The effect of electronic publishing on children's Picture books Apps

Prof. Doaa Khaled Hatem
Decoration Department, Faculty of Applied Arts, Helwan University
dowahattem@yahoo.com

Prof. Dalila El Sharkawy
Decoration Department, Faculty of Applied Arts, Helwan University
daliaelsharkawy@ymail.com

Researcher/ Dana Sabry Abd Elaal Abd Allah
Decoration Department, Faculty of Applied Arts, Helwan University
eng.danah@gmail.com

- ## Abstract

The interactive story shares the traditional one in literary writing, submitted text and graphics that reflect the story's content, but the interactive story is distinct from the traditional form in the use of various multimedia elements, which add visual elements such as (images, graphics and videos), audio elements such as (dialogue, music, and sound effects) as well as the motion element, and so on it becomes a literary form with digital characteristics that makes storytelling more lively.

Electronic publishing has made digital stories widely available in various forms and can be adapted in many literary, cultural, educational and recreational areas, and their importance lies its ability to upload different digital features.

Story applications are a form of interactive digital storytelling; they are a new way to present the story in a way that depends on the capabilities of the digital media and multimedia elements with the addition of the interaction element, which helps to attract the reader to view them many times.

It was observed that the Arabic story applications available through the electronic stores lack the standards for quality of their content, the bases of their preparation, and the digital capabilities are not used properly compared to the foreign story applications.

The study aims to analyze the content of digital story applications for children in the middle childhood, available through electronic stores of smartphones, tablets and handheld computers in order to understand the current situation of designing and developing of these applications for both iPad and Android devices, and to determine the strengths and weaknesses of the content of each of them in both axes: design, and interactivity. And based on the results that showed the superiority of foreign storytelling applications in comparison to those with Arabic content, a design framework was reached that includes the technical standards that should be considered when designing and developing children's storytelling applications.

In conclusion, it can be said that the design of interactive story Apps for is an innovative and important topic that must be studied thoroughly in order to develop the form of the Arab story as an interactive product that carries the authentic culture of Egyptian society.

Keywords:

Interactive storybook Apps, E-publishing, E-stores for Apps.

• Introduction

This era has witnessed a huge revolution in the field of information and communication technology, and mobile smart devices, including Tablet PC, iPad, Smart Phones, and E-book readers; are among the most prominent results of this revolution that overlooked much of watching TV, browsing the newspaper, or using traditional means of communication.

It can be said that smart devices have become the first Internet tool is one of the most prevalent technology tools in the community, which plays a vital role in our daily lives, because of the availability of permanent access to the Internet, and the proliferation of services and applications with content that handles the daily dealings of its users. Perhaps the most important characteristic of these applications is the interactive aspect that makes the communication between the sender and the recipient reciprocal; the user participates in the communication process in an interesting way that gives him more control during browsing experience.

Today, the reader is able to enter a wide, diverse and open world of enhanced story applications from smart devices across electronic application stores, and it has provided a new reading experience due to the mixing of text with multimedia elements and clicking is a method of browsing and navigating through large, simple icons that allow the reader to move to different application screens.

• Problem:

1. The research problem lies in the lack of Arab interactive storytelling applications on the electronic stores and existing applications need to be carefully considered in design terms.

2. The lack of sufficient interest in the creative process and its importance in presenting a good image of Arab storytelling applications as a contemporary product, which negatively affects the Egyptian public's interest in it, although it may carry good values, while internationally it is concerned with its fine-tuning, which leads to its success, although it may be the bearer of ideas contrary to our Egyptian society and its culture.

3. The pursuit of modern techniques in the field of interactive storytelling has a great impact in attracting the receiver and keep up with the modern era, which is delayed by the Egyptian designer compared to what is offered globally in this area, hence the need to upgrade the design of the story by activating the role of digital applications And making use of the capabilities of the digital medium.

4. Lack of studies on designing and developing applications of interactive stories for smartphones.

• Research objectives

1. Highlighting the concept of interactive story and its applications.

2. Understand the current status of interactive children's story Apps for iPad and Android devices to identify strengths and weaknesses in the design of their content in order to develop them.

3. This study should be an Arabic reference that contributes in developing skills of researchers in this field, and designers who are working on designing and developing interactive story applications for smartphones.

- **Research hypotheses**

1. The research assumes that interest in the drafting of the image contributes to attracting the Egyptian recipient of the story content and thus can be provided with good content and visual education.

2. Research assumes that studying the works of master artists helps the storytellers to understand the dimensions of the creative process when designing the story.

3. The research assumes that the addition of the interactive element helps the storyteller to produce story applications that greatly stimulate the recipient.

- **Research Limits**

- Time Limits: The research is concerned with studying the modern applications of interactive storytelling in the modern era.

- Spatial limits :Interactive storytelling applications available on electronic stores for Android and Apple devices.

- **Research Methodology**

The research plan runs through two parallel frameworks where the study is used:

-Descriptive approach to concepts related to electronic publishing , designing the story digitally and adding the interactive aspect of its content.

- Analytical approach to some of the story applications available on the electronic stores, implemented globally and locally, to display the visual and functional values in the field of interactive storytelling.

- **Research themes**

-Electronic publishing and its impact on the story.

- Interactive story elements and multimedia items.

- An analytical study of some story applications in electronic stores.

- Design framework for interactive story applications for smart devices

- **Results**

Through theoretical and analytical study; the researcher concludes with several results:

1. The process of producing a story is originally a creative artistic process that requires the designer to use all his artistic and intellectual abilities in order to create new formative solutions to the image presented in the story and serve the idea in form and content.

2. Adding soundtracks and characters that move and interact with the reader's action, bring fun to the story.

3. The interactive story can contribute in building knowledge, useful and educational attitudes of the reader

4. Merging audio and text in story applications help to develop language skills of the child.

5. Excessive use of interactive elements makes the story more complex and tends to distract the reader rather than draw his attention.

6. Taking advantage of the capabilities of digital medium increases reader interaction with the content of a story application.

Recommendations

1. Study the methods of presenting stories on digital mini screens, over phones and tablets.

2. Make use of previous design experiences in the field of interactive storytelling.

3. Study the work of master artists and their creative experience.

4. Pay attention to the design of interaction Z to promote interaction between readers and the contents of the story.

5. Create separate classification for interactive stories in the electronic stores to find them easily.

6. Pay attention to eye movement researches, colors and their physiological effect as they contribute to the creation of successful storytelling.

7. Develop this study as a good resource for scientific knowledge with the technological acceleration system.

8. Study interactive design to enhance interaction between readers and story content.

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