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The audience for my presentation is non-technical business professionals. I chose to do this particular group, as I worked in an office for roughly 2 years and was surprised by what the older workers there that did not grow up with computers did not know. While I do not currently work there, I often help out during busy seasons and inevitably get roped into some kind of technology issue or another. By giving a basic presentation on the building blocks of multimedia, hopefully they would gain a little more understanding.

Due to the type of audience I'm targeting, I took into consideration the overall look of the presentation. I wanted it to be crisp and simple, without much flair. The background I particularly liked because it is more sophisticated than a plain black background, but provides the same benefit of being able to read white text on a black background easier than the reverse. I also kept the colors relatively plain, reserving the orange color for hyperlinks to make them stand out. The font I chose was also to fit the crisp, simple feel I wanted the presentation to have. I additionally wanted the slides to all have the same format going through- the initial slide having a title and a block of text, while the rest had some type of media on the left and text on the right. I decided to place all the way finding in the same place on each slide as well, to promote continuity between the different slides and topics. I wanted the hyperlinks to be clear and stand out, and decided to use colored hyperlinked text instead of the typical shapes. I felt like shapes would have detracted from the rest of the feel the presentation gave me. I also wanted to make sure that it was obvious when a hyperlink was used, and therefore there is a click sound whenever something is pressed down.

Another very important consideration was the content I decided to include. As these are business professionals, I wanted to content to be something relevant to them. For example, I went into much great detail about fonts than the other topics of text, as these people have jobs and obviously are capable of choosing their own words, but font types is something important. I distinctly remember several absolutely hideous holiday party flyers, with a basically unreadable font that caused everyone to be unsure what day it actually was. In the other categories, I tried to pick out what I think they would want to know about- such as CDs, their TVs, and how animation actually worked. With targeting the presentation to this group, ideally they will have a better understanding of multimedia after the presentation.