

КОМП'ЮТЕРНІ НАУКИ ТА ІНФОРМАЦІЙНІ ТЕХНОЛОГІЇ

Ivan Kryvonos

Dmytro Motorny Tavria State

Agrotechnological University

ivan.a.krivonos@gmail.com

Language advisor: Kryvonos I.A.,

Senior teacher, Foreign Languages Department

INCREASING THE RELEVANCE AND DESIGN QUALITY OF SOCIAL MEDIA FOR UNIVERSITIES

It's not a secret that today is the century of information technologies. Nowadays everyone has computers and phones with free access to any information sources, which upgrades every day, so visually boring newspaper-style information, will not attract the attention of the younger generation.

Day-by-day all over the world marketing specialists, sociologists and graphic designers try to develop an information format, which will attract youth as the new users.

In modern world, when a phone is close, people do not take time to read articles and news using personal computers, they do it at any moment of their free time or while doing something, that's why visually-difficult, text will not be interesting for a user [2].

In our research we will make a guide of some tips and tricks, which mostly used by advertisers, explained and invented by sociologists and implemented by designers.

The main purpose of this research is to upgrade universities social media by adding design, relevance and style.

Frankly speaking, there is no difficulty to understand what information users want to see. As we know, designers prefer charismatic detectives from fictions (become the opposite guys/move to the opposite side) and just doing what user would like to see. It is a simple marketing, but it works well.

Well known fact, Instagram has main page, where the recent news and posts appear, and due to the specter of different visual and text information we will pay attention to some good looking things and what seems to us must be interesting ones. Marketers and sociologists will explain us, how to make our content great, popular and demanding in social media.

There is so-called “6 second rule”, which is interpreted as average time, what user wastes on familiarization with information, given in post. That’s why designer’s goal is to arouse interest in these 6 seconds. During the design stage, they remember that less is not only more, it’s essential. The most effective messages are almost always the simplest ones, consisting of one major idea or concept [1].

But how it can be done, if we got so little time? Here’s a new tip – “association method”. It means you can reduce easily the time of perception through associations. They will be highlighted here in the details. “Association method” helps us with simplifying difficult things, that’s why a user will not waste time for thinking and will understand the theme of post faster. In addition to this, associations work in computer graphics too. Designers use thematic pictures and photos. Short catchy slogans, intriguing headlines, thematic and defiant pictures, personal symbols, signs, and decoration – named “micro content”, their goal is to solve problems of “6 second rule” and “association method” [3].

For the examples, we will use some Ukrainian universities pages in Instagram: @khneu, @knu_kim, @dnu.official, @studrada_tsatu, @studradaznu. Every of these pages have a great design. Firstly, their user immediately understands which post he is watching, because they have their unique color palette and personal signs. Secondly, their text is bright and interesting one, it is like a headline, main body in description. Thirdly, the graphic is important too. Good decoration, fine animations, modern pictures and well-edited photos bring popularity and modernity to the account. If there is no photo, designers use trending “vector”. Vector is a type of graphic that consists of geometry simple figures. There is a difference with raster graphics in less colors and optimized picture, it makes simpler perception. Fourthly, anyone can visit university page and the goal is to make a good visual impression. That’s why we need to do the “smooth” page. There shouldn’t be a color or style mess. Everything must be closely equal in 1-3 colors and 1-2 style maximum.

Now we have seen good examples here, but let’s describe bad ones: main page has not got a specific style, even worse, there is a mess, which consists of screenshots, re-shared posts, bad-quality photos. That’s terrible, but there are a lot of universities pages, that look like this example.

In conclusion, we would like to emphasize, if you want to have your content as popular and in demand, you need to follow the instructions above and work hard.

References

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