Andrew Rizzo

Multimedia Design Project 1

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The target audience for this project is non-technical college students, where I needed to consider that they were unaware of how to create a visually pleasing project, as well as them not knowing the full in depth experience of dealing with sound, text, images, video, and animation outside of their own computers and phones. I organized the presentation as a way of difficulty that they would look at, text being the easiest concept to grasp and video being the more difficult, as well as putting text all around the slides, but in an orderly fashion, so that the viewer’s eyes would examine all around the screen for text if there was text on that slide.

Furthermore, it was necessary to have text, but not fill the page to not try and bore the audience of the full concept. It was important I found to provide videos as examples to best grab their attention and keep their attention on the presentation. I also gave the view a home button that will take them back to the home screen, which contained each building block if you selected the name of which ever one you wanted to view. I created this to allow the student to go back a reread or look over anything they didn’t get a second time.

As for the visual look of the project, I kept the colors not too bright to make the presentation seem less childish and more at the college level. I also wanted to try and give the presentation a more three-dimensional look to make it look new or updated to what the college level students see today online.