Connor Wagner

4/6/17

Multimedia I

Professor Caruso

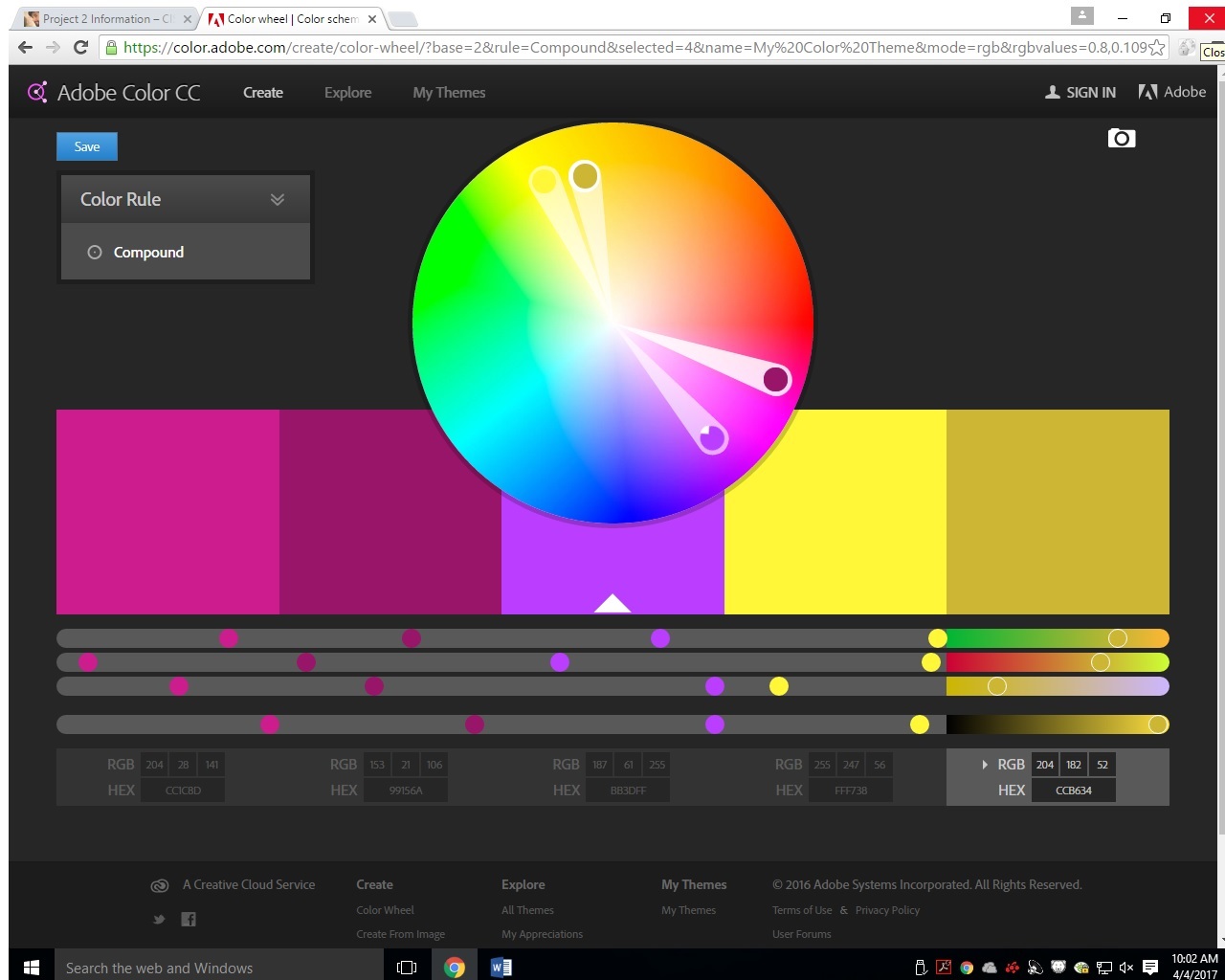
**Design Documentation**

**Summary Statement:** For my final multimedia project, I am going to be introducing and highlighting the hit television show, “The Simpsons”. I am going to do a variety of different things to try and inform the viewer on the shows history, where it started, who it was created by and other basic information. I’m going to introduce some of the main characters to the audience and show the roles they play. I will also be including “Best of” compilation videos for each main character from YouTube so the audience can see the characters on screen. I will also be highlighting a few episodes from the series including one’s that were popular, some that featured special cameos, as well as some of my personal favorites while including short scenes from a few of the episodes. The overall purpose of this presentation will be to inform those who don’t know much about the show and to entertain those who are familiar with the show. My presentation will be very user friendly as it caters to all types of viewer audiences.

**User Personas:** Three different audiences that will be viewing this, or can view this, will be a variety of people. Adults of all ages will most likely be the main demographic as it will be presented in a room full of adults. Having prior knowledge of the show or not doesn’t matter as the page will be friendly and informative to all audiences. Adults will know how to operate a PowerPoint presentation and navigate it with ease. Secondly, this presentation will also be friendly to teenagers. There is a high volume of teens who enjoy the program as they will be just as intrigued by the presentation as adults would be. Teens, being in schools with abundant access to computers, will also know how to operate on PowerPoint. Lastly, my third target audience for the presentation would be elderly people. This is the most variable of the audiences as some may not be as familiar with the program as some younger audiences are. For elderly people, the information presented will most likely be new to them as it will inform. Also, there is a higher chance of an older person not being able to operate a PowerPoint presentation, but with my layout formation, I think it will be quite simple to operate and navigate.

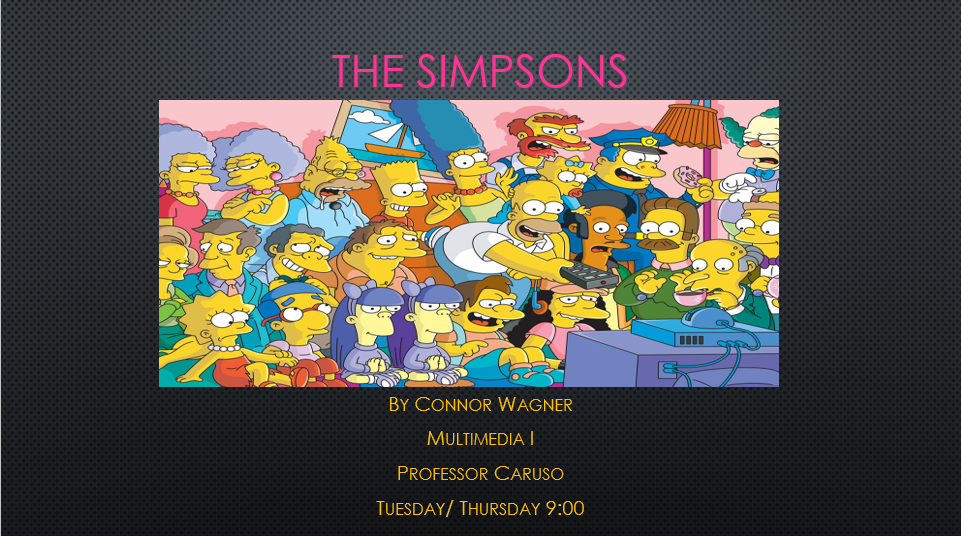
**Design Bible or “Style Guide”:**

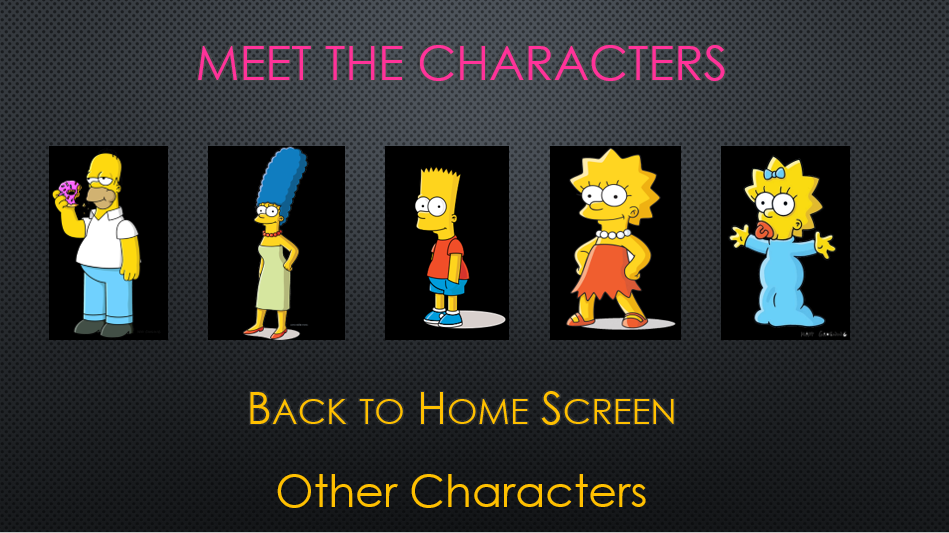
* **Delivery Medium-** The delivery medium is going to be catered towards a normal desktop or laptop screen with access to Microsoft PowerPoint.
* **Typeface Choices-**  I will use fonts that are eye popping, yet friendly and easy to read for everyone. I will be using different font choices for titles and different font choices for other information presented to keep slides fresh and easy to read.
* **Color Schemes-** The color schemes for the font I will be using are easy to see. When I think of “The Simpsons” I immediately think of the yellow people, so I will have my text in yellow, and my titles in a bright pink as it reminds me of the donuts often consumed in the show, as well as Homer’s car. These color choices will show up very well as the background of my slides will be black.

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* **Navigation Labels-** I will use navigation tools as every one of my slides will implement a “back” arrow. The back arrows on the character pages will lead back to the main character page, where you can then navigate between each of the main characters. The same will be the case on the episode pages as they will also contain back arrows leading back to the main episode pages. These arrows work well as a navigation tool, as well as keeping uniformity of the presentation.
* **Button Sizes-** The buttons I will be using will be big enough for the average viewer to see and use, as they are uniformly in the bottom left hand corner of each page.
* **Justification of the Placement of Elements-** The elements will be mostly uniform, as I know how annoying it can be when a presentation changes every aspect of each slide. I will have the same color schemes throughout, as well as similar page layouts.
* **How They Come Together-** The elements of my presentation will flow very well and evenly. I want to do my best to implement everything I’ve learned into this one presentation. This will include hyperlinks to different pages, a few navigation pages that are simple to use, as well as other things I’ve learned to use.

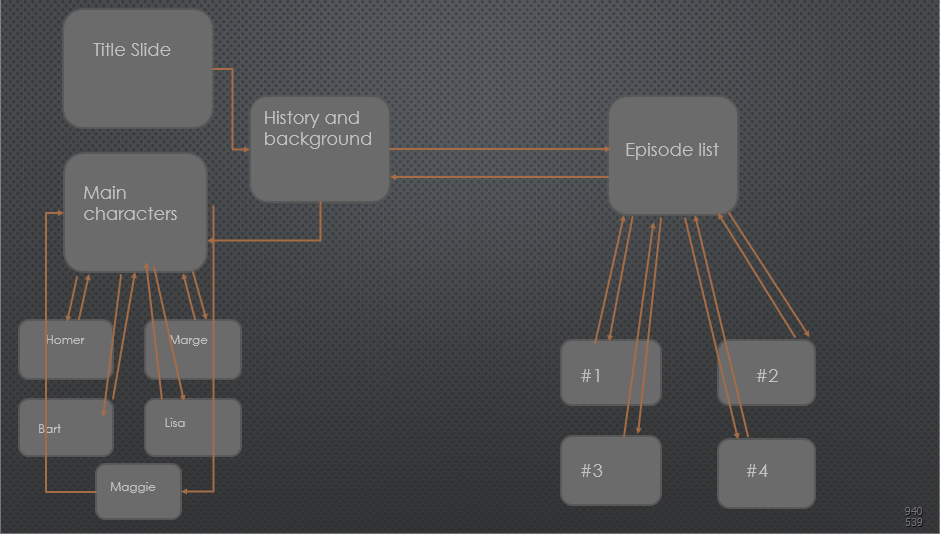
**Screen Wireframes:** This Slide I presented below, is a rough draft of what my title screen will look like. It is fairly simple yet inviting to the audience. Next, is my navigation screen where each character picture will contain a hyperlink to a page devoted to each of the characters, including a picture, brief bio, and YouTube video with highlights of that particular character. Those pages will all have a hyperlink leading back to the main character page. There will also be a link on this navigation page to “Other Characters” from the series I feel are worth mentioning, even though they will not have full pages devoted to them. I will implement a similar navigation tool when it comes to the episode list I will be including. Last is an example of a detail screen from my project. It is a detail screen of Homer, one of the main characters. Included is a brief bio, picture, and video from YouTube. This gives the viewer a chance to see the character in action, as well as getting background history on the character. Below are screenshots of all screen types used.

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**Screen Flows:**

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