PREPARATION AND PUBLICATION OF ELECTRONIC PUBLICATIONS ON THE INTERNET. INTERACTIVE MEDIA CONTENT CONTROLS

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Problem: When typical media use starts to grow into excessive media use, it may be a sign of an underlying problem. Inconvenient user interaction with a web document. Many sites do not use interactive components correctly.

Before developing any web document, the developer must consider the following key system principles [1]:

openness - compatibility with modern international and corporate standards of network administration and service, as well as mandatory
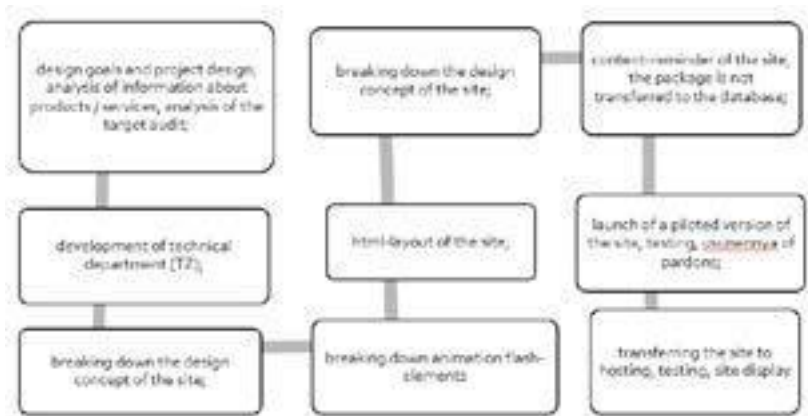
support of national requirements and standards;

extensibility - the ability to increase functionality without going beyond the accepted concept of development, the characteristics of the technological base, and the specific needs of users;

scalability - the ability to increase the capacity of the information fund and the dimension of the system without its fundamental processing and significant refinement;

adaptability - the ability to easily configure the system.

The standard scheme of the web-site's gateway revenge such a step [2]:

design goals and project design; analysis of information about products / services, analysis of the target audit;	breaking down the design concept of the site;	content reminder of the site; the package is not transferred to the database;
development of technical department (TZ);	html-layout of the site;	launch of a piloted version of the site, testing, изменения of pardons;
breaking down the design concept of the site;	breaking down animation flash-elements	transferring the site to hosting, testing, site display;

Interactivity is the ability to control the course of events, it is giving a person the right to choose, it is an unconscious sense of responsibility in obtaining the result. Interactivity is designed to reduce the invisible, significant gap between man and computer.

Interactivity is interesting for multimedia users not only because the subject influences the result, but also because the subject unconsciously identifies himself with the creator of the project.

Features of the physiology of human vision give the following features of perception:

the human psyche perceives 7 (plus or minus 2) objects on the screen. More objects are perceived as accumulation;

the most favorable areas for perception are at the intersection of colored stripes;

the main areas are colored lines that divide the frame vertically and horizontally in a ratio of 2: 1.

Content management with conversion controls. Instead of the usual top-down page scrolling, the pages change from left to right. This approach is still considered unusual and may not be very user-friendly [3].

Manage content using the horizontal menu with a drop-down list. The horizontal menu is suitable for sites with a small number of sections. It is usually located under or above the cap.

In terms of usability, it is important to select the current section in the menu so that the user understands which part of the site he is now.

The disadvantage of horizontal menus is that the number of links that can be added to them is limited. Therefore, sites with a complex structure use either drop-down menus or divide different levels of navigation into two menus.

Content management via the side menu. By placing the menu on the side, we free up space for content at the top of the page. Vertical navigation is usually located on the left because it is better perceived by native speakers with reading from left to right.

Manage content using the drop-down list menu. The drop-down menus are suitable for sites with an extensive structure: stores with a wide range and a large number of product groups. They help to hide the units and not clutter the site space.

Content management with a tag cloud. Tags are special labels (keywords) that allow you to mark and categorize (classify) data in the system.

Tags on the site allow you to describe the material, assign it to a category (group) and facilitate the search process. They can be part of the material (for example, a word in an article) or assigned separately.

References:

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