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Professor. Caruso

Interactive Multimedia

23 March 2017

Reasons why

For my project I choose my audience to be business executives that need a different approach to training new employees. Considering that my project is dedicated to top Business CEO’s, Managers, and possible HR executives I decided to take more of a professional approach. I needed to find a layout that was straight forward not to flashy just a plain background with black stripes to show the seriousness of the topic. I chose to reframe the language in a manner where it was more of a corporate training video. I explained how vectors are defined as and used great examples that were appropriate yet amusing to keep the audience interested. I made a choice of using the traditional Times New Roman font.

It was plain and simple and very legible to read for other people. The trainees could vary in ages, meaning I needed something people wouldn’t have trouble reading and something they have seen before from doing papers, reading magazines, and books. I wanted it to feel like a must learn concept for new employees with a business approach to it. Everything in my PowerPoint is situated in an organized concise manner that wouldn’t confuse people.

I chose to put my interface and navigation elements towards the bottom of the page where there was more room and more accessible. At the home page where the main navigation buttons are, I wanted the buttons to be in a straight line nothing to fancy just straight to the point so candidates are able to find the screens quickly. I included some great pictures that explained different topics and made it more clear as what I was trying to convey to my audience. I didn’t use too many however, because I didn’t want the presentation to become tedious and childlike. I chose the vector picture because it would allow candidates to actually relax and enjoy learning the material I was presenting to them. As an audience member sometimes people drift out to other things throughout the room simply because they are bored and not interested in the topic. My presentation was based off of creating a business trainer video that not only one company could use to educate their employees but a more generic blueprint for several corporations to use moving forward.