Marc Burgess

User Personas

Three potential users of this study guide would consist of people who want to learn a new hobby, teenagers who are learning the basics of using a camera and people who have some experience with camera’s but want to learn more. Some things I have to take in mind while explaining the fundamentals of photography is that not everyone will know certain terminology such as overexposure and underexposure, therefore I will have to teach them the correct meanings. On top of that, when teaching to a younger audience, I must remember to speak in the simplest form and really make what i'm saying clear. Also by including demonstrations and having them repeat as I do. However when working with teenagers, I must remember to give them space to try it on their own and learn by trying the modes out themselves. Considering DSLR will consist of trial and error to capture the perfect picture. And lastly when teaching a amatuer audience, it is important to focus on the more technical side of the DSLR camera. While it takes a hands on experience to learn, it also takes knowledge of knowing numbers and using a histogram, which takes practice. While presenting my study guide, it is important to have fun and to teach others to increase their skills in photography.

Study Guide

My presentation could delivered through either a computer, ipad, or a iphone. The text isn’t too big so viewing it on a smaller device would not be a problem. I chose the font PT Sans Narrow because it’s a bigger font and easy to read for any user. I chose a orange color font to grab the user's eye and also because it is easy on the eye to read on a light blue background. In addition, I included decent sized arrows for my navigation so the user can effortlessly scroll back and forth through slides. I included a video demonstration on how to perform a commonly shot that is used in most Hollywood films. Every choice I included in my presentation makes it extremely user friendly and easy to navigate and learn. Not only is it a simple presentation, but it is also entertaining and informative for people looking to increase their skills in photography.