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April 6th, 2017

Project Delivery

Professor Caruso

Project 2 Delivery

Summary Statement: For Project 2’s proposal, I decided to do a whole project on FOX’s popular comedy sitcom “Family Guy” created and developed by Seth MacFarlane and helped developed by David Zuckerman. The show has been around since 1999 and is still making new episodes today. So, I am choosing Family Guy as my topic for Project 2 because I’ve seen almost every single episode and already know about the characters. Family Guy matters because it portrays a humorous side to the American culture. I also see a lot of potential for explaining the characters, special episodes, and information about the creators. The game plan for implantation is to provide a clear explanation and character information to anyone who either has seen the show or has not.

User Persona: Project 2’s presentation is aimed to be based on the target audience. However, this can also be towards people who are not part of the specific audience. One of the user personas for the show and my presentation targets primarily middle school age-college ages. This is because it references a huge aspect of our pop culture from 1999 all through todays societal functions. Clearly, the show is not meant for children even though it is animated and portrays a great sense of humor. Another user persona are parents. Whether they could be viewing it because they choose to or because they’re watching it along with their offspring(s). Depending on what their perspectives are, some parents might find it entertaining and others not so much. Regardless, many of what Family Guy shows is relatable to almost any non-child age group. Another persona could be tertiary audiences. Which is anybody else. In other words, if a whole family is watching it that might include children, friends, or even grandparents. Sometimes the elderly enjoys vulgar humor and can learn how American culture is seen through a comical side. Through this presentation, all age groups can understand the characters and the shows main purpose.

Screen Wireframes: For screen wireframes, this presentation is intended to display the character bios as well as a TV show summary and some American culture portrayals. There will also be a slide or 2 dedicated to Seth MacFarlane and David Zuckerman (who created the show). In a total, there will be about 16-17 slides. The slides include an intro screen, show summary, the creators, the characters (10 slides), and a conclusion.

10 of these for each character:

Information on character

Image of

character

Intro screen:

2 of these for Seth MacFarlane and David Zuckerman

(Image of characters together)

Family Guy

About the show screen and a

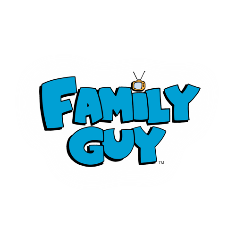
Conclusion screen

Few episode summarys (3):

Screen Flows: all have a home button except home page

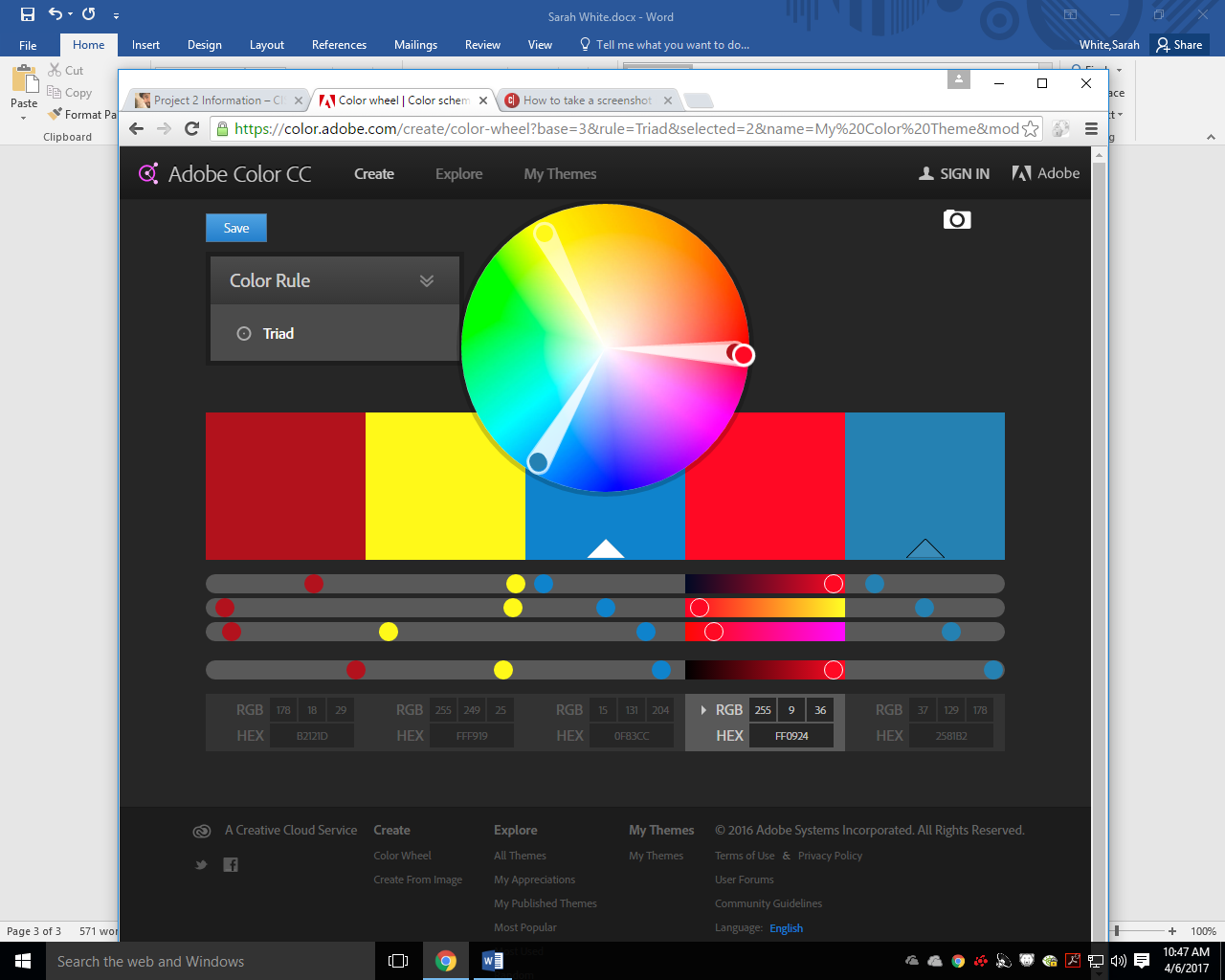
Design Bible or “Style Guide”:

This presentation is meant for a PowerPoint Presentation however it can be accessed on a phone or any type of computer. The phone might be smaller so it’s not the best choice but it is doable. The computer is more ideal and simpler to understand and get a formal implement for this presentation.

* This whole presentation is going to be in a certain font in order for it to appear appropriate and fitting. I chose Cooper Black for the font because it matches the shows font pretty similarly.
* Example: Family Guy

https://www.google.com/search?hl=en&site=imghp&tbm=isch&source=hp&biw=1032&bih=874&q=family+guy+logo+transparent&oq=Family+Guy+logo&gs\_l=img.3.1.0l5j0i8i30k1j0i24k1.575.4172.0.5982.15.13.0.2.2.0.134.1082.9j4.13.0....0...1ac.1.64.img..0.15.1092.vDIq3m0TFF4#imgrc=316BLck1lF0CGM:

* Color schemes and swatches: I chose these swatches because it matches the color in the Family Guy logo.



* navigation labels: These were chosen appropriately in an easy way for anyone to navigate through the slides. This includes a home button on each slide and back and forth arrows.
* button sizes: This was chosen because it was made to fit the screen. They are small yet big enough to read and fit the screen. They are placed in corners of the presentation in order to stay professional and not in the way.