



DEAR COLLEAGUES!



**Creative industries**  
modern trends

We invite you to participate in the International Scientific and Practical Online Conference for students, postgraduate students, young scientists and practitioners  
"CREATIVE INDUSTRIES: MODERN TRENDS"

**24-25**  
May 2023

#### CONFERENCE PROGRAM INCLUDES:

- Plenary session, work of sections, poster presentations.
- Round tables, master classes and guest lectures.
- Competition for the best poster presentation (for students and postgraduates).

#### THE MAIN AREAS OF THE CONFERENCE:

- Trends and prospects for the development of creative industries.
- Creative industries in crisis situations.
- Innovative technologies in creative industries.
- Education in the field of creative industries.
- Creative industries in the social and humanitarian sphere.
- The role of creative industries in the development of the city and region.
- Journalism and new media as a creative phenomenon.

#### ROUND TABLES:

- with advertising and PR specialists "Advertising and PR creativity in the promotion of modern brands";
- with media specialists and journalists "Author's journalism projects: from creativity to public benefit";
- with publishers-practitioners "Professional inquiries of the modern publishing industry during the martial law".

#### WORKSHOPS:

- Creative, design, communication
- Game design workshop

#### ONLINE PLATFORM OF THE CONFERENCE:

will be further notified.

#### WORKING LANGUAGE:

Ukrainian, English.

To participate in the conference, it is necessary to prepare abstracts of the report or a poster presentation according to the example and fill out the [registration form](#) by May 10, 2023.

#### RESPONSIBLE SECRETARY OF THE CONFERENCE:

Daria Kharamurza, senior lecturer at the Department of Advertising and Public Relations

+380(98)3552813

[d.kharamurza@kubg.edu.ua](mailto:d.kharamurza@kubg.edu.ua)

## REQUIREMENTS FOR PREPARATION OF CONFERENCE MATERIALS

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#### REQUIREMENTS FOR PREPARATION OF REPORTS' ABSTRACTS:

Theses must be drawn up on A4 paper (210x297 mm) (save the file in \*.doc or \*.docx format).

Orientation is book-based.

Page Layout: all fields are 2 cm.

Paragraph indentation – 1.25 cm.

Line spacing is 1.

The font size is 14 (Times New Roman).

Don't use transposition of words.

Don't use page numbering.

Images and tables should be submitted after the text, where they are mentioned for the first time, or on the next page. All images are signed below. Tables must have headers (orientation of table headers is to the right). The text in the table should be font size 10–12 (Times New Roman). Do not use the landscape version of images and tables.

Formulas: please use the internal formula editor in Microsoft Word.

References to sources used in the text should be given in square brackets [1, p. 2], the list of used sources should be presented at the end of the text in the order of references.

The length of abstracts of the report is up to 3 pages.

#### Abstracts' structure:

1. Title of abstracts in capital letters (normal font in the center).
2. Across the line, the surname and name of the author(s), position (student, postgraduate student, lecturer etc.), name of the institution (place of study / work) (in italics, right alignment).
3. Surname and name of the scientific supervisor, academic title (if available) (in italics, right alignment).
4. Annotation in English across the line. The volume is up to 500 characters.
5. Keywords (3–5 words or phrases).
6. The language of Abstracts is English.
7. References (3–4 sources) are drawn up in accordance with APA style. [Presentation materials APA](#).
8. Signature of the scientific supervisor.

ATTENTION PLEASE! Abstracts of reports must be checked by the supervisor and signed electronically.

9. File name: author's last name + underscore + "abstracts". For example: Shevchenko\_abstracts.

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## REQUIREMENTS FOR PREPARATION OF CONFERENCE MATERIALS

### REQUIREMENTS FOR PREPARATION OF A POSTER PRESENTATION REPORT:

The size of the poster is 125x80 cm.

In the structure of the report should be the purpose and objectives of the research, materials and methods of its implementation, obtained results, and conclusions must be briefly formulated.

All abbreviations (except for commonly accepted units of measurement) may be used only after mentioning the full term.

Designing the title:

- the first line (or several lines if necessary) – the title of the report in capital letters;
- the second line (or several lines if necessary) – initials, surname(s) of the author(s);
- the third line – the full name of the institution, organization;
- the fourth line – the name of the subdivision, department, chair;
- the fifth line – surname(s) and initials of the scientific supervisor(s), academic title (if available).

The text of the report.

The poster presentation must contain illustrative material (at least 50% of the poster area).

The font size in the text of the poster should be at least 20.

#### CONTEST FOR THE BEST STUDENT POSTER PRESENTATION:

1. To participate in the contest, you must register via following link by May 10, 2023.
2. Prepare in accordance with the above requirements and send abstracts to the e-mail of Margaryta Ntreba (m.netreba@kubg.edu.ua). In the subject of the letter, write "Poster presentation".
3. Prepare a poster of 841 x 594 mm (A1 format).
4. Send an electronic version of the poster in PDF format, which will be posted on the conference website.
5. All participants of the contest for the best poster presentation MUST present their poster at the conference, otherwise it will be rejected.

#### REQUIREMENTS FOR PRESENTATION OF THE REPORTS DURING THE CONFERENCE:

Structure of the presentation:

- relevance of research;
- purpose and objectives;
- theoretical part;
- research methodology;
- visual and illustrative part;
- research results.

Requirements for style design:

All slides should be designed in the same style.

The design is simple and concise.

Font contrast can be created using: font size or thickness, stroke, shape, and color.

Each combination of text, color and background: dark font, light background.

The slides should have a thesis.

The slides should have these that accompany the presentation of the speaker's thoughts, and not the other way around.

The design of the slides should not distract the attention of the listeners from its meaningful part.

## EXAMPLE OF PREPARATION OF CONFERENCE MATERIALS FOR PUBLICATION

### EXAMPLE

PROMOTION OF THE NEW MASTER'S PROGRAM THROUGH VIDEO SCRIBING TECHNOLOGY: THE CASE OF GRINCHENKO UNIVERSITY

Sokolovska M.,  
student of the Faculty of Journalism

Borys Grinchenko Kyiv University.

Supervisor:

M. Ntreba, Candidate of Sciences in Social Communications

PROMOTION OF THE NEW MASTER'S PROGRAM THROUGH VIDEO SCRIBING TECHNOLOGY: THE CASE OF GRINCHENKO UNIVERSITY

In today's conditions of real competition in the market of educational services, it is important not only to create a high-quality modern educational product, but also to effectively tell a potential audience about it...

Keywords: promotion, video scribing technology, master's program.

References:

Androshchuk, I. V., & Androshchuk, I. P. (2019). Scribing as a Means of Enhancing the Educational Process in Secondary School. *Information Technologies and Learning Tools*, 72(4), 67-80. <https://doi.org/10.33407/itlt.v72i4.2602>

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