

IRSTI 67.07.03

## CITY DESIGN CODE: COLOR ASPECT

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*The article is devoted to methodological issues of urban environment modeling based on identifying unique features and identities of territories. Minor changes in the city design code, which at first glance may not be obvious, are aimed at creating a comfortable urban environment, increasing aesthetic appeal and sustainable quality of life for city residents. The article highlights artistic and professional aspects, including the perception of color harmony, the influence of colors on the psychophysiological state of a person as a key tool for creating a balanced and ecological environment, as well as isolation and external harmony. Various areas of design code development are considered: color solutions for facades, decoration of ground floors, placement of signs, building lighting, festive decoration, as well as the creation of a unique acoustic-landscape environment. The use of landscaping, preservation of landscape conditions and local natural materials in buildings creates natural harmony and preserves natural colors in the arsenal of designers and architects. The semantic approach to color design within the design code includes the analysis of modern urban planning theories and practices aimed at improving the urban environment at the external level, interaction with the environment and preservation of cultural heritage.*

**Keywords:** design code, urban identity, color design, color didactics, semiotics, harmony, ecology, environmental friendliness.

## ҚАЛАНЫҢ ДИЗАЙН-КОДЫ: КОЛОРИСТИКАЛЫҚ АСПЕКТИ

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*Мақала аумақтардың бірегей ерекшеліктері мен сәйкестігін анықтауға негізделген қалалық ортаны модельдеудің әдістемелік мәселелеріне арналған. Бір қарағанда айқын көрінбейтін қаланың дизайн кодексіндегі шамалы өзгерістер жайлы қалалық ортаны құруға, эстетикалық тартымдылықты және азаматтардың тұрақты өмір сүру сапасын арттыруға бағытталған. Мақалада көркемдік және кәсіби аспектілер, оның ішінде түс үйлесімін қабылдау, теңдестірілген және экологиялық ортаны құрудың негізгі құралы ретінде түстердің адамның психофизиологиялық жағдайына әсері, сондай-ақ оқшаулану және сыртқы үйлесімділік көрсетілген. Дизайн кодын әзірлеудің әртүрлі бағыттары қарастырылады: қасбеттерге арналған түсті схемалар, бірінші қабаттардың дизайны, белгілерді орналастыру, ғимаратты жарықтандыру, мерекелік безендіру, сондай-ақ бірегей акустикалық-ландшафттық ортаны құру. Көгалдандыруды пайдалану, ландшафттық жағдайларды және ғимараттарда жергілікті табиғи материалдарды сақтау табиғи үйлесімділікті тудырады және дизайнерлер мен сәулетшілердің арсеналында табиғи түстерді сақтайды. Дизайн коды шегінде түс дизайнына семантикалық көзқарас сыртқы деңгейде қалалық ортаны жақсартуға, қоршаған ортамен әрекеттесу мен мәдени мұраны сақтауға бағытталған заманауи қала құрылысы теориялары мен тәжірибелерін талдауды қамтиды.*

**Негізгі сөздер:** дизайн коды, қалалық сәйкестік, түсті дизайн, түсті дидактика, семиотика, гармония, экологиялық тазалық

## ДИЗАЙН-КОД ГОРОДА: КОЛОРИСТИЧЕСКИЙ АСПЕКТ

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*Статья посвящена методологическим вопросам моделирования городской среды, основанным на выявлении уникальных черт и идентичности территорий. Незначительные изменения в дизайн-коде города, которые на первый взгляд могут быть неочевидны, направлены на формирование комфортной городской среды, повышение эстетической привлекательности и устойчивого качества жизни горожан. В статье освещаются художественно-профессиональные аспекты, включая восприятие цветовой гармонии, влияние цветов на психофизиологическое состояние человека в качестве ключевого инструмента для создания сбалансированного и экологического окружения, а также изоляции и внешней гармонии. Рассматриваются различные направления разработки дизайн-кода: цветовые решения фасадов, оформление первых этажей, размещение вывесок, подсветка зданий, праздничное оформление, а также создание уникальной акусто-ландшафтной среды. Использование озеленения, сохранения ландшафтных условий и местных натуральных материалов в зданиях создает природную гармонию и сохраняет естественные цвета в арсенале дизайнеров и архитекторов. Семантический подход к проектированию цвета в рамках дизайн-кода включает анализ современных градостроительных теорий и практик, направленных на улучшение городской среды на внешнем уровне, взаимодействие с окружающей средой и сохранение культурного наследия.*

**Ключевые слова:** дизайн-код, городская идентичность, цветовое проектирование, цветодидактика, семиотика, гармония, экологичность.

### **Introduction**

The concept of "design code" has emerged relatively recently in Kazakhstan as a response to the increasing issue of visual pollution in urban spaces. Advertising elements such as bright signs, eye-catching banners, audio advertising and large billboards create strong visual noise. This leads to the loss of visual order and interferes with the perception of the unique, historical appearance of the city. Taking this into account, it is necessary to introduce a well-thought-out and balanced design code [1, 2]. Competent regulation of visual elements of the environment can not only improve its aesthetic quality but also support social and cultural values, which is especially relevant for modern Kazakhstan, which is on the way to creating comfortable and harmonious traditional spaces.

Today, the need to use a design code has become obvious for any modern city.

A design code is a comprehensive document containing rules and recommendations for the design of an urban environment. It includes standards for the placement and appearance of various architectural elements: building facades, signs, advertising structures, lighting, small architectural forms and other objects that affect the visual appearance of a city. The main goal of a design code is to create aesthetic, functional and meaningful spaces that take into account historical features, support local

businesses, create conditions for pedestrians and promote tourism. Such a document helps combat visual noise, organizes architectural solutions and creates conditions.

This document is an innovative and promising solution aimed at creating an effective and comfortable urban environment. The main objective of the comprehensive design code is to have a positive impact on the urban infrastructure, support small businesses, preserve historical heritage, stimulate tourism development and improve the general standard of living of the population. Although the rules for improvement are already enshrined in legislation, they often do not provide convenient and up-to-date instructions for the placement and design of various structures in the city, which makes it difficult to create visual coordination and appropriation of the appearance of the urban environment.

The implementation of the design code solves several important tasks aimed at improving the urban environment and increasing the quality of life of city residents [3]:

– Reducing excessive advertising: Limiting the amount of advertising on city streets helps eliminate visual noise, improve information perception and create a more comfortable space for city residents.

– Historic Preservation: The design code

ensures the preservation and conservation of unique structures that reflect the historic value of the city, helping to maintain its cultural identity.

- Maintaining visual unity: Regulating the placement of various objects in the urban environment, including advertising structures and architectural elements, helps to maintain a harmonious and aesthetically attractive appearance of the city.

- Solving urban problems: Implementation of the design code allows us to improve conditions for city residents, resolve issues such as the quality of paving sidewalks, outdoor lighting, creation of additional recreation areas and other important aspects of improvement.

- Installation of modern equipment: The design code includes the introduction of modern interactive equipment that promotes the cultural, intellectual and social development of the population and the improvement of urban infrastructure.

- Stimulating healthy competition: Regulating the placement of advertising structures on equal terms, promoting the development of "healthy" competition, supporting equality in commercial relations and creating equal opportunities for all market participants [4,5].

The city design code is a set of rules and recommendations that regulate the appearance of buildings, small architectural forms, advertising and other elements of the urban environment. Its main goal is to create a solid and aesthetic image of the city, determining its uniqueness and historical and cultural features.

The basic principles of the design code include:

1. **Harmony** is ensuring the consistency of all elements of space.

2. **Identity** is the preservation and conservation of the unique characteristics of a territory.

3. **Sustainability** - implementation of additions and sustainable solutions.

4. **Functionality** - adaptation to residents.

The process of creating a design code includes several stages:

1. **Territory analysis.** Study of science, culture and characteristics of the city. Identification of key elements that define its identity.

2. **Data collection. Research of architectural objects, and their condition, as well as observation of the urban environment, citizens and tourists of the city.**

3. **Develop rules for creating visual and technical requirements covering architectural style, materials, textures, colors, lighting and sign placement.**

4. **Implementation and control.** Application of the design code in the design and construction process, as well as control over its compliance.

The city's design code aims to achieve the following goals:

- **Creating a comfortable urban environment.** A comfortable and beautiful space affects the emotional and habitual state of city dwellers.

- **Strengthening the city's identity.** Emphasizing uniqueness allows you to create a recognizable image of the city, attractive to residents and tourists.

- **Investment attractiveness.** An attractive urban environment stimulates economic activity and attracts businesses.

- **Environmental sustainability:** The use of materials and landscaping helps reduce the impact on the environment.

In general, the development of a design code for creating a comfortable, beautiful and functional urban space meets the interests of residents and adheres to the focus on the quality of urban life.

As a rule, city authorities decide only one or two points, implementing similar projects, but not using the entire complex, suggested by the design code [6].

The theoretical foundations of the study include the works of both foreign and domestic scientists, covering important issues and aspects of the problem under study. Among the leading researchers, their works largely represent the development of modern concepts of urbanism and urban planning, it is necessary to highlight such works as "The Image of the City" by K. Lynch, which examines the perception of urban space, "Life Among Buildings" by J. Gale, an analysis of this interaction between man and architecture, and "The Language of Postmodern Architecture" by C. Jencks, which examines the development of architectural styles in the ninth postmodernism

Among the domestic scientists involved in this topic, we can note the works of V. T. Shimko, who studies the issues of functionality and aesthetics of the urban environment, V. L. Glazychev, who analyzes the social aspects of urbanism, E. L. Belyaev, whose works concern the architectural and cultural events of Russian cities, and E. E. Pavlovskaya, as well as subsequent issues

of the formation of the urban environment and environmental protection. These works are a necessary contribution to the influence of urbanism and urban planning, poor understanding of the relationship between man, architecture and urban space [7,8].

The object of the study is the design code of the urban environment, considered as a sign system that forms the identity of spaces.

The subject of the research is the methodology of creating a design code for an urban environment through sensitization, color analysis, and color solutions for the perception and identification of urban spaces.

The objectives of the research are to analyze modern urban planning theory and practice of its implementation.

#### ***Materials and research methods.***

The hypothesis of this study is based on the assumption that color within the design code is the most important factor in creating the individuality of a permanent climate, as well as a key factor in determining the attractiveness and comfort of spaces. Color solutions incorporated into design projects influence not only the residents of a given region, creating a harmonious and cozy atmosphere, but also contribute to the formation of an attractive environment for tourists.

Modern man experiences new types of "visual noise" every day. In the urban environment: noise, chaotic buildings, color irritants in the form of advertising, bright signs, stylistic diversity of form differences in content - all this affects not only human health but also sociocultural behavior. For our study, urban coloristics is of particular interest as a sign system, a way of visual communication and a means of harmonizing space for human life.

Modern man faces new forms of information pollution every day, especially in the urban environment. Noise, chaotic buildings, bright advertising signs, a variety of styles and forms - all these elements affect not only fundamental health but also the psychological state, as well as socio-cultural behavior. Of particular interest to our study is coloristic [9-11], considered as a system of signs that provides visual communication and ensures harmonization of space, creating a comfortable and healthy environment for human urban life. Coloristic solutions can play a key role in organizing the urban environment, improving the perception of the city and influencing the general mood, psychology and behavior of its residents.

One of the main differences between the urban coloristics of modern cities and the color

collection of cities of past eras is the use of the so-called material color. For example, in the architecture of Ancient Rome, the reasons for different types of stone and marble were used as a means of creating a system of signs. Rare tree colors and multi-colored stones served as unique symbols reflecting the financial capabilities and high social status of the Roman aristocracy. As G. Semper stated in his works: "The material had to speak for itself. Brick should be brick, wood - wood, iron - iron." This is a careful attitude to natural color, as part of the emergency language.

The second factor, following from the first, is connected with the increase in the number of colors, since at that time industrial pigments and dyes did not exist yet. Architecture, possessing a natural coloristic fullness, organically fit into the natural environment and was easily perceived. Unlike modern cities, where bright artificial colors are often used, often creating visual noise, historical cities are combined with large landscapes and cultural contexts, creating a holistic and understandable image.

So, only based on scientific knowledge about the nature of color is it possible to effectively use it to develop a unique design code.

The founder of the color theory, who summarized the experience of leading scientists in the field of color didactics, is Johannes Itten. His works became the basis for teaching in several art and graphic educational institutions, and he is considered an outstanding teacher, artist and theorist of modern design. The theory developed by Itten was formed based on a deep study of the history of art and a thorough analysis of color features, and observation during the creation and reproduction of pictorial depicted flowers [12].

One of the key aspects of his theory is the introduction of a system of color design through a twelve-part color wheel. This wheel provides an understanding of the relationship between colors, their harmonies and contrasts, and helps in creating harmonious color combinations. The importance of this connection is that it provides a structured and scientifically based basis for the use of color in design and art, which is especially relevant for the formation of the visual identity of the urban environment.

In addition to the theory of color and its physical characteristics, it is important to consider that color affects the psychophysiological state of a person. Color has a variety of effects on a person: emotional, psychological and visual. When changing the impact, color directly affects human

physiology, which is confirmed by several experimental studies. Factors such as the amount of color, its features, the gender and age of the subject, the time of exposure and other conditions are important here.

A striking example of the physical impact of color on the human body can serve as a striking example of the physical impact of color on the human body can serve as red and blue, especially at their maximum saturation. Red increases the pulse, increases blood pressure and activates the nervous and muscular systems, causing a feeling of excitement and increased energy. In contrast, blue can inhibit mechanisms, slowing down processes, reducing activity and protecting the nervous system. These effects are because the perception of different colors affects the functioning of the body and human behavior, which is of particular importance in the field of urban design, where color can ensure the creation of the necessary atmosphere and a sustainable quality of life for city dwellers.

Red, yellow and orange are the colors of extroversion because they energize activity, stimulating physical and emotional activity. These colors evoke a feeling of energy, and cheerfulness and accompany action. They are also associated with warmth and vivid emotions, making them effective in creating a dynamic atmosphere.

While blue, purple and green include introverted colors, they have a more calming and relaxing effect, promoting inner reflection and calm. These colors are often used to create an atmosphere that promotes calm and complexity and helps reduce stress.

Special favorable shades of soft light combinations of these three primary colors (red, yellow and blue), exist in nature. These effects gently affect the psychophysiological state, creating a harmonious and pleasant atmosphere. Natural shades of these colors, such as shades of the daytime sky or forest green, are perceived as the most comfortable for perception, find a balance between activity and relaxation.

Thus, correctly selected color elements allow the region to become valuable from a cultural and aesthetic point of view, to create a “calling card” of the city that will reflect its character and features.

### ***Results and discussion.***

The research methodology is based on a comprehensive approach that includes methods of architectural and urban planning, art history, and sociological and psychological analysis. Architectural and urban planning analysis allows

us to study the influence of the design code on the form and structure of the urban environment, as well as on the organization of space. The artistic approach helps to evaluate the aesthetic aspects of the use of color and other visual elements in the urban environment, and their connection with cultural and artistic traditions. The sociological analysis is aimed at studying the urban spaces of citizens and visitors, as well as the influence of the design code on the economic atmosphere [13]. The psychological approach allows us to identify how elements of the design code, in particular color, affect the emotional perception and psychological state of people in the urban environment.

A proper design code includes several key points that create an effective and functional urban environment.

The first direction is related to color solutions of facades, finishing of the first floors, placement of signs, panel buildings, as well as festive decoration of complex objects. All these elements should be thought out in such a way that they do not violate visual harmony and do not create visual noise while taking into account the individuality of each site.

The second direction concerns the design code as a factor in the individualization of premises. Its task is to form an energy-landscape environment that will reflect the cultural and historical features of the region, to create a unique atmosphere for citizens and tourists.

One of the main tools of urban designers is semiotic analysis. This is a research method based on the interpretation of the manifested image as signs of a system, where certain information is transmitted through various elements, including color and shape. Such analysis allows the creation of an impression that corresponds to cultural and historical contexts.

Let's consider the design code of European cities. One of the most striking is the design code of Amsterdam. The main features of the design code of Amsterdam include:

1. Historical integrity. Amsterdam, like many other European cities, has strict requirements for the preservation of historical heritage. Many areas of the city, including the center of its famous restaurant chain, are protected by UNESCO as cultural heritage sites. Therefore, the design code in banks focuses on preserving the historical appearance of buildings and elements of the urban landscape. This includes:

- Using traditional materials such as brick for building facades.

- Preservation of architectural elements typical of the Dutch Golden Age, such as decorative gables, small-paned windows and a roof with characteristic slopes.

2. Color palette. The architectural color palette of Amsterdam is based on warm shades such as red, brown, and beige, with accents on more neutral and pastel colors, so as not to overload the visual perception of the city. In some cases, bright colors can be used for accent elements such as doors, windows, signs and decor, which add dynamics but do not provide an overall balance. An important aspect is that in the historical areas of the city, strict control is observed over the choice of color to maintain harmony with independent architectural styles.

3. Materials and textures. Amsterdam makes extensive use of natural and environmentally friendly materials such as brick, stone and wood. These materials give the city its distinctive appearance and help to maintain environmental sustainability. In particular, building facades are often treated to achieve maximum natural texture of the material, which would also contribute to harmony in the urban environment.

4. Outdoor advertising and signage. Amsterdam also has restrictions on outdoor advertising and signage. Much attention is paid to ensuring that advertising elements do not disrupt the visual harmony of the urban environment. For example, signs must be made in a soft style, consistent with the color palette and external context. Restrained, simple shapes and fonts are often used to avoid visual pollution.

5. Public spaces and landscaping. The Amsterdam design code actively works to improve the infrastructure. This includes sustainable landscaping, quality lighting, the use of furniture, the appropriate style of the city, and the creation of recreation areas that guarantee a guaranteed quality of life. Along the shades, for example, there are often benches and green areas that blend organically into the environment.

6. Innovation in design. In recent years, Amsterdam has also been actively implementing modern trends in urbanism and architecture, paying special attention to ecology. The city is actively developing interactive and innovative solutions, including the use of smart technologies in the field of energy and landscaping, as well as sustainable materials for new construction.

Amsterdam's architectural color palette is a complex one that reflects the city's rich cultural and historical tradition, as well as its unique location

and climate. Key features of Amsterdam's color palette include:

1. Tradition of brick facades: One of the most striking elements of Amsterdam's design is the use of red and brick-colored colors in the facades and facades of buildings. These findings give the urban landscape a warm and cool atmosphere, an atmosphere of cozy and inviting streets. Brown and red brick facades are typical of historical buildings, especially in the central part of the city.

2. Nuances of grey and neutral tones: To create contrast and harmony, Amsterdam architecture often uses grey and beige tones, which add more expressive elements to the facades and decor, and also reflect the foggy weather and typical northern climate. This background creates a calm, discreet atmosphere, which helps to create a sophisticated aesthetic for the city.

3. Light and bright accents: In some areas, especially areas with more modern or renovated buildings, you can find bright accents such as yellow, blue and green colors on doors, windows, balconies and even walls. These bright elements add dynamics and liveliness to the appearance of the city, creating interesting contrasts with more subdued factors.

4. Color Accents on Canals: Architecture along canals, where period houses with characteristic staircase facades are located, also often includes elements in dark and rich tones, such as navy blue and dark green, which create deep and dramatic contrasts with the water surface.

5. Maintaining Historical Colour: Historical areas of the city, such as the Jordaan quarter, often retain traditional colors such as red and reverse turn, which reflect the Dutch Golden Age. These colors are combined with modern interpretations, which helps to maintain the historical identity while updating the urban landscape.

Amsterdam's architectural coloring thus represents a perfect balance between historical integrity and modern trends, creating a comfortable and aesthetically pleasing space for residents and tourists.

Thus, the design code of Amsterdam can be described as the integration of the historical identities of the city with modern requirements for sustainable and comfortable development of the urban environment [14].

The color scheme of London's design code corresponds to a wide range of practices aimed at maintaining visual harmony in urban space and improving the perception of the environment for both locals and tourists. In London, as in other

global metropolises, the color palette plays a key role in creating a unique atmosphere, and the design code takes into account both historical and modern architecture.

#### 1. Historical context and subdued palette

In historic areas of London, such as the City of Westminster, the color scheme is usually subdued and neutral. This is due to the preservation of architectural traditions and the desire to fit new buildings into the context of old streets and squares. In such areas, the following prevail:

- Brick tones (dark red, brown and terracotta colors) were used for the facades of buildings and gave them solidity and stability.
- Pastel shades and beige colors, which are often found in decorative elements of buildings and streets. These colors softly harmonize with materials such as stone and brick.
- Dark grey, black and charcoal blue are also common in the architecture of historic buildings, particularly in the City of London, where stark colors reflect solidity and prestige.

#### 2. Contemporary Colours: Modern areas of London such as Canary Wharf, London Bridge and Shoreditch use brighter, more eccentric color schemes to counter the city's dynamism and creativity. These areas feature:

- Graphite grey and white facades dominate modern office and residential buildings, emphasizing the minimalist and technological style.
- Closer to the water, in the Camden area or on the Thames Embankment, you can find bright, saturated colors such as red, orange and yellow, which create visual accents on new buildings and public spaces.
- Some areas, such as Shoreditch, have vibrant street art and graffiti that bring a splash of color and creativity to the urban environment.

#### 3. Color harmony with the image of the environment.

London makes extensive use of natural elements and greenery, which also influences the city's color palette:

- Green colors are actively present in gardens, parks and on the roofs of buildings, which helps to "soften" the urban landscape and create a comfortable atmosphere for city residents.
- Landscape design projects such as Queen's Park use a variety of green tones to help integrate the urban landscape with nature.

#### 4. Advertising and public places.

In London, regulation of the color palette for advertising structures and signs is a priority, especially in historical and tourist areas:

- Neutral colors and understated designs are used in signage and advertising materials to avoid visual overload and to avoid disrupting the architectural integrity.

- In high-traffic areas such as Piccadilly and Covent Garden, bright and contrasting advertising colors such as red, blue and yellow will create emphasis and attract attention.

#### 5. Principles of selection and application of colors

The London Design Code focuses on several key values when choosing a color scheme:

- Harmony and context: the colors of the buildings and facades must be in harmony with contemporary modernity and architecture, reflecting the style and historical significance of the place.
- Eco-friendliness: the use of environmentally friendly materials and colors that do not disturb the natural balance and harmony in the urban environment.
- Functionality: Choosing a color that suits the standards of urban living, such as using calmer shades for office and residential buildings and bright colors for public spaces to create visual accents.

London's color palette is a sophisticated blend of historical traditions and contemporary trends, with an emphasis on seamless interaction with nature and technological innovation. Colors serve different functions in different parts of the city, from creating stability and a cozy atmosphere in historical areas to dynamic and vibrant solutions in modern areas.

Conclusions: Thus, modeling urban space using a color design code is based on three key principles: harmony, territoriality and ecology.

The principle of harmony suggests that the adoption of coloristic decisions of the design code should be based on a deep knowledge of color theory, and also take into account the basic physical properties of color and the psychology of perception. The correct combination of colors creates a visual unity that promotes a comfortable perception of the environment and is embodied in the existing urban environment [15].

The principle of territoriality requires a careful approach to the selection of color combinations based on the cultural and ethnic characteristics of the local population. Studying and taking into account the cultural identity of the territory is important, since many cities, especially during the period of industrialization (20th century), lost their uniqueness and needed to be

restored. Natural features and cultural heritage sites should become the basis for creating a new space of the urban environment, taking into account the individuality of each city.

The principle of sustainability is to use local natural materials for construction, which can be recycled in an environmentally friendly manner or reused. These agreements not only preserve the natural balance but also return material colors to the palette of architects and designers. It is also important to use greenery and natural landscape features as a basis for color solutions in design, which will help to create a sustainable and environmentally friendly urban environment.

### Conclusion

The city design code is a modern tool that creates the impression of a comfortable and sustainable urban environment. Its implementation requires taking into account the history, culture and characteristics of the territory, as well as the active participation of the local community. Coloristics, as one of the main principles of the design code, plays an important role in creating a unique image of the city and improving the quality of life of its residents.

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