

використання ґрунтів, модерування співпраці місцевої влади та землевласників, використання новітніх рослинних культур та технологій, що зберігають ґрунти.

Проектами про стан питної води є контроль над дотриманням законодавства на рівні громади чи ведення аналізу та обліку питної води на території громади.

Питання твердих відходів та сміття передбачають роботу з першопричинами забруднення на рівні ментальності, впровадження рециклінгу та розподілу твердих відходів.

Ландшафт і його зміни можна покращувати шляхом контролю антропогенних впливів.

Для екологізації виробництва корисно проводити іміджеві заходи для підприємств, використовувати механізми квотування та податкових пільг, залучати сучасні технології виробництва.

Сучасні природоохоронні проекти є оптимальним механізмом для реалізації глобальних та локальних екологічних програм у територіальних громадах. Використання науково-обґрунтованих інструментів та методів управління під час роботи над проектом дає можливість отримати максимально можливий результат співпраці зацікавлених сторін та ефект синергії між ними. Проектний підхід дає можливість залучати максимальні ресурси для екологічної діяльності відповідно до конкретних природоохоронних завдань.

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THE SIMPLE APPROACH IN MANAGEMENT OF DESIGN PROJECTS

Why does the success of a design project often depend on the ability to plan and organize work effectively? The answer is simple: clear control of time, resources, and clear communication allows creating product of high quality on time and within

budget. The aim of this research is to explore the main aspects of design project management, focusing on simple and effective planning tools, the importance of communication with the client, and effective time and resource management. The purpose of the work is to show that even with the help of simple methods it is possible to achieve significant results in the management of design projects.

A design project is a systematic procedure that involves an in-depth study of the user's needs, the development of innovative concepts, detailed design and implementation of a new product or service that harmoniously combines aesthetics, functionality and manufacturability [3, p.5].

Effective design project management is the key to success. It allows us not only to achieve high quality of the final product, but also to optimise the use of resources, improve team communication and ensure complete client satisfaction. By clearly planning and controlling the process, we avoid mistakes and inconsistencies, and we achieve the desired results within the approved budget and deadlines. By investing in effective management, we minimise risks and guarantee project success. [1, p.7]

Design projects have unique characteristics that distinguish them from other types of projects. Subjectivity of perception, interactivity of the process, non-linear structure and multidisciplinary are key features that need to be taken into account when managing such projects. Such projects often involve interaction with various aspects - from visual aesthetics to technical implementation, which requires close cooperation between designers, programmers, marketers and other specialists. [4]

The interactive nature of the process means that there is constant improvement and change at every stage of the project, making agile management critical. The non-linear structure means that work can develop in several directions simultaneously, rather than following a clearly defined plan. The subjectivity of perception also plays a big role, as the final result is evaluated not only by technical indicators, but also by how it affects the user's emotional experience. The effectiveness of design is directly related to how well it meets the user's needs. It is necessary to study deeply the needs

of our clients, their desires and problems, as well as the ability to adapt the project to changes in these needs throughout the development process.

Despite its specificity, design project management can be greatly simplified by applying effective methods. A clear statement of goals allows the design team to understand better the end result. Using agile methodologies, such as Agile or Scrum, makes it possible to adapt quickly to changes in requirements and make adjustments without disrupting the overall project. Visualisation of the process through tools such as Kanban boards or Gantt charts helps to better understand progress and provides transparency at every stage of development. Regular communication within the team and with the client helps to solve problems quickly and reduces the number of misunderstandings. Collecting feedback at each stage of the project allows you to identify inconsistencies with client expectations in time and make the necessary changes, which helps to improve the quality of the final product. Thus, these simple but effective approaches make the design project development process more transparent, flexible and efficient, reducing risks and increasing customer satisfaction.

Visualising a project using special tools (e.g. whiteboards or digital platforms such as Trello, Miro or Figma) helps all team members not only see the big picture but also track progress at each stage in detail. This contributes to a clear understanding of the roles and responsibilities of each participant, which in turn facilitates coordination and helps to avoid duplication of efforts [2].

Due to the transparency of the process, each team member can pay attention to possible obstacles or miss an important detail in time, which allows to adjust quickly without losing the overall quality of the project. Regular meetings and discussions not only ensure a quick response to changes, but also contribute to the development of new ideas that can improve the final result. In addition, such meetings create an opportunity to exchange experiences and ideas between different departments or specialists, which stimulates collective creativity and increases the level of team cooperation.

Informed decision-making is achieved easier because the entire team has access to up-to-date information and analytics in real time. This allows all participants to consider both the overall project goals and the individual needs of the client, ensuring a balanced approach to project management and development.

The development of mobile applications, website updates, and brand guides are prime examples of how simple and effective management methods can turn a design project into a success. In each of these cases, the use of agile methodologies such as Agile or Scrum, as well as regular feedback from customers and end users, helped create products that met user needs and achieved their goals. For example, when redesigning XYZ's website, the team actively used user testing methods to quickly identify and eliminate deficiencies and adapt the interface to the needs of visitors. This resulted in a 30% increase in conversion within the first month of launch. Also, in the process of creating brand books, regular discussions with the client helped to create a clear brand identity, which increased its recognition in the market. Thus, effective project management in design not only improves the quality of the final product, but also builds strong partnerships between all participants in the process. Informed decision-making is made easier because the entire team has access to up-to-date information and analytics in real time. This allows all participants to consider both the overall project goals and the individual needs of the client, ensuring a balanced approach to project management and development.

Managing design projects requires a special approach that takes into account their unique characteristics, such as interactivity, subjectivity and multiple disciplines. Simple but effective planning methods, clear communication and flexibility in processes are key to successful project delivery. These principles help to reduce risks, improve the quality of the final product and ensure customer satisfaction. Regular feedback, process visualisation and active cooperation of all participants allow not only to adapt to changes but also to develop innovative ideas, which will contribute to the success of the project. Thus, a simple approach to design

project management can bring significant results that will strengthen a company's competitiveness in the market and contribute to its sustainable development.

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BEYOND THE BRIEF: A PROJECT-BASED APPROACH TO DESIGN

Nowadays, in this modern world, creating a unique design project that will be relevant and meaningful to customers is essential. Organization of the workflow is one of the critical aspects of creating a successful project. A project-based approach to design can provide a structured framework that enhances collaboration, reduces risk, and ensures a comprehensive project implementation.