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**QUALIMETRIC ANALYSIS OF PRINTING DESIGN   
OF CHILDREN’S BOOK EDITIONS**

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***Research methodology.*** *For estimation of quality research of children’s artistic book and educational editions, a selection is done on the different age-old categories of readers. In every edition certain indexes of quality of typographic design and printing implementation are in obedience to positions of the proper normative document.*

***Results.*** *As a result of comparing of single indexes of design quality of book editions to basic ones, the conclusions have been done about the unsatisfactory level of quality of typographic design and printing implementation of all educational editions from a selection and most book artistic editions. The most widespread drawbacks of typographic design of books have been revealed and possible reasons of their origin have been pointed out. We have offered the ways of elimination of the enumerated defects.*

***Novelty.*** *The analysis of wide list of children’s editions (40 artistic and 50 educational) which present all age-dependent groups of readers has been first conducted. The tendency among publishers maximally to satiate book page text and illustrative information due to the increase of length of line, use of capacious fonts has been found out. It is accented, that the presentation of verbal information on a book turn unavoidable results in the laboured perception and surplus.*

***Practical significance.*** *The received results come into a notice to the important problem of disparity of the set norms of printing design of children’s editions and necessity of strengthening of control after the observance of standard requirements by publishers.*