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**SYNTHESIS OF FACTORS MODEL OF INFOGRAPHICS
COMPOSITION DESIGN**

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***Research Methodology.*** *The methodological basis of the study consists of: analysis of the process of information perception in infographics; composition mechanisms used for reproduction of links between factors having influence on the quality of perception of infographics; methods of system analysis of hierarchies.*

***Results.*** *The factors of infographics compilation have been considered in the article. By means of system analysis methods and the graph theory, a graphical model has been developed containing hierarchically structured factors of infographics composition design.*

***Novelty.*** *The essence of the laws of data visualization composition factors has been revealed in order to identify the main component of infographics. Conditions have been arranged for the synthesis of multilevel models of the factors priority as well as forecasting and the quality assurance by fuzzy logic operators. For the first time a graph of interconnections between the factors of infographics compilation has been designed.*

***Practical Significance.*** *The obtained results have established a significant influence of font design of text and numeric information on the quality of infographics perception. It was set that the graphic elements play a key role in the development of infographics design. The solution of the problem of synthesis of hierarchy model of the composition design factors ensures the regulation of requirements applied to the development of automation algorithms for infographics design.*