

ARTISTIC IMAGE IN MODERN UKRAINIAN BOOK ILLUSTRATION

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Abstract. *The essence and influence of illustrations in the book are determined. The peculiarities of the artistic image in the modern book illustration of Ukrainian artists are revealed. There was carried out research a comparative analysis of the work of Ukrainian illustrators on the peculiarities of the expression of the artistic image. The influence of foreign illustrators on the depiction of the artistic image by Ukrainian illustrators is revealed.*

Keywords: *illustration, modern Ukrainian book illustrators, artistic image.*

Introduction

It is known that to accurately reflect the book's content and strengthen the reader's emotional perception, the illustrator must have a specific visual language - figurative thinking. Imagery is a special means of artistic reproduction of reality. Fine artists use the following means of reproducing the artistic image: color, light and shadow, perspective, texture, line, stroke, spot, and so on. Since illustration is a form of graphic art, it is characterized by the above means of expression. The issue of the relevance of illustration as an effective form of reflection of a literary artistic image is one of the key factors in the development of book illustration in Ukraine.

Purpose

Identify the stylistic features of book illustrations to express the artistic image in the context of the works of modern Ukrainian illustrators.

Results and discussion

We emphasize that illustration is an effective form of reflecting the content of a literary work. This is because the illustrator aims to convey the artistic image through illustration, to strengthen the psycho-emotional perception of the reader.

The portal about the culture of reading and the art of book publishing "Chitomo" analyzed how the illustration shapes the reader on the example of illustrating the tale of Hans Christian Andersen - "The Snow Queen". Over the years, the tale was republished with new illustrations, with new artwork. Among Ukrainian artists, Vladislav Yerko, Oleksiy Cherepanov, Iva Mykhalyan, Yevhenia Gapchynska, Galya Zinko had the opportunity to illustrate the fairy tale. Even though the content of the work has not changed, the perception of the characters and circumstances differs depending on the illustrated material. Thus, in Vladislav Yerko's illustrations, the main character The Snow Queen, despite her coldness, looks human, her inability to love is rather a curse (Fig. 1, a). But the Snow Queen Gali Zinko becomes cold and vindictive, without a shadow of empathy (Fig. 1, b). Fragile, lonely, and with an expression of sadness on his face portrayed the Snow Queen Alexei Cherepanov (Fig. 1, c) [1].

On the example of the book illustrations mentioned above, we can conclude that the technique, artistic style of the author has a great influence on the creation of the artistic image. With the help of various graphic techniques and stylistic features, the illustrator reflects his vision of the artistic image, while preserving the main, typical of us, features of the hero.



Figure 1. Examples of illustrations of the Snow Queen
a - "The Snow Queen" performed by Vladislav Yerko,
b - "The Snow Queen" performed by Gali Zinko,
c - "The Snow Queen" performed by Alexei Cherepanov

It is worth emphasizing that modern Ukrainian illustration is enriched with new names every year. Platfor.ma and Lenovo have created a website about talented Ukrainian artists [2]. On this platform, you can get acquainted with the works of 50 modern illustrators and replenish your treasury of favorite book illustrators.

However, despite the development and growth of the level of Ukrainian book illustration, some domestic artists believe that there is a tendency to reduce the level of reflection of the artistic image. "In my opinion, most of the book characters created by our young artists lack imagery. Ukrainian illustrators paint in general, do not convey the inner and sensual in the characters, which captures and motivates us to pick up a book "- so says Kostya Lavro, book graphic [3].

Because we do not live in an information vacuum, and artists are constantly watching the work of their colleagues, consciously or not, Ukrainian illustrators are imitating world models. European illustration is more simplified in its form, this is observed in the works of contemporary domestic artists. In particular, Polina Doroshenko's illustrations of Lesya Ukrainka's book "Forest Song" look very simple and bright (Fig. 2).



Figure 2. Illustrations by Polina Doroshenko for Lesya Ukrainka's book "Forest Song"

Conclusions

It should be noted that modern Ukrainian book illustration is gaining more and more importance in the international arena. This is confirmed by the recognition of the achievements of Ukrainian masters of illustration, such as Vladislav Yerko, who was nominated for the Andersen Prize in 2020, and a large number of Ukrainian illustrators who have long collaborated with foreign agencies and participated in international competitions and prizes. We emphasize that the main task of book illustration is to expressively reflect and enhance the artistic image of a literary work. As a result of the study, Ukrainian illustrators demonstrate a wide range of artistic opportunities in shaping the artistic image of a literary work using traditional and modern graphic techniques, and features of individual authorial style serve as an auxiliary element that creates unique and specific characters.

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