

An important figure in the history grotesque is William Kazlon IV, the great-grandson of a very famous typographer. Great-grandson decided to make a sans serif font, to simplify it. His font was criticized a lot and it looked clumsy in that times [2].

Then the industrial revolution began where a need for engineers was. And the engineers needed drawings where the new fonts would work perfectly, the antiques on the drawings did not work at all, nothing could be disassembled.

**Conclusion:** summing up, we can say that the psychology of the font determines which effect will produce a particular font on the user. Typography or fonts are a very significant component ignoring of which leads to the creation of lower-quality web design. Many designers focus on the beauty and artistic attractiveness of the project, color combinations and practical value, but few treat the fonts with the same scrupulousness. They just do not understand what the headset is sending the message to the user.

#### REFERENCES

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#### TIME MANAGEMENT AS AN INNOVATIVE WAY TO MANAGE TIME

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*Resume – One of the causes of stress at work is lack of time. If you want to avoid such stressful situations that will cause your failure, you need to learn how to manage time, or time management. To do it, you must follow some rules that will help you to organize your day.*

*Резюме - Одной из причин стресса на работе является нехватка времени. Если вы хотите избежать таких стрессовых ситуаций, которые могут привести к проблемам, вам нужно научиться управлять своим временем. Для этого необходимо соблюдать некоторые правила, которые помогут вам организовать свой день.*

**Introduction.** In a market economy, a person feels an increasing mental and emotional stress due to the increasing difficulties of social life. We live in a world where everything changes with incredible speed. In a world where a person does not have time to adapt to one thing as another one has already appeared. And you need to immediately merge into this novelty, get used to it. Our pace of life can't be called calm and stable, and this directly leads to stressful situations. One of the causes of stress at work is lack of time and adaptation to new technologies. It often happens that workers do not have time to cope with a lot of work because of the incorrect distribution of time and effort.

**Main part.** Any tension slows down efficiency, leads to sharp weakness and apathy. If you want to avoid such stressful situations that will cause your failure, it is necessary to learn how to manage time correctly or learn time management. To do it, you have to observe the following rules:

1) All your plans and thoughts should be recorded in a diary. If the task is only in your mind, then it does not exist. A plan on paper is a map that helps you to reach your goals without barriers. All in all, if a plan is only in your mind, then further you will not know how much time you spend on your goals.

It can improve your efficiency by 30% using such a list. Before bedtime, you should prepare a to-do list for the next day. In the morning you will clearly understand what tasks you should do this day and in what order to do them to achieve success.[1]

2) It is necessary to adhere to the plan all day long. If there are any urgent matters, then you need to add them to the list, but at the same time you need to understand what matters have the highest priority. As soon as one item from the list is completed, it should be crossed out. It will remind you that this item has been completed, and it will improve your mood. Also, it will give you an impetus to do the next task.

3) It is necessary to set fixed deadlines for each task. Before deadline you have to complete tasks. It should be remembered that if you abandon your task, and then start it again, the productivity will decrease 6 times.

4) A difficult and big task should be broken into simple smaller tasks. It can be represented as a "tree" - i.e. the main task is a "tree", and the subtasks for its implementation are the "branches". It is necessary to branch this "tree" until the process of completing the task becomes easy.

5) There is a 10/90 rule that is also useful in time management: if you spend 10% of your time on tasks planning, the savings in solving it will be 90% of the time, which will significantly increase the effectiveness.[2]

6) It's necessary to prioritize tasks properly. You can fail with the wrong distribution of priority.

7) Time management should apply the law of compulsory efficiency, and it states that there is never enough time to do all tasks, but there is always enough time for what is important. So, you have to decide what will bring you the best benefit and result. The law of forced efficiency works as follows:

a) Urgent and important tasks come first, because if you don't want to fail, they must be completed as soon as possible.

b) Important but not urgent tasks. You can forget about them for a while, but they can greatly influence on something in the future. If such tasks are constantly postponed, they will be transferred to the first group, so you need to determine by what time they need to be completed.

c) Urgent but unimportant tasks affect your success. Doing these tasks will not help you to achieve desired results and they may affect your productivity in a negative way. These tasks should be entrusted to someone else or reduce their number, because they take up most of the time.

d) Non-urgent and unimportant things. They do not affect your efficiency if they are not performed. Remove them from your to-do list.

1) Imagine that from the very beginning of the day, you need to eat a living frog, and your consolation would be that this is the worst thing happened this day. You can compare the "frog" with the most unpleasant and necessary task that needs to be done today. When you try to leave it for later, it will give an additional emotional stress. It is necessary to work without much thought and delay - just do it.

2) The most important word in time management is the word "NO". It is necessary to learn how to refuse and say no to tasks that will not bring you any benefit.

3) Try to observe what you do in your free time. Make a list of useless activities, for example, playing computer games or surfing the social networks. Add to the list such things that are useless and do not lead to a goal.

**Conclusion.** Thereby, those who want to be successful, you need to learn how to organize your day correctly, using the time management rules. And then there will be time not only for work, but also for effectively organized leisure time.

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#### PSYCHOLOGY OF ADVERTISING

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*Resume – The article contains methods of psychological impact of advertising on a person. There are examples of various ways, used by modern marketers to provide product sales.*

*Резюме – Статья содержит способы психологического воздействия рекламы на человека. Приводятся примеры различных способов и уловок, используемых современными маркетологами для обеспечения эффективного сбыта продаваемой продукции.*

**Introduction.** Nowadays advertising plays a significant role in every person's life. It directly affects the image and lifestyle, touches the views and attitudes to yourself and to the environment. Advertising shows us a certain behavior in a given situation. Today scientific and technological progress is not static and is developing quite quickly. And, unfortunately, the modern generation becomes slave to this progress, and advertising skillfully uses it.

**Main part.** Advertising is a type of activity that combines art and science, which are based on psychology, mathematics, statistics, logic and sociology. As an independent science, the psychology of advertising appeared over a hundred years ago. The founder of this science is the psychologist Walter Dill Scott, who in 1903 published his work "The Theory and Practice of Advertising", which describes the main issues of the impact of advertising on the buyer. Psychology of advertising, as a psychological science, studies the basic tools of influencing a person, as well as the peculiarities of people's perception of color, image, text, graphic design, and so on. Using this science allows to create certain conditions under which a "dialogue" is formed between the advertiser and the consumer of the goods, and as a result, it leads to effective sales of goods or services. Advertising, as the main marketing tool, uses the means of persuasion to ensure the interest of potential customers to the offered products by distributing through public channels [1]. The psychology of advertising pays considerable attention to influence, trying to force us to buy one or another product, which was useless for us before viewing advertisement. In order to avoid such situation, it is necessary to be aware of all the methods of influence that create the basis for advertising. Any product or service must satisfy an existing need. According to A. Maslow, there are five groups of needs. He suggested that a person satisfies needs in the following grade: 85% – physiological,