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Multimedia considerations

Professor Caruso

My target audience for this project is college students that aren't super fluent in technology, but have a very basic understanding of computers (i.e knows how to operate a mouse and keyboard and navigate very basic menus in all major operating systems).

Throughout the presentation, I aim to help their understanding of the basic terms and concepts I introduce by providing accurate visual and audio representations. For images, audio, video, animation, and text, I name a very of the very broad concepts in each area in order to dip their feet into each subject, with assumption a later more in depth powerpoint on each individual concept would be shown to them to further their understand on the topics. This presentation is made to be a very basic introductory lesson on each of the 5 building blocks.

In terms of navigation, I've included easy to understand and use buttons for back and forth travel and a common home button in the upper right hand corner. I tried to keep in mind that navigation is best received by an inexperienced audience when it stays repetitive within an application or presentation, and becomes familiar quickly to the user.

All of the fonts used in the presentation are easily legible to the common college student, and I paid special attention to keeping the contrast between the fonts and background in check to ensure optimal readability.