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CISY 114

Project 1 Considerations

I chose to direct this presentation to non-technical adults and, more specifically, basketball fans. When delivering important material or messages in a presentation I try to manipulate or generate content according to two fundamental principles: 1) cater to the audience's interests and 2) talk about what I know or am passionate about. One doesn't always have the luxury of talking about what he/she knows, for example: consider trying to create a lengthy PowerPoint presentation on multimedia when your level of expertise on the matter is that of a Neanderthal. Ha-ha! Pardon, the silliness. I suppose at this point in the semester, my understanding of multimedia MIGHT qualify me to share the most basic of principles. Anyway, while the subject matter has been decided for me, I can still manipulate the content and delivery to cater to my theoretical audience's interest. It just so happens that basketball is one of the things that I have quite a bit of expertise on and am very passionate about. Ipso facto: I'm trying to camouflage my own ineptitude.

When your audience is adult-aged, there is no need for ridiculously loud colors or oversimplified vocabulary like you would incorporate in a children's presentation. I chose to use a wood-color background with a weathered, condensed, black-fill font. To keep my viewer engaged and the presentation consistent, I incorporated action/navigation buttons on nearly every slide. I made certain to add plenty of animation, video and audio content as well, just in case the viewer's concentration begins to wane. In fact, I created and edited video content of my own on IMovie, then formatted and compressed it so that it would run seamlessly on PowerPoint.

I'd like to think that navigating through my presentation is fairly easy, regardless of technical skill or how hard a viewer may try to lose his/her place. Like I mentioned, there are navigation buttons on every page that allow the viewer to go back to the previous slide, ahead to the next slide, or home to a 'table of contents' page of sorts. This home page indicates each section of the presentation and provides direct links to jump to each of them.

While most of the multimedia in the project is, predictably, related to basketball, I decided to include a link to the video project that we did in class a few weeks ago. Although it has nothing to do with sports, the content seems to illustrate some of the points that the text is eluding to on the same slide. The PowerPoint is littered with numerous pieces of my own intellectual property: images, audio and video--all basketball-related, though, so as to not confuse the viewer.