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EXPERIENCE IN DEVELOPING AND IMPLEMENTING VIRTUAL TOURS USING 360° VIDEO TECHNOLOGY IN THE EDUCATIONAL

Abstract. The article examines the specifics of such a modern immersive technology as 360° video. Its characteristics, varieties, and possibilities of application in the educational process are considered, including the peculiarities of training specialists in the publishing and printing industry, which requires a combination of theoretical knowledge and practical skills. 360° video technology allows creating interactive and immersive content that provides an immersive effect, demonstration of real production processes, modelling of complex situations and learning technologies. The potential of 360° video technology to increase the efficiency of learning through visualisation of material, interactivity and active interaction of students with content is determined. The experience of developing and implementing 360° video technology in the educational environment within the framework of an educational project on the development of a virtual tour is described. The article presents the methodology for implementing an educational project to create 360° video, which includes theoretical training, mastering software and hardware, and practical work on creating and processing video content. The practical result of the study is the creation of a virtual university tour, demonstrating the application of innovative solutions in the professional training of students.