

## 1.2. АНОТАЦІЯ ТА КЛЮЧОВІ СЛОВА (АНГЛІЙСЬКОЮ МОВОЮ)

The diploma project «Harmonious Sincerity» is a series of vinyl record cover designs featuring folk calendar and ritual songs of Ukraine.

Its main goal is to promote the revival of Ukrainian folk ritual songs among modern ensembles and music enthusiasts.

The series consists of 5 vinyl covers, each dedicated to folk songs of Ukrainian calendar and ritual holidays, namely:

- Malanka or "generous evening" — festive songs;
- Easter or pre-Christian celebration of spring — Gaivki;
- Ivan Kupala — Kupala songs;
- harvest festival (gathering of the first and last sheaf);
- Christmas — carols.

Additionally, the design includes the development of an inner paper envelope included in the set and a "label" or "apple" sticker label applied to the surface of the record itself. The design development also involved creating a corporate logo, label name (producer), and accents.

**Keywords:** Ukrainian folk calendar-ritual song creativity, vinyl records, logo, design.