

*A. Sylaieva,
Student,
O. Kravets,
PhD (Education), Associate Professor,
Zhytomyr Ivan Franko State University*

CONCEPT AND FEATURES OF ARTBOOK DEVELOPMENT

An artbook is a unique printed publication that, despite the advancement of digital technologies, continues to generate interest and remain relevant among modern consumers of printed materials. Like a book, it serves as a powerful tool for addressing important and engaging topics, including the transmission of cultural heritage. However, unlike traditional books, artbooks achieve this through a combination of text and visual art, creating a more interactive approach for the reader. A contemporary artbook acts as an essential mediator in visual communication, integrating traditional art with innovative illustration techniques.

In today's world, where digitalization is increasingly dominant, printed publications must not only be aesthetically appealing but also conceptually engaging to maintain their relevance. Traditional artbooks often rely on 2D graphics, where images are flat and static. However, to capture the attention of the modern audience, it is important to explore new formats that integrate innovative design and content approaches.

An artbook dedicated to Slavic mythology may feature not only traditional depictions of mythological creatures and deities but also incorporate three-dimensional elements or interactive illustrations. This enhances the representation of folkloric narratives and immerses the reader in the world of ancient legends and myths. Such visual solutions significantly enhance the cultural experience and make the artbook more attractive to both specialists and a wider audience.

Particular attention should be given to the stylization of the artbook. Using color schemes inspired by natural motifs, ornaments, and symbolism characteristic of Slavic mythology can help create a visually cohesive and atmospheric product. Additionally, the book may include maps of mythological worlds, folklorists' notes, or special inserts with cultural references. These additions not only enhance the aesthetic impact but also increase the scientific value of the artbook.

Beyond its visual component, the artbook can have educational and research value, containing sections that explore folklore sources and archaeological findings. Emphasizing the connection between antiquity and modernity can illustrate how folkloric motifs continue to influence art and literature today. This approach will not only introduce new generations to the richness of Slavic culture but also attract the attention of experts, historians, and cultural enthusiasts. Moreover, it will contribute to fostering a patriotic spirit among Ukrainian readers by deepening their understanding of their country's cultural heritage while also drawing the interest of international audiences to Ukraine's centuries-old history.

Given the deep ties between Slavic mythology and nature, incorporating an ecological dimension into the artbook's concept is also relevant. This can be achieved

through visualizations of images and metaphors that highlight the harmony between humans and nature, encouraging its preservation. It is crucial to create a powerful emotional impact on the reader, filling the illustrations with drama and deep sentiment so that the effect lingers long after viewing.

Furthermore, integrating modern technology into the artbook can make it even more interactive. For example, augmented reality (AR) can bring its pages to life: by scanning illustrations with a smartphone or tablet, readers can view animations, listen to audio recordings of authentic folk songs, or learn more about characters and stories. These technological innovations enhance the overall experience and make the artbook especially appealing to younger audiences accustomed to interactive content formats.

Equally important is engaging the reader's tactile senses. The use of various types of paper, textured elements on pages, embossing, or varnishing can create a unique experience. For instance, pages dedicated to nature spirits could feature rough textures imitating tree bark or soft surfaces resembling moss, while those about celestial deities could use glossy, shimmering paper to symbolize the glow of the stars.

Special attention should also be paid to the structure of the artbook. The sections can be arranged thematically so that each one explores a specific aspect of Slavic culture: cosmogony, deities, mythological creatures, heroic epics, folk traditions, and more. Each section can be supplemented with brief explanatory texts, quotes from folklore sources, and modern interpretations of these themes in art, cinema, and literature.

To enhance the interactive experience, the artbook could include activity inserts such as coloring pages with traditional patterns, riddles, quests, or even QR codes leading to additional materials. This way, the artbook becomes not just a source of knowledge but also a format for actively engaging readers in the learning process.

A key aspect of the artbook's concept is authenticity. It is essential to collaborate with experts in ethnography, history, and art studies to ensure the visual and textual materials align with authentic historical sources. This will not only enhance the value of the artbook but also contribute to the dissemination of accurate information about Slavic mythology.

In addition to general Slavic motifs, one can emphasize regional features of Ukrainian mythology. For example, highlight specific mythological images from different regions: Polissya - mavky, lisovyk; Carpathians - chugayster, aridnyk; Podillia and Slobozhanshchyna - mermaids, house spirits (domovyk, poterchata). The inclusion of ethnographic research will help to show the uniqueness of Ukrainian mythology in the context of pan-Slavic culture.

In addition to stylization in color schemes, one can expand the section on symbolism: solar signs that personify life-giving energy, water symbols associated with mermaids and river spirits, amulets that were used in folk embroidery and carving. The section can be supplemented with images of ancient ornaments taken from Easter eggs, embroidery, weaving or wood carving.

An interesting addition would be a comparison of Slavic mythology with the mythologies of other peoples: Scandinavian (connection with nature, images of giants and spirits), Celtic (druids, forest spirits, sacredness of trees), Greek (common motifs

with the pantheon of gods, for example, Perun - similarity to Zeus). This will help readers see how mythological ideas developed in different cultures.

It would also be appropriate to expand the topic of the influence of mythology on modern art, literature, cinema and the gaming industry. For example, Ukrainian artists use traditional mythological images in their works, and motifs of Slavic mythology are often found in fantasy novels and video games. All this demonstrates that mythology is not a relic of the past, but continues to live and inspire new generations of artists.

Finally, special attention should be given to the linguistic aspect. While a Ukrainian-language edition is fundamental, it is also advisable to prepare a bilingual version with an English translation. This would expand the artbook's audience, help promote Ukrainian culture on the international stage, and highlight the universal relevance of cultural heritage.

The creation of such an artbook would be a significant contribution to preserving and popularizing Slavic mythology, Ukrainian culture, and art, bringing together tradition and modernity in a single publication.

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