

ROLE AND IMPORTANCE OF ART EDUCATION IN PUBLISHING

In the summary based on personal experience, this article shows the role of art education in publishing and the influence of individual teaching methods on the lives of students.

Keywords: *Ukrainian folk tales, publishing, art education, Winter Light Books.*

Book is a source of knowledge, form of communication and self-expression. It is very important to have a voice in a world of dissonance and chaos.

We founded «Winter Light Books» publishing fifteen years ago to give voice to Ukrainian folk tales in the English speaking part of it. To open its richness and beauty to the rest of the world. My background is in music and history. Besides finishing Drohobych Pedagogical Institute, I was active in the Bayan and Accordion ensemble of R. Soroka; an ensemble of folk instruments of E. Mantulev, and the choir «Legend» conductor O. Tsyhylyk. All of it doesn't seem to be connected to publishing, but it is.

Music, art, literature, dance or film teach us discipline, imagination, individuality and have a big role in developing of motor-sensory function. It is universal part of education, like tennis is of sports. Publishing is a complex business and demands clarity, creativity, vision and so much more. We are fortunate to have artists from Drohobych O. Sikora and D. Zagaiskaas illustrators of our books as part of the team. It was difficult to find an artist that will reflect our vision of illustration, but maintain their artistic freedom.

As an example, one of the tales «The Mare's Head» can be scary and we were always telling it in the dark trying to create this atmosphere of doom and gloom, but we chose to present its lighter side. So the illustrations are in bright, vibrant colors showing the positive point of the story: the good daughter is rewarded for being a hardworking and loving human.

In our bilingual coloring book «Seasons» we used excerpts from the poetry of T. Shevchenko, a national poet of Ukraine who is integral part of education.

My voice lessons were instrumental in recording the CD «Ukrainian Folk Tales» (in Ukrainian). I couldn't have done it without M. Koroban and I. Klishch. Thank you my dear teachers for all your hard work. It helped with breathing, phrasing, and intonation.

Libraries should be an important part of the educational process as well. Floral Park Public Library offers musical instruments to borrow: guitar, roll up piano, ukulele, and digital drum mbira (traditional to the Shome people of Zimbabwe). This kind of borrowing could be implemented in the libraries of Ukraine to promote musical education.

Conclusions. Education and especially art education is needed in these hard times for the country and its people.

So I wish all of you much health, patience, understanding, and most of all, victory.
Glory to Ukraine!

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