



3. The paradox of choice. This is another effect set to control your clients' behaviour. Coined by psychologist Barry Schwartz, the choice paradox states that too many options usually lead to indecision and, as a result, to lower sales.

Conclusion. It is in developer's hands to make consumers buy a particular product and encourage them to visit your website over and over again. Depending on the site been developed, it can be used the tactics mentioned above.

Design psychology is the single most component that decides human interaction and website conversion rate. Considering that it is easy to implement, there's really no excuse why one must not learn basic web design psychology and benefit from it.

1. Here Comes Everybody: The Power of Organizing Without Organizations /Clay Shirky– USA: Penguin group, 2008.
2. User-Driven Healthcare: Concepts, Methodologies, Tools, and Applications/ Lindsay Johnston-USA: IGI Global, 2013.-1068 p.
3. Building websites with science [web-resource]-: <https://codeascraft.com/2012/06/21/building-websites-with-science/> Date: 20.10.2019.
4. How giant websites design for you (and a billion others too). web-resource]-: https://www.ted.com/talks/margaret_gould_stewart_how_giant_websites_design_for_you_and_a_billion_others_too Date: 27.10.2019.

GAME ELEMENT DRINK LABEL DESIGN

Alesia Zimmitskaya, Anna Bobrova

VSU named after P.M. Masherov, Vitebsk, Belarus

Currently, packaging has become an effective marketing tool. Well-designed packages have a certain value in terms of convenience in the eyes of consumers and in terms of product promotion in the eyes of the manufacturer. When developing the packaging concept, one should not forget about its

additional characteristics - size, shape, materials, color, text characterizing a particular drink.

Label – an integral part of the package, which can be a simple label attached to the product, or a carefully thought-out graphic design piece that is part of the package. The design of the label becomes prevailing, as the appearance is, in the understanding of the consumer, part of the offer. Therefore, the interaction of design and marketing is necessary, because it is impossible to sell goods without taking into account the requirements and wishes of customers.

The purpose of the study is to develop a design project for labels with game elements.

Material and methods. The source of the actual material for this study was the work of 3–4 year students of the specialties «Design» and «Fine Arts and Computer Graphics» of VSU named after P.M. Masherova, as well as materials and information published in scientific and methodological literature. To solve the set tasks, methods of structural and system analysis, synthesis and generalization were used.

Findings and their discussion. Man consumes various kinds drinks, this is water, juices, kvass, lemonade, etc., various enterprises produce them in packaging in the form of bottles, bags, cans, etc. These products are usually accompanied by a label that characterizes a particular type of drink. From a commercial point of view (marketing move), labels sometimes display messages about various kinds of promotions with prizes of a one-time nature.

However, in our opinion, it would be most successful to use any game elements on the labels, which are known to be very popular among the population of various age groups.

As an analysis of gaming activity has shown, all board games are usually divided into «dynamic» and «static». The first group includes - chess, checkers, dominoes, lotto, puzzles, suggesting movement on the surface of game elements. The second group includes crosswords, scanwords, etc. This group does not require any complex equipment, it is enough to have some writing instrument: pencil or ballpoint pen. These games are very popular among various age groups. So elderly people prefer solving various crosswords, crosswords, sudoku, etc. Pupils and students solve such crosswords improving their knowledge in various fields of history and science [1].

By designation, bottle labels are divided into 3 types: a front label that contains the name, logo and other key information about the drink; a shoulder label, which is usually located immediately above the main one; counter-label, which is located on the back of the bottle and contains information about the manufacturer and composition.

Types of labels: a two-layer label, a booklet label (for perfumes, for medicines), a coupon booklet label, a label with an insert, a label for promotions and draws, aromatic labels, booklet labels with inserts, a self-adhesive two-page

label with a valve, a multi-page label with printing, self-adhesive booklet label for cosmetics, sandwich labels, multi-level labels, accordion label, multi-sided labels, double labels (peel & read), offset accordion labels, adhesive labels mu layer.

Based on the foregoing, we developed a design project for two labels for the «Tarhun» drink. The first option is a sticker that is attached to the bottle from the back with respect to the label. The sticker shows the game labyrinth and anagram. The second option is a folded, multi-layer sticker label: on the front side is given full information about the nature of the drink, and on the inside there is a crossword puzzle. This label has the so-called "intrigue": what is inside, what kind of game task will be this time, will I get lucky or not? To do this, open and fold the folded label. To prevent self-unfolding, the folded label has an additional valve («tongue»), with adhesive applied to its inside.

Conclusion. As a result of the study, a typology and classification of labels were identified, as well as gaming activities taking into account three age groups, which allowed us to develop a design project for labels with game elements for «Tarhun» drinks.

The proposed approach to the development of a design project for labels can be used by students of VSU named after P.M. Masherov specialties «Design» and «Fine Arts and Computer Graphics» in the development of packaging for souvenir products.

1. Zharkov A.D., Chizhikov V.M. Cultural and leisure activities / A.D. Zharkov, V.M. Chizhikov. – M. MGUK, 2000. – 273 p.