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**MULTIFACTORIAL CHOICE OF ALTERNATIVE OPTIONS OF EDITION DESIGN BASED ON CRITERIA LINEAR COAGULATION**

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***Research Methodology.*** *Pareto principle has been used to select a set of the studied factors. The matrix of pairwise comparisons of factors of the Pareto set has been constructed using a scale of relative importance of objects in Saati. The optimal alternative of realization of designing of the publication on the basis of the method of linear coagulation of the criteria has been determined.*

***Results.*** *As a result of the study, an optimal alternative variant of the implementation of the design process has been determined.*

***Novelty.*** *For the first time alternatives of the design process of the publication have been evaluated based on factors such as thematic and production planning, the kind and type of the publication, the volume of the publication, the format of the publication and the assembly pages; and the optimal alternative variant of the project design process has been determined on the basis of linear coagulation of the criteria.*

***Practical Significance.*** *The research contributes to making good management decisions regarding the proper implementation of the design process in an uncertain environment.*