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## **DESIGN OF A BOOK PUBLICATION IN UKRAINIAN AND ENGLISH TRADITIONS**

Children's illustrated books have been occupying an important niche in the book business for a long time. Entering the bookstore, we can find a separate department dedicated only to children's literature. Currently, in addition to domestic fairy tales, you can also find original fairy tales and stories by new authors, as well as whole series of translations of foreign children's literature. This raises the question: how much does the design of a Ukrainian children's illustrated book differ from a foreign one?

Therefore, the purpose of the research was to analyze the children's illustrated literature market of books in Ukraine and other countries.

The publication of one of the most famous works of children's literature - Antoine de Saint-Exupéry's story "The Little Prince" was chosen as the first object of research. The fairy tale was written in 1942 and since then has been republished almost every year by numerous publishing houses around the world. In our case, we will analyze the 2023 edition of "The Little Prince" by the New York publishing house HarperCollins - a bookstore with a 200-year history, which began its existence with a small family printing house, and is now one of the largest publishing houses in the world [1]. The format is 275x245 mm, has 32 pages, English text, has a soft cover. The main feature of this edition is its design with illustrations by Sarah Massini. Multicolored drawings are made using watercolor technique with elements that are drawn with wax pencils, in some places you can find a collage effect. You should also notice the location of the text on the fully illustrated pages - the peculiarity is that the text is arranged phrase by phrase around the illustrations, which sometimes resembles the style of a comic book, it also makes it easier for young readers to understand the story, because it does not overload them with their senses, so the child will return to it again and again books In Ukraine, the story about the Little Prince can be purchased from the publishing house "A-BA-BA-GA-LA-MA-GA" [2]. The 280x280 mm edition, 64 pages, 2014, in a hardcover, attracts the buyer's attention at first glance with the bright illustration of Vladyslav Yerka, who was remembered by many Ukrainian readers for his original design of the fairy tale about the Snow Queen, published in 2000. In The Little Prince, the design is similar to The Snow Queen: the illustrations are placed on one page (usually the right), while the text is on the other page. There are also full-page illustrations, but the design of this edition differs from the edition illustrated by Sarah Massini, with a larger volume of text, which is placed traditionally on the entire page, so this version will be more suitable for older children.

The second object of the research was the story of Hans Christian Andersen - "The Snow Queen", namely in the edition from the British publishing house Usborne, 2012 edition, in hard cover, format 250.2 x 226 mm, on 24 pages with color illustrations [3].

The Usborne publishing house, which was founded in 1973, is one of the leading publishers in the world, which has branches in the USA, Canada and European countries and strives to make quality book products for children. The illustrations are made in the technique of watercolor painting using elements of realism (pictures of animals, people), the illustrations depict actors or events, usually with little or no background in the background. Pictures are placed chaotically, text blocks do not contain a lot of text, they are usually placed under or next to the illustrations, sometimes above the text, designed with a larger pin, for a better understanding of what is read by children. In our case, we should mention the above-mentioned "Snow Queen" of the Kyiv publishing house "A-BA-BA-GA-LA-MA-GA", decorated with illustrations by Vladyslav Yerk [4]. The publishing house describes the design of the edition as "an elegant edition in a dust cover", with a format of 235x308 mm, "for children from 2 to 102". The book was first published in the distant 2000, immediately receiving recognition not only from readers, but also from critics: winning in several nominations of the "Book of the Year-2000" competition, as well as being recognized as the best children's book in 2006 by the Anderson Foundation itself. In addition to fabulous multi-colored realistic illustrations in the book, which take your breath away at the first sight of the book cover itself, this edition boasts a whole separate application, in which reading the work turns into a full-fledged story game, where all the elements of the illustrations come to life [5]. The game can be purchased in the AppStore.

And the third object of research was the publication of the famous fairy tale "Puss in Boots" by Charles Perot. One of the most notable editions of Puss in Boots is illustrated by Axel Scheffler, publisher of Alison Green Books [6]. The book measures 6.34 x 0.35 x 4.65 inches (161 x 9 x 118 mm), has 32 pages, and was published on April 12, 2023 in hardcover. We are used to Puss in Boots being red-haired, ready to go on various adventures at the same moment with great curiosity, without fear (due to the cartoon of the same name from the DreamWorks studio), but here, even from the very cover, he appears to us as a gray and white cat with a very kind with a smile, ready to help his master with everything. Inside the book, each right-hand page is fully illustrated, while a block of text is placed on each left-hand page, in large, serif type on a white background. When creating the drawings, the illustrator most likely used several artistic materials, because in the drawings you can see gouache, ink (for details, for example, how in some places the detailing of the grass, or the outline of individual elements or characters), colored pencils (used to add texture and depth of tone, for example for trails or tree bark), and watercolor (can be seen in the design of the sky), and the drawings themselves are made in a minimalist style, similar to children's, so this publication will be easier for children to accept, because it is not overloaded with text, and the drawings remind them of their own. In 2019, the Ukrainian publishing house "Morning" pleased young readers with the publication "Puss in Boots", which has 10 hard pages (including the cover), in a format of 150 x 140 mm and with color illustrations [7]. The most interesting feature of this edition is its page structure - the backgrounds are cut out in figures, and on each subsequent page one of the heroes of the tale is placed in such a way that they can all be seen without opening the book. The cover features the main character, Puss in Boots, who, according to the aforementioned current tradition, is depicted as red-haired, with a sly and fearless expression on his

face. Inside the book, upon opening it, in addition to the main characters that we saw when we first looked at the cover, we also see how the events that take place when the Cat interacts with these fairy tale characters are illustrated. In this regard, the illustrations are placed on each right-hand page, while as a text block on the left-hand side, in large, sans-serif type, on a white background that resembles a cloud in its shape. But in some places on the edges of the page with a text block you can see small illustrations of elements of the landscape, interior, etc. The illustrations, made with great detail of the elements, reminiscent of the style of realism, still do not lose their fabulousness, due to the change of proportions, interestingly designed clothes of the characters, and of course, giving human emotions and the ability to walk upright to the cat completely involves children and their parents in this fictional world.

So, after analyzing the above-mentioned editions of English and Ukrainian versions of well-known fairy tales and stories, we can say that the design of children's literature in Ukraine and English-speaking countries of the world is not very different, but there are still certain differences. These differences can be seen in the execution of illustrations, because we still prefer more elaborate illustrations with elements of realism, while abroad stories are increasingly being reworked so that there are fewer text blocks, and the illustrations are made in simpler styles. Of course, there are also such publications in the Ukrainian market of this field, but at the moment, Ukrainian publishers, as well as readers, only recently began to be interested in exactly this design of books, because their specialty is to convey the main thing to the child in simple words and simple illustrations, without overloading, and sometimes even inspiring you to create your own stories.

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