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FACTORS INFLUENCING THE DESIGN OF ADOLESCENT UNIFORMS AND DETERMINING THEIR FUNCTIONS

Sharipova Saodat Islovovna*

*Bukhara Engineering and Technology Institute,
 UZBEKISTAN

ABSTRACT

Teenagers of school age spend a lot of time in school, and therefore, the clothes worn to school are the most popular and diverse. Based on the analysis and generalization of a priori information and consumer situations, a block diagram of the main functions of modern teenage uniforms is developed. It is established that teenage uniforms are a complex multifunctional object and the development of a wardrobe of uniforms should be approached from a position that primarily provides comfortable conditions for the student in various situations of consumption.

KEYWORDS: *Teen Clothes, The Time Budget Of The Student, The Functions Of The Uniform*

INTRODUCTION

The success of industrial enterprises is associated with a rapid response to consumer demand, expanding the range, clarifying the volume, improving the quality of products while ensuring sufficient profit and production efficiency. Therefore, marketing research plays a leading role in planning the manufactured range of clothing [1].

The process of designing teenage uniforms has its own specifics, due to increased consumer requirements for it due to the peculiarities of the morphology, physiology and psychology of the child during periods of growth and development.

The imbalance of the domestic economy, accompanied by frequent crises, revealed the imperfections and shortcomings of the methods used for conducting pre-project work and the composition of initial information based on marketing research.

Analysis and determination of the initial situation is carried out to establish targeted actions of pre-project research of the consumer market and the development of a rational assortment

collection of the industrial level. analysis of the initial situation in the design of a complex object (assortment) or a separate assortment unit involves the synthesis and analysis of consumer situations.

The consumer situation is a mode of use of the product associated with the place of its consumption, characterized by stable standards of treatment of the product and placing special requirements on the operational and artistic and aesthetic properties of the product.

Under the conditions of consumption, we understand a set of environmental factors in which the child's activity takes place, and which have a certain influence on him at a certain time of day.

As you know, the daily time, from the point of view of physiology, is conditionally divided into active and passive. the passive time of day refers to the period when the child is in an inert state, active time is the time when the child's vital activity increases, accompanied by a separate amount of energy consumption of the body and therefore requires a special approach in choosing clothes.

When a child comes to school, his lifestyle changes: there are new responsibilities, daily routines, and classes according to the educational process. The circle of communication is expanding - with peers, teachers, with high school students, etc. younger students have a great need for joint activities: games, collective

Leisure, work and other activities of interest, for example, in circles - art drawing, modeling, sports, music, etc. in this regard, the child's wardrobe is not only expanding, but also significantly changing due to the appearance of new items of clothing necessary for study and occupation, corresponding to his age and type of activity.

Older children are more actively involved in various activities. In this regard, uniform clothing is becoming increasingly unified and expedient. There is a need for specialized clothing (for sports, the profile of work in training workshops, in clubs, etc.).

As was usually the case, the time allotted for recreation is often spent outdoors at any time of the year. clothing during walks protects the child's body from cold, wind, rain and solar radiation, and since children are most active at this time, it also protects them from various injuries. in this case, the main dominant function of adolescent uniforms is a protective function that protects the child's body from adverse external influences of the climatic environment, which is especially important for the clothes that the child wears every day (school and every day).

Children in technology lessons, early labor, when performing physical work at home, on the garden plot, wear various dressing gowns, aprons, and headscarves over their main clothes. In this case, the clothing, performing the function of protection, ensures the safety of the main clothing from objects of labor and industrial pollution. Such clothing for its intended purpose refers to technological clothing.

The child at recess enjoys spending time in sports games, which allows him to move a lot, clothing in these cases provides normal conditions for movement, a comfortable state of the microclimate of the clothing air and the nervous system, i.e. performs a physiological and hygienic function. Uniform clothing supports the external environment in a state favorable for the flow of life, expanding the interaction of the child with the environment, optimizing the

conditions of his activity [3], which is especially important for the child's body, since uniforms and casual wear are among the most wearable.

The entire budget of children's time was divided into three components: sleep, study and leisure.

The time allotted for sleep refers to passive time, because the child's body is at rest. study and leisure, accompanied by a complex of different activities and requiring a certain physical activity-to active. Moreover, the main time, more than 70% of the time, according to research results, children spend at school, for example, the "working day" of a lyceum student, taking into account the preparation of homework and other activities, lasts 10-12 hours in primary classes and up to 15 hours in senior ones.

It is established that the main time of high school students more than half (51.3 %) of the daily time is allocated to study with the road there and back. The second place in the share of the daily time budget of schoolchildren is occupied by time for basic restorative rest - night sleep (26.7 %), the third place (10%) is time for personal hygiene, self-care, food, etc. The share of free time is 4.1%. Other activities take up 7.9 % of the daily time.

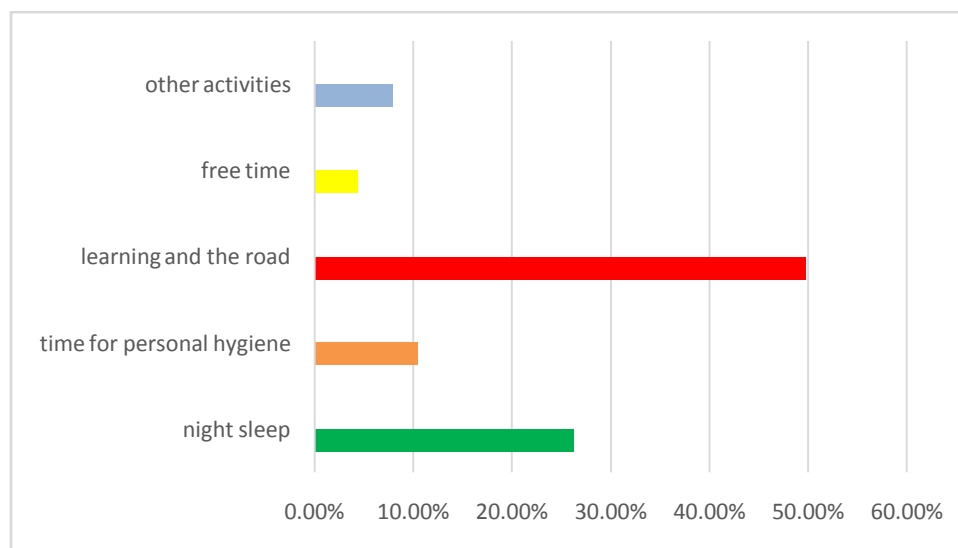


Figure 1. The time budget of a modern high school student.

Teenagers of school age spend time at school, and therefore, the clothes worn to school are the most popular and diverse. Based on the analysis and generalization of a priori information and consumer situations, a block diagram of the main functions of modern teenage uniforms is developed. It is established that teenage uniforms are a complex multifunctional object and the development of a wardrobe of uniforms should be approached from a position that primarily provides comfortable conditions for the student in various situations of consumption.

Classes at the school are arranged in such a way that in addition to general education subjects, physical training, labor training, music, etc. are included. Special attention is paid to the organization of children's leisure time after the main classes, because this time is a kind of way of conducting educational and familiarization work of teachers with children.

The whole complex of school activities is aimed at the development of mental abilities, the formation of moral and ethical norms of human behavior in society and the education of a sense of responsibility in various situations.

The activities of children in school are so diverse that in order to establish the requirements imposed on adolescent clothing when forming an assortment collection, it is advisable to consider their types and the functions of clothing used for these cases.

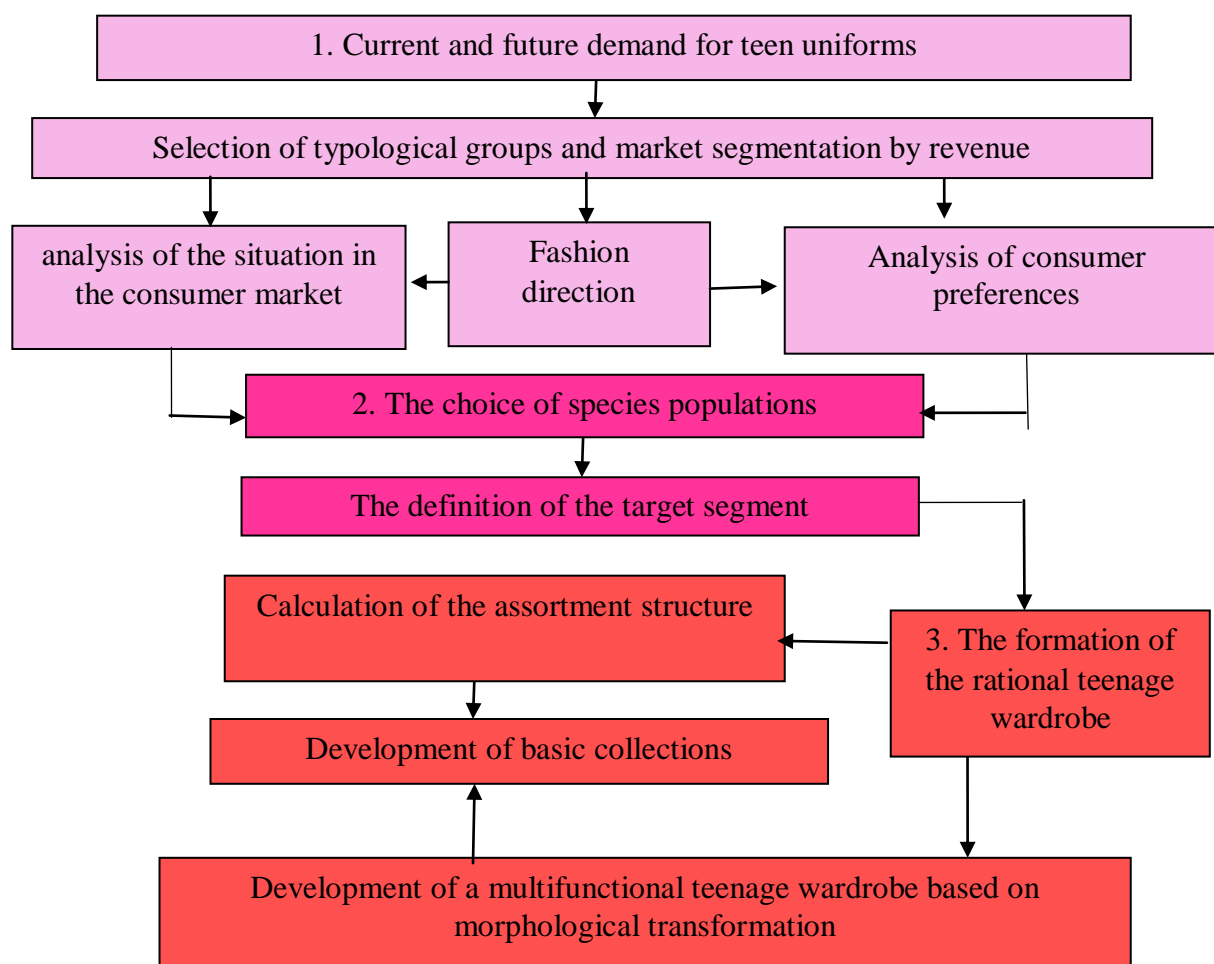


Figure-2. Generalized block diagram of the process of forming a rational assortment of adolescent uniforms of industrial level.

The function of clothing is understood as a characteristic that determines the actual performance of the product of its purpose, i.e. the implementation in the process of consumption of the properties of the product determined by the purpose and morphology.

The functions of the product are diverse, and in order to create a functional "portrait", it is necessary to type the functions and select the most dominant of them, i.e., bearing the dominant value.

In this regard, a block diagram of the main functions of modern teenage uniforms has been developed (Figure 2).

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