

## **ABSTRACT**

This bachelor thesis focuses on the significance of interactive video creation in the digital era, where visual content plays a crucial role in communication and interaction. In the context of constantly evolving technologies, the creation of interactive videos gains importance not only in education, marketing, and entertainment but also in various other human activities. The aim of this thesis is to explore and analyse various aspects of tools for interactive video creation, from the historical development of video to the current state and prospects. It encompasses a comprehensive view of the multimedia environment and its relationship with interactive video, including digital content forms that contribute to its dynamism and effectiveness. Furthermore, the thesis examines the utilization of interactive videos in education and their role in increasing engagement and teaching effectiveness. It analyses standards for interactive video creation and various interactive elements that can enhance user experience. A key part of this thesis is a detailed analysis of current development environments for interactive video creation and their application in education. The thesis provides an overview of tools for interactive video creation with an emphasis on their use in education and training, contributing to a better understanding of this innovative form of media content.