



COMPLEX PROBLEMS OF MODERN WEB-DESIGN AND THE REQUIREMENTS OF A NEW ERA

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Abstract.

In the rapidly developing world of digital technologies, we encounter a large amount of information on the Internet that affects all areas of human activity. This has led to a sharp increase in the demand for web design professionals who can provide easy access to internet resources for internet users. The quality and difficulties of training specialists in this field is one of the current issues. In this regard, this article analyzed the process of teaching web design, developed solutions to existing problems.

Keywords: Modern web design, psychology, coloring, web technologies.

INTRODUCTION

In the age of information, the scope of computer and Internet-related professions is increasing by the hour, it is worth noting that today some people do not even know that these professions exist. Below we will discuss the popular modern profession - web designer, the problems and solutions of learning it. Currently, web design is a well-paid profession and this field has always felt the need for real professionals.

When most people think about the web design profession and what it actually is, they think that the concept of web design is just a field that provides the creation and use of websites. In addition, inexperienced designers who do not have the necessary competence in web design focus only on the attractiveness of the site, not using the ease of use of the site, its navigation and several other basic concepts. In addition to making the website attractive, it is necessary to create a user-friendly environment, increase the efficiency of using the website, and incorporate features such as publicization. Web design is an important component of computer science, a science that teaches designing and creating an interface for user interaction with a website.

One of the main problems that arise in mastering this discipline and becoming a web designer is the lack of coverage of education in the study of web design. To date, in our country, the capacity of educational programs that prepare mature web designers is very small, so many of those who aim to become a web design specialist try to improve their skills independently. Another problem is the volume of information in this area. There is so much information that filtering it and choosing what is really useful and important can be quite difficult for those who

are just starting to study this field. The third problem is the lack of consistency and structure in the knowledge base. Many video tutorials and other forms of material today lack structure. On the other hand, the creation of new software tools of web technologies every day requires the future specialist to always study the news.

Basic tools needed to create user-friendly and high-quality websites:

1. Programs used for editing graphic images and creating a site. The main programs for creating a website project on the Windows operating system (OS) are Adobe Photoshop, Adobe Illustrator, Adobe Xd. If the future web design specialist does not have the ability to apply this aspect of web design in practice, the created project will not bring any results.
2. Psychology. Knowledge of psychology distinguishes a web designer from others. That is, the web designer must understand how the user behaves on the site, how the information on the website is interesting to the user, how he reacts to certain combinations of colors, the arrangement of elements and navigation.
3. Technology. Basics of HTML, CSS and javascript. A web designer must have knowledge of the creation of the front-end part of the site, because when creating the project, he must understand how it is reflected, how it works in the code, what scripts can be used, the tasks and essence of the website organizers. In addition to designing a website, a web design professional also renders it in a web browser.
4. Modernity. The designer should not forget the development trends of web technologies, these technologies are always changing, so the web designer should always create modern designs and know the most effective technologies in the field of web design at the moment.
5. Composition. Mastering composition allows a web design professional to create and organize an overall image and structure that unites all elements of a page. It takes a lot of practice to develop this competency.
6. Coloristics. This concept is to understand how to choose colors, use appropriate colors for the site, how to combine colors, what colors to use for any elements, etc. This is another important part of web design because the user pays attention to colors when viewing the site.
7. Edit. The user who visited the created website expects to receive useful information for himself. But if there is a lot of unnecessary or irrelevant information on this site, the user will leave the page immediately. Therefore, it is very important for a web designer to have the ability to write and edit texts [1].

Tools for learning web design:

- There is a lot of literature in the field of web design, from which you can learn both theoretical and practical concepts, because the book is the core of all knowledge. They will be a good basis for future knowledge and tests.
- Video lessons. By regularly watching the video lessons, the future specialist will develop the necessary skills, monitor and follow the design created by the author of the video lesson, and allow him to improve his skills by creating a design together.
- Search systems and Internet resources. In real time, the future professional turns to search engines for an immediate solution to the problem he is facing when struggling with his

project. In Internet resources, you can use the opinions expressed by every specialist in the world about the solutions to the problems encountered.

- Practice. Practice is the most basic tool for learning web design. If any specialist does not apply the acquired knowledge in practice, then the level of learning will be zero.
- Analysis of existing projects. To master any element or technique, you can find an example of what other designers have done and try to repeat it. It helps to increase the base of various styles and techniques [2].

It can be concluded from the above-mentioned points that in order to become a mature specialist, web-designers should embody the listed aspects and develop them during their work. The quality of the created website shows the level of development of the specialist's web competence.

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