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Interactive Multimedia

Professor Caruso

Learning Multimedia Considerations

When making Project 1, it is very critical to make the presentation appropriate for your audience. In fact, it seemed easier to pick an audience after the presentation design was complete. This is why I have a specific audience for my presentation. I chose to direct my presentation to intermediate students. So not very elementary but not at the high school age just yet. Some considerations I took into account for this was making the presentation eye-friendly and age appropriate. This is important because the design and content must be easy for the viewer to understand.

Moreover, I chose to re-frame to provide language by keeping sentences and font easy to read and understand. These are words and pictures that were age appropriate. For example, I chose to show examples of SpongeBob because it relates to the audience. I also chose a Snapchat video because that too relates to that age groups everyday life. The navigation elements were strategically placed upon the presentation as a back, next, and home button. This makes it simpler for the viewer to go back and forth without any trouble. The buttons for the 5 building blocks of multimedia are large and simple. This creates an appealing touch for the age group.