

In the 21st century, due to the technological boom, their environmental influence, household, human minds and way of thinking, as well as on design and art, today, clear borders between design and art not very obvious. Often there is no real clarity at which point the designer's work turns into an art object.

Although there is a view that design and art are two inextricably linked concepts, however, other design and art researchers believe that there is a significant difference between design and art.

The study aims is exploring the nature of design and art, looking at the shared and distinctive features of these two areas, illustrating it with the works of Latvian and foreign designers and artists.

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GAME DESIGN AS AN ADVERTISING TOOL

Key words: game design, graphic design, advertising, observation, questionnaire.

Nowadays, when technologies continue their fast development, computer games are gaining great popularity. Regardless of competition, classical games or board games do not lose their relevance, as shown by several annual contests and exhibitions that are organized to stimulate the development of this industry. Games are different by their specific. They educate, develop memory, logic, attention. Attractive design improves the impression of the game and also promotes product in the market. Games are effectively used in studying and have good perspectives to become a successful advertising tool.

The aim of research is to analyze the development of games and their influence on people, as well as to explore the possibilities of using game for advertising purposes.

Research methods: theoretical - research of literature and internet resources, analysis of analogues; empirical - observation, questionnaire.

In the framework of research, the informative game design was developed for promotional events of the Rezekne Academy of Technologies (RTA). Game was approbated on the RTA Information Day in 2018. Observation and questioning of the players allow us to conclude that games design and content are binding, create interest and willing to participate in the game. The developed bonus system promotes enthusiasm.

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INFLUENCE OF BUILDING TRADITIONS OF FORTIFIED URBANISTIC STRUCTURES OF BYZANTIUM ON THE ESTABLISHMENT OF THE 13TH CENTURY GERMAN ADMINISTRATIVE CENTRES IN THE ORTHODOX LANDS IN LIVONIA

In 395 the Roman Empire was divided in the Western Roman Empire and the Eastern Roman Empire or Byzantium on whose capital city Constantinople a strong defensive wall was built, creating three-part planning that affected building traditions in Orthodox lands, also in Russia where Christianity was adopted in the 10th century, but in the second half of the 11th century it was introduced in Latgalian lands. In German lands two-part planning was made to Wartburg fortifications (1067–1075) after reconstruction (1140–1172), separating front-castle from Ruler's residence, but in Livonian architectural structures of fortified buildings created by Germans was supplemented with a castle settlement, which in three-part planning developed as a separate structural unit. Current researches: American geographer John Leighly (1895–1986) on the basis of local features grouped fortified complexes of Fellin (now Viljandi), Wolmar (now Valmiera) and Kokenhusen emphasising the link of Livonian castles with town. Estonian historian of architecture Elmo Raadik (1925–1969) together with prof. Dr. art. Voldemar Vaga (1899–1999) worked out a research "Viljandi arhitektuuri ajalugu feodalismi perioodil (XIII–XIX sajandi keskpaigani)" (1960). Latvian historian, archivist Roberts Malvess (1905–1982) compiled "Building History of Kokenhusen Castle. The 13th century–20s of the 17th century, but Dr. hist. Tatjana Berga conducted archaeological research (1988–1996) of Wolmar Castle. Historical, archaeological, architectonic research materials of Livonian fortresses have been included into series "Latvian Medieval Castles" published by Latvia History Institute. Estonian archaeologists Aare Kodar and Dr. Erki Russow published a new research "On Development of Town of Viljandi in Light of Earliest Archaeological Find Complexes" (2013). Impact of

Byzantium fortified urban building structure traditions on the 13th century German administrative centre planning in Livonia has been studied insufficiently.

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NEW FACTS ABOUT PROBABLY THE OLDEST TIMBER BUILDING IN JĒKABPILS

A small dwelling house in Jēkabpils on Brīvības Street 125 is considered to be the oldest wooden building in the city. The oldest plan that contains this building, dates back to 1808. On this basis, it was assumed, that the building was built in 1808, but there is no other justification for this date. In order to prove or clarify this hypothesis, architectural research of a building has been conducted. The development of Jēkabpils was influenced by large fires in 1778 and 1878, that destroyed nearly two thirds of the city. The building is a typical dwelling house of a small town in the 19th century. It is a wooden log building with half hipped roof, thereby preserving the original volume, the architectural composition and the finish of the facade. Historical interior decoration fragments have also been preserved. The architecture of the facade of the building dates back to the 19th century. Facades is formed by the typical elements of the 19th and the first half of the 20th century - windows, doors, eaves, planks and tin roofing. The building is an integral part of the historic center of Jēkabpils and represents an authentic piece of ancient building on Brīvības Street. It is possible that the evolution of the building volume is complicated. This is indicated by differences in the design of the ceiling constructions. Perhaps one part of the building is older. With some changes, the historical layout remains unchanged. The research results allow us to put forward the hypothesis that around 1911, a rebuilding process has taken place when half of the building was renovated, a roof room was built and a new roof structure is at least partially built. Additional information can be obtained during construction work, when the wall structures are more exposed. In general, it can be assumed that the existing building volume was formed in the first quarter of the 19th century, but the exact construction date of the building is still unknown.

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POSSIBILITIES OF PROVIDING SUSTAINABLE DESIGN IN RECREATION ZONES IN FLOODING AREAS OF RIVERS

Key words: sustainable design, recreation zone, flooding areas, triangulation.

In the rapid rhythm of life, more and more people are striving for a good rest, spending time in nature and near water. The ergonomic and attractive recreational areas are a great representation for each community, attracting both locals and guests. The aim of the article is to find out the need for the creation of new recreational green spaces, making the flood areas accessible to people, and to identify the most important problems that may be encountered in providing sustainable design in specific areas. The triangulation of mixed research methods was used as the method of collecting and analyzing data for the article. Research methods: situation analysis, research of analogue situations, questionnaire of potential users and an interview with expert.

The results of the research provide universal and sustainable (both material and economic) solutions that will be used for the planning of recreational green spaces in river flood areas, with the possibility to adapt them to a specific situation. Summarizing the results of the research, information has been obtained that it is significant for people to have qualitative recreational green spaces and how to set up such sites most effectively, increasing the availability of urban green structures in river flood areas.

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TOWER HOUSE – STRATEGICALLY SIGNIFICANT COMPONENT IN LIVONIAN AND PRUSSIAN URBAN FORTIFIED BUILDING COMPLEX DURING 13TH–14TH CENTURIES