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Interactive Multimedia

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Considerations

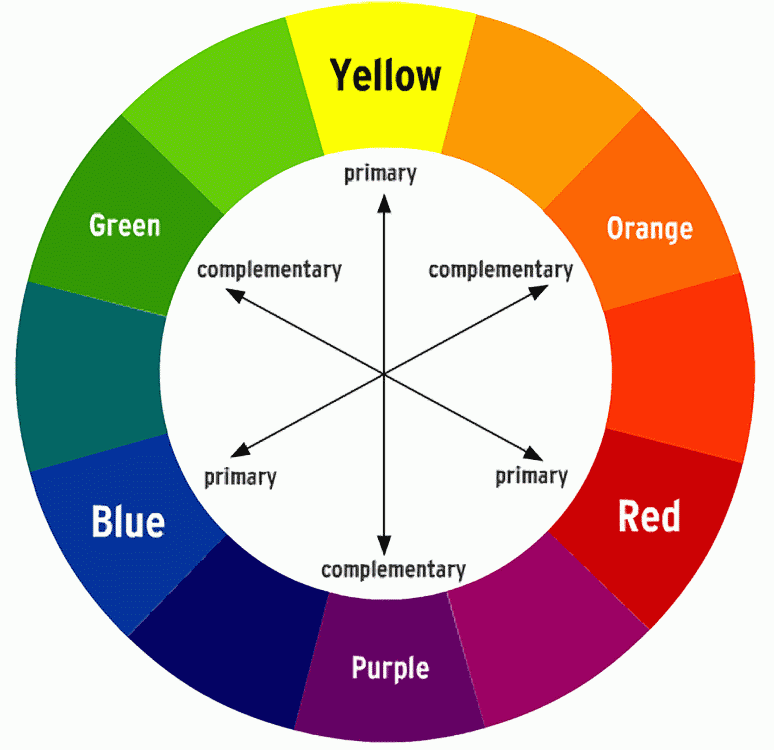
The target audience will be college students who are not technical, or know very little about interactive multimedia. Taking that consideration into account, the presentation should be simple, minimalistic, yet intuitive enough that it not too plain or boring for college students to go through. The provided language, or content I am given for the project, will be simplified. I will read through the paragraphs of information and provide a simplified version listed in bullet points. However, if there is not enough information, it may be difficult for the target audience to grasp the concept of multimedia.

Navigation elements should be obvious enough for the target audience to utilize. The navigation tools should stand out from the information provided on the slide. For example, a navigation tool that advances slides should consistently be in the same place every slide in order for it to be easy to use. It should also be a different color than the background so it stands out.

The fonts I use should not be difficult to read at all. If anything, the font I use should help to enhance the effectiveness of the presentation. I’ll probably keep a consistent font throughout the presentation, except I might play around with different fonts on the “Text” slide especially, in order to draw attention to the actual text itself.

The colors of the presentation will probably be of a complementary scheme. This way the background colors of the slides will be different from the color of the text. Also, a complementary color scheme could help make buttons to advance slides, or buttons for clicking video links stand out more. For example, red and green complement each other, so I might make the background green, the text black, and the interactive buttons red. Or I could go totally minimalistic and go with black background and white text so pictures don’t collide with the slide at all. This is just an example, but the colors used in presentation could change from slide to slide in order for me to better communicate to the audience. For instance, I might draw attention to the color of the text on the “Text” slide in order to point out that text should not blend into a slide.

An example of complementary colors on a color wheel:



Sources:

Complementary Color Wheel Picture

<https://s-media-cache-ak0.pinimg.com/originals/0d/40/bf/0d40bf5f44c070778efe06def800dbef.gif>