The world of "Design" is the studying Design penetrates into spheres of human life and activity. It has an overarching impact on the wider population. As far mass and strength of the aesthetic impact, it could be compared with film and television, but in some case it overcome them. To go to the movies, you need to find time and to buy a ticket. You must buy a TV and find entertainment. To become a viewer to undergo aesthetic impact of design, it is enough to be our contemporary. To avoid the impact of design, even putting such goal it is impossible because no one can jump out of a cultural era items. It is impassive to be without its attributes, without furniture, kitchenware, transportation, books and so on. And this is - the creation of design. Everything has the stamp of a certain style. The influence of a style into the human mind in particular way is deep and direct. That`s why design is a single node of the material and aesthetic life of a man. It is the place of their meeting, and the intersection. Design penetrates into spheres of human life and activity. It has an overarching impact on the wider population. As far mass and strength of the aesthetic impact, it could be compared with film and television, but in some case it overcome them. To go to the movies, you need to find time and to buy a ticket. You must buy a TV and find entertainment. To become a viewer to undergo aesthetic impact of design, it is enough to be our contemporary. To avoid the impact of design, even putting such goal it is impossible because no one can jump out of a cultural era items. It is impassive to be without its attributes, without furniture,kitchenware, transportation, books and so on. And this is - the creation of design. Everything has the stamp of a certain style. The influence of a style into the human mind in particular way is deep and direct.

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