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**COLORISTIC AND VOLUME AND SPATIAL PERCEPTION
OF AUTISM SPECTRUM**

Inability of modern society to reproduce a favourable environment for the rehabilitation of people with autism taking into account their individual necessities.

Absence of the systematized building norms and requirements makes impossible the report of correctional establishments for autists. Coming from information of leading world organizations which gets busy by researches of autism, there is a tendency of growth of amount of people which suffer on autism and now it is 1-2% from all population of the planet. In Ukraine such statistic does not represent the real consisting in the country and it still remains unknown for lack of statistic.

So in January 2017 the amount of people with autism in Ukraine is officially 5092, that in any way does not meet with statistics, presented by every region separately [1].

In Ukraine specialized establishments for people with autism are absent. And if children have a possibility to visit rehabilitation groups, for adults such possibility is absent, so such people are not given any help in our country. Autists who attained majority, are given such diagnosis like «schizophrenia» automatically and they are forcibly insulated from society.

To consider a tendency of development of autism as «mass» illness, to trace the influence of ACD on creation of architectural appearance and forming of individual environment in the structure of a city.

For today the number of people with autism is growing. If it is not autism as is, it is ACD.

«If you know one autist, you know only one autist».

Autism is «development othergates»: such children think and study their own way, they perceive information differently. Every «patient» is individual and requires not only separate treatment but also individual attention to the creation of the environment of living. Depending on the stage and THE degree of ACD autist perceive those or other things variously: someone feels discomfort from rich colours, large windows and noise, others feel a physical equilibrium vice versa. Individual approach and system understanding of needs is necessary.

It is immediately apparent from the foregoing that we understand that it is necessary to have a clear picture of coloured and spatial perception of autists for their subsequent successful rehabilitation.

Principal reasons of creation of separate establishment are for people with autism:

- Absence of empathy.
- Difficulties of verbal communication.
- Necessity of schedule.
- Emotional crisis; Unusual language of fingers and mimicry.
- Delay of agile skills development; sensory sensitiveness is enhanceable.
- Fixing on one type of activity.
- Complication of socialization; [2, p. 10].

People with autism are limited in the actions. They cannot freely coexist with other representatives of society. The necessity of planning of such establishment, which would give a man possibility to be rehabilitated in the modern world, to get knowledge, a profession and habitation, is growing for this reason.

Efficiency of treatment depends on the stage of illness and it is individual for every patient.

Treatment of autism for the adults is related to their adaptation in society, stopping of progress of a disease. The sooner a fight against a disease will be begun, the better results can be attained. Great attention is given to behavioural therapy and maximally comfort adaptation of «a patient» in society.

The examination, a row of measures, directed in support of the vital functions of a patient, a setting of the special diets, all helps to support «a patient».

The organization of internal space. Geometry of the interior, co-operation in space must be an instrument in the creation of atmosphere of rest, rest and relaxation, and it must protect from the casual injuring. Direct corners are consciously integrated in half-round forms which are instruments in the best perception of space.

The radial planning is an instrument in the creation of atmosphere of rest. The co-relation of basic volumes is important with playing open-space, recreation. Such geometry is an instrument in advancement of the idea, that the space must assist to the development of free co-operation [3, p. 145].

The planning of apartments must send autists, be predictable, but not monotonous. The absence of long corridors is desired, apartments must pass from one to other, not forming superfluous obstacles on a way.

Colour perception. An important role in the perception of space is played by co-operation of light and colour. It is necessary to use indirect illumination at which smoothes lines are instruments in an additional calming effect to tone down the interior.

As our emotions in any case depend on the coloured decision, in priority ther is a fresh neutral palette with addition of some bright elements. A separate place in the coloured perception of autists is taken to orange. Also, an important role belongs to

the bright paints, so as some stages of illness need the coloured subcharging. The colour perception of autistic spectrum is ambiguous. Some colours in a clean kind cause aggression or oppressive state. But in certain combinations the same coloured spots result in emotional stability.

On the basis of the systematized information they draw conclusion, that a necessity of creation of the specialized centers of rehabilitation, which will serve a «rapid» correction on the way of integration in society of people which suffer on autism, is.

Thus, if all principles of coloured and spatial perception will be taken into account at planning the environments for autists, which feel outward things sharply, the integration of such children in a social environment and corrective processes will have more chances on success. Every special «patient» must feel comfortably in an environment, where he is forced to be.

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ІННОВАЦІЇ В ГАЛУЗІ РЕКЛАМНОГО ДИЗАЙНУ СУВЕНІРІВ В УКРАЇНІ

Індустрія сувенірів є однією із найбільш орієнтованих на споживача і на його запити сфер матеріального виробництва. Відповідним чином це спричиняє динамічні зміни у рекламному дизайні сувенірної продукції. Незаперечним є те,