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Interactive Multimedia

Considerations Doc

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For this project I’ve chosen middle-aged adults who aren't comfortable with technology as my target audience. My inspiration for choosing to this as my target audience is my mother. Although my mother uses technology on a daily basis, she still lacks competence in understanding to do more advanced actions whether it is using an app on her phone, changing the settings on the television from TV to HDMI , or using the internet. I'm often the one called to help her when she can't figure these processes out. In my work as a tutor I have also helped older students with using specific programs or even adding an attachment to an email. Although I have several years until I reach this milestone, I feel that I'll be able to translate the concepts that we've learned in class in a way that is concise but engaging and would leave them with a better understanding of what multimedia is.

There are definitely challenges when teaching this group because unlike teaching a group of children, middle-aged to older adults have a tendency to rigid in their thinking and some seem to not enjoy or have the patience to figure things out. Some of the considerations I have to keep in mind when teaching my audience is keeping my language simple and with very little technical jargon. I take it for granted that I was young enough to adapt to a world that has fully incorporated various forms of multimedia into daily life. There are many things I know that I've known for many years and they will not have the same advantage. I want to make sure that the text is pithy and without superfluous information that might confuse them even more. I will also limit how much information is put in each slide. My content will not be sparse but with enough information to get the idea across even if it takes more than the usual amount of slides.

In designing the visual aspect of my project, I tried to make it visually appealing to keep their interest .I wasn't going to make the font small or weird kooky typeface like Comic Sans . I wanted to keep the color palette colorful but tasteful. I'll also be sure to add examples that they are familiar with to help them understand the information even clearer and allows them to remember what they've learned. Also, I find in teaching someone something they’re unfamiliar with I will make sure that the text is fairly legible, it isn’t crowded and I break down the concepts. I've even designed the navigation buttons to be really simple and to the point by not only having a symbol to bring them to a home page and to adjacent slides but labeled them so there is not any confusion. Also, at the end of the section, I made sure to make a quick review so that my target audience would remember the most important information of the section.