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**THEORETICAL ASPECTS OF CONSTRUCTION OF QUALITATIVE COMPOSITION IN PRINTING INDUSTRY**

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***Research Methodology.*** *The analytical research of the placement of elements on the assembly line, the unity of form, content and style of design has been done taking into account aspects of psychological perception of information and the interaction of text and graphic elements.*

***Results.*** *Theoretical recommendations for obtaining a balanced composition of the publication have been formulated.*

***Novelty.*** *As a result of the study, an optimal way of obtaining a balanced composition of the publication has been determined. The optimal correlation between psychology of perception of information and compositional laws, means and methods of construction has been determined.*

***Practical Significance.*** *Taking into account the given recommendations, we can construct a composition that will provide a collection of all elements of the design, forming the unity of style, the integrity of the composition and the harmony of the publication as a whole.*