

“DESIGN OF ELECTRONIC MULTIMEDIA TEXTBOOK BY THE ORDER OF THE ARMED FORCES OF UKRAINE”

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Keywords: learning efficiency; electronic edition; information structure; design engineering; graphic style; target audience; colour scheme; fill method; typography.

Based on the analysis of the initial data and the target audience, the information structure of the electronic publication, which is ordered by the Military Law Institute of the Yaroslav Mudryi National Law University, has been determined. The necessity and information content of structural elements (modules, screens) have been substantiated.

The main problems of implementing the graphic style in the visual communication of the Armed Forces of Ukraine in the design of an electronic multimedia tactical training publication are analysed: the use of uniform colours for all types of military publications for the structural units of the Armed Forces of Ukraine; the use of exclusively one (basic) UAF Sans font for the design and layout of all types of media.

The main problems of introducing the graphic style in the visual communication of the Armed Forces of Ukraine into the design of the electronic multimedia training publication on tactical training have been analysed: the use of uniform colours for the structural formations of the Armed Forces of Ukraine for the design of all types of military publications; the use of one (basic) font UAF Sans exclusively for the design and layout of all types of media.

As a result of the analysis, it was found that when designing the design of an electronic tactical training publication, this approach does not fully meet the requirements for its relevance to the interests of the target audience and its connection with the subject matter of the material. Based on the experience of creating an electronic multimedia training manual «Tactical Training (Mechanised Division)», an example of a not very successful implementation

of a literal approach, in terms of the requirements for the graphic style of the Armed Forces of Ukraine, when creating the colour scheme of the main screen is demonstrated.

The article presents the results of research conducted by a team of marketers and designers of the creative agency dissident to study the psychology of colour and its impact on consumers of different ages and genders, which confirm, that the established colours do not meet the preferences of the target audience - young people, mostly males.

The ways of solving the problems of introducing the graphic style of the Armed Forces of Ukraine in the design of the electronic multimedia training manual «General Tactics (mechanized department)» taking into account the theme of the publication and the interest of the target audience are proposed: the use of a combination of colours close in saturation (creating a contrast in saturation) «Mundir» and «Steppe» by means of radial gradient filling of the background of screens or the contrast of diametrically opposite colours: yellow, blue and green to create the colour scheme of the screens of the publication.

As a result of the design research, examples of the cover and main screen of the educational edition created on the basis of the proposed approaches are given.

It is determined that such approaches to the design of information structure and design of the training manual will improve the effectiveness of learning, will contribute to the development and strengthening of the brand of the Armed Forces of Ukraine, the realisation of their communication objectives.