially in the theme of patriotism, but at the same time, each of them differs as much as possible from the other in its non-standard formats and solutions, which encourage everyone to admire at once by three manufacturers.

It is interesting to see how small differences can affect the purchase decision, because each manufacturer adds its own uniqueness to the notebook. You can see that children's notebooks are specially made with rounded edges for the safety of the child, because he can get injured even with a notebook. Binding of notebooks is also interestingly made, some have a standard spiral, while others have a unique interweaving on threads of increased strength and perfect opening at all 180 degrees.

Each manufacturer managed to emphasize its uniqueness and practicality, which is not surprising. After all, Ukrainian is in demand all over the world, because we are distinguished by our culture, consciousness and worldview, which allows us to create more, brighter and more interesting.

Thanks to the conducted research, we understand how diverse notebooks of A5 format can be from different domestic manufacturers, which, judging by the variety of designs and stylizations, are in great demand even now - in the era of smartphones and the Internet.

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