

COLOR IN MULTIMEDIA EDITIONS

In the era of computer technology, many multimedia editions such as websites, mobile applications, video games, etc. are being developed. Every day, millions of people use the World Wide Web to keep up with the latest news, find the information they need for work or personal matters, communicate with friends, and more. In this regard, there are many sites whose main task is to attract users. One of the features of the site is the first impression that a person gets mainly through its illustrative content. According to modern research, the user decides to stay on the site or close the tab in the first seconds, therefore an important task in the development of the interface design is to provoke the interest of the potential client. This color scheme of the site is one of the main factors in making a positive decision. Alignment of image, video and text can contribute to its attractive design. It is known that the design of the website has an impact on the image of the company and plays a very important role in its success [1–4].

Recently, one of the most interesting common topics in design and marketing is the psychology of color perception. The article [5] presents a study on determining the influence of the color decision of the design of marketing communication sites (for example, sites for online trade) on the emotions of users. With ever-increasing competition, traditional means of product promotion are becoming less effective, therefore, attracting new and maintaining the interest of regular users of similar sites is one of the tasks of any Internet resource.

Designers influence the consumer contingent due to use their knowledge of ways to influence of different colors. They help manufacturers use colors to convince consumers to buy a certain product. When choosing one or another color solution, the designers solve the following tasks:

- 1) task of choosing the color of an object (;
- 2) task of selecting background color.

Within each of the tasks, the power of color influence is determined by the following factors: brightness and size of the color plane. The use of bright and saturated colors can cause a false perception of the depth of various objects. This is due to the fact that objects painted in different saturated colors, being at the same distance from the observer, are perceived by him as being at different distances. The use of such colors causes the association of "floating" differently colored objects in front of a

plane, such as a screen, or behind it. Another reason for using bright, saturated colors is that they distract from other objects.

Scientists have conducted research, for example, in work [6] the results of an experiment were given in which the perception of trustworthiness of financial, medical and legal websites was evaluated. Each participant of the research has received an identical site that differed only used color scheme of that site. The findings showed that when the same site is presented using different color schemes, the sites are perceived as having different levels of trustworthiness.

Considering the above, it can be concluded that when developing the design of multimedia editions, for example, sites, it is important both to provide basic information and to choose a color scheme taking into account the specifics of the audience (gender, age, national characteristics, modern trends, etc.).

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