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**THEORETICAL BASIS OF QUALITY ASSURANCE   
OF PUBLISHING AND PRINTING PROCESSES   
(PART 3. DESIGN OF ALTERNATIVES)**

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***Research methodology.*** *The methodological bases of the research are: the theoretical motivation of application of the method of criteria linear convolution and the methods of multicriteria optimization for design and analysis of alternative embodiments of processes of technological stage of the production of printed products.*

***Results.*** *The study reveals the essence of the analytical and algorithmic support, suitable for the formation of alternative variants of realization of the publishing and printing processes with many factors, ordered by the influence importance on the studied processes.*

***Novelty.*** *The authors have designed a generalized model of projecting alternative embodiments of publishing and printing processes based on the methods of the theory of operations research. The initial data of the model are the factors in Pareto sets created on the basis of the semantic networks of factors and weights to the priority of their influence on the quality of the steps and technological procedures of the editorial and publishing process.*

***Practical significance.*** *The appropriateness of the practical application of the method of linear convolution of criteria and the methods of multicriteria optimization to calculate the optimal variants of implementation of publishing and printing processes has been proved.*