

THIS IS COLOMBIA

Design Document This is Colombia

Paula Diaz Silva



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By Paula Diaz Silva

Description

"This is Colombia" it is a virtual tour around interesting facts of the country where I originally come from. One of the main purposes of the presentation is to clarify some wrong assumptions that people have developed about us, to show off my country by presenting places and facts that might be unknown and to tell people why it is wonderful place to visit. Describing briefly our traditions, food, places, carnivals, our people and give a list of MUST DO's. Overall to make people fall in love with our lovely nation by giving my audience a taste of my beautiful and awesome country.

User personas

My classmates

The family that I live with

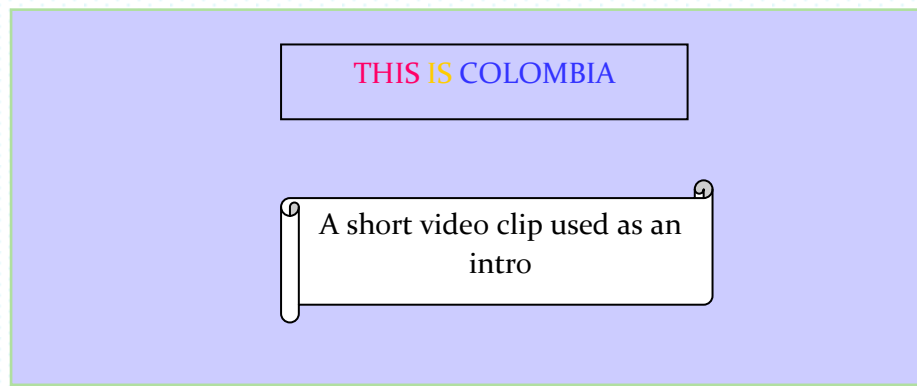
1. **People who know nothing about Colombia:** They can be any country specially in the USA it is very common to have people in your audience with different backgrounds, for this users in my presentation I would take care of two things:
 - Show them where my country is located.
 - Present some important information about Colombia so at the end they can have an idea about our country.
2. **People who know just negative facts about Colombia:** Specially people from The United States and some parts of central America where shows about cartels (drug dealers) are shown and make think people think that Colombia is all about drugs and this guy Pablo Escobar who died more than 20 years ago who is a very bad point of reference . For them I would like to:
 - To illustrate some interesting and unknown facts about our nation.
 - Try to change their point of view about us by giving examples of really talented and smart Colombians.

3. **People who are interested about to know:** These audience can be for any country, those who already have heard about Colombia but just have brief idea about it and are interested on discovering and learning more:
 - Since these people already have an idea I will show them the places that should be visited and pursued them to do it.
 - Give them a list of MUST DO's.
 - Show them more about our culture, traditions, festival.

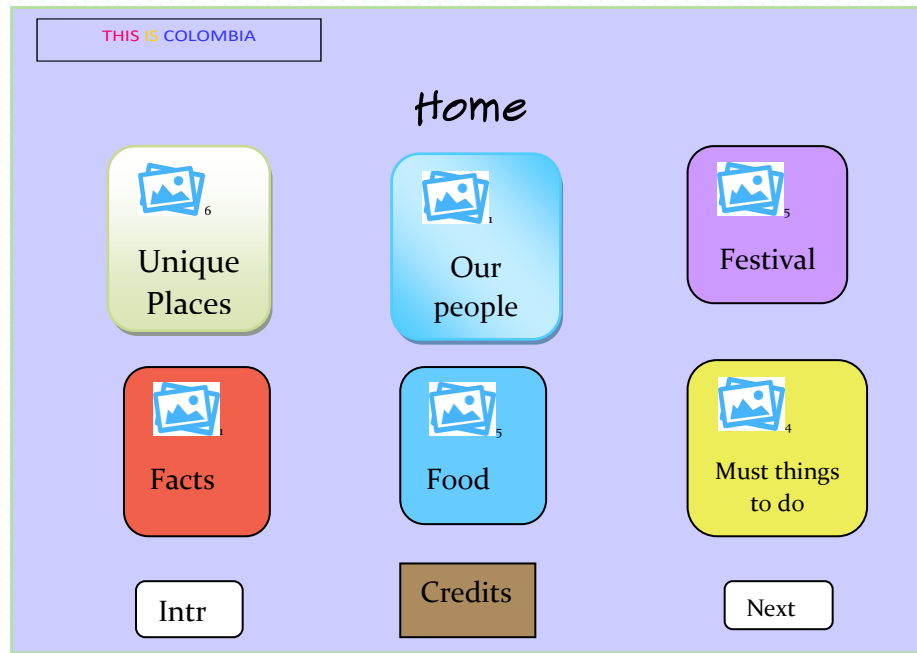
Screen Wireframes

The follows are the screen wireframes that will be used in my presentation.

- Intro Slide



- Main Slide (Main navigation Slide)



- **Unique places:** The design of this slide became a path since it would be reuse for festivals and food.

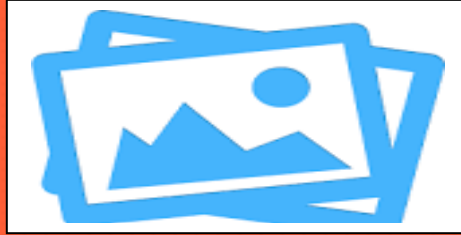


The green color is being used in this slide to represent the green of the nature in

- **Our People :**

THIS IS COLOMBIA

How Colombians are



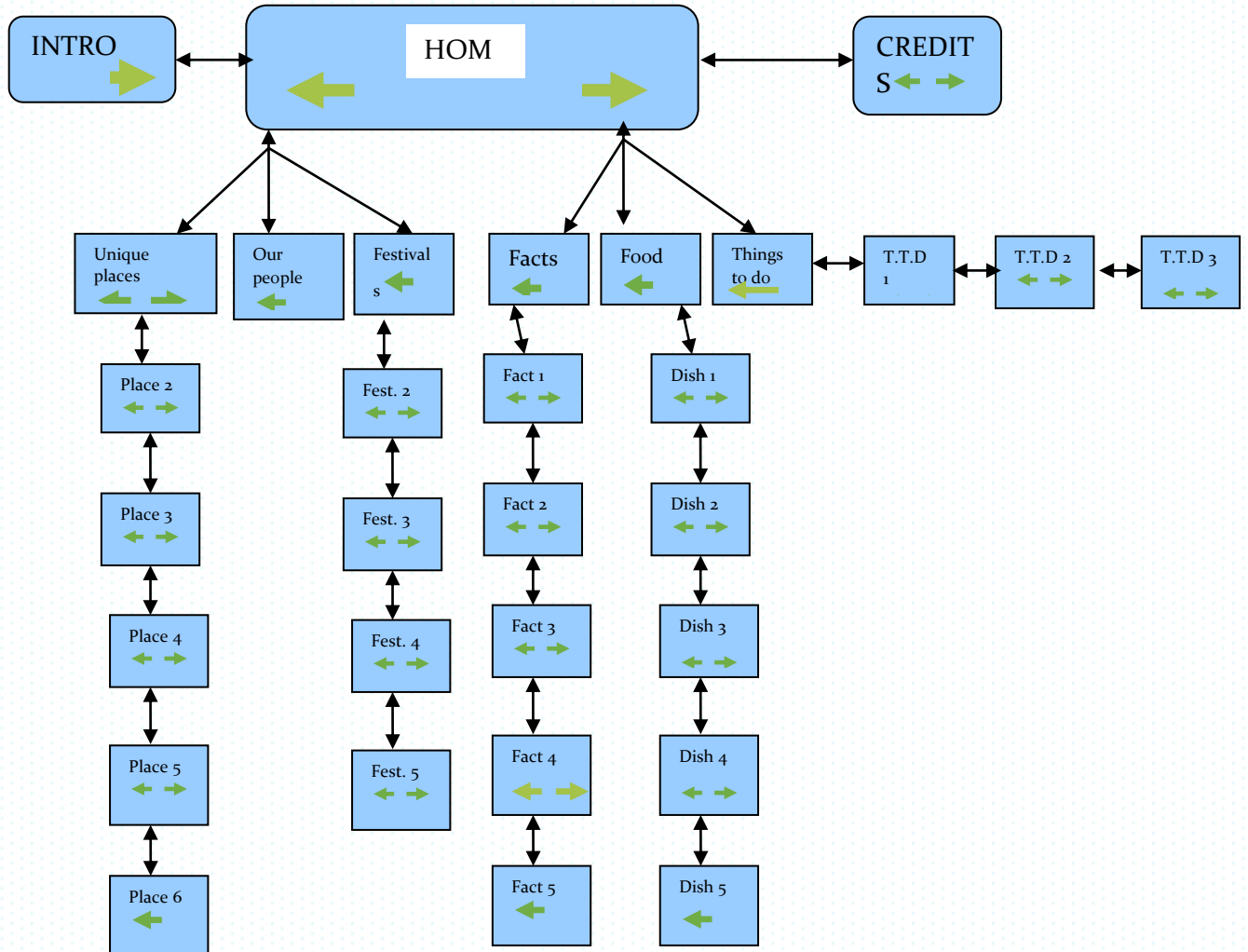
Decription:

Lorem ipsum dolor sit
amet, consectetuer

We are the.....

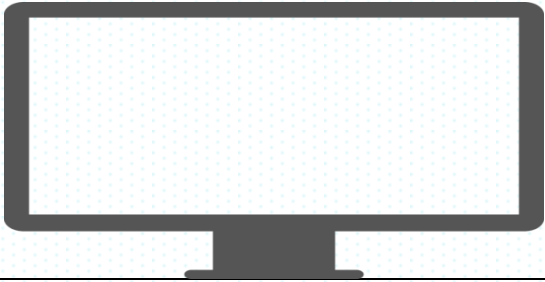

Screen Flows

The presentation has approximately 25 slides three of them are the main slides and the others must be navigated through the main slides as show in the next diagramming.

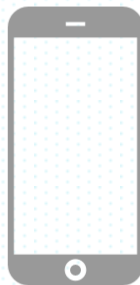


Delivery Medium

“This is Colombia” must be seen on any Laptop or desktop screen.

	
At any standard desktop resolution.	At any standard laptop resolution.

It could be also seen on smart phones but it would be display as plain text and images not allowing as much interaction with it when it comes to animation and media . At least the user downloads the power point app on his o her phone.



Typography

SketchFlow Print (use for tittles), Buxton Sketch (use for buttons) and Comic Sans MS are used in”This is Colombia” power point presentation. These typeface choices were selected base on my primary audience; the typeface selected are legible but with a modern style, these fonts match the topic of the presentation add creativity to it and it helps to get the users attention, they will be used with considerable size . Therefore, my target audience would be able to read it easily.

Description of the Fonts Selected

Sketch Flow print is part of the decorative font family. This typeface is very creative. It could be used for titles, since one the purpose of a title is to catch the reader's attention. I would also used in magazines to create impression depending on the audience I would like to approach; I would definitely use it if my audience would be young people because it looks very modern and it will give my document a unique look.

Comic Sans MS, commonly referred to as **Comic Sans**, is a sans-serif casual script typeface designed by Vincent Connare and released in 1994 by Microsoft Corporation. It is a casual, non-connecting script inspired by comic book lettering, intended for use in Microsoft Bob, as well as informal documents and children's materials.

The typeface has been supplied with Microsoft Windows since the introduction of Windows 95, initially as a supplemental font in the Windows plus Pack and later in Microsoft Comic Chat. Describing it, Microsoft has explained, "This casual but legible face has proved very popular with a wide variety of people."

Color schemes

Color palette



Primary colors: The primary colors red, blue and yellow were selected because they are the national colors.

Green and purple as the secondary were selected to represent Colombian bio diversity each color has a special meaning related to our geography.



CA4743

Red color represents the red of coffee beans, how passionate and lovely Colombians are.



A03D7D

Purple of the Orchids our national flower, it also represent the beauty of our flower crops



2D96BA

Blue represents the blue of our two oceans the famous Caribbean and the enjoyable clear skies we get almost all year long



13AF62

Green as our beautiful mountains and it also represents the richness of our flora.



E9EA34

Represents all the gold found in the Colombian land and all its wealth not only referring to gold but also to its diverse nature and its incredible people.

Navigation Labels

The presentation has a group of slides, which are explained below:

One set of slides to illustrate five or six gorgeous places from Colombia. They correspond to the Slide Unique places.

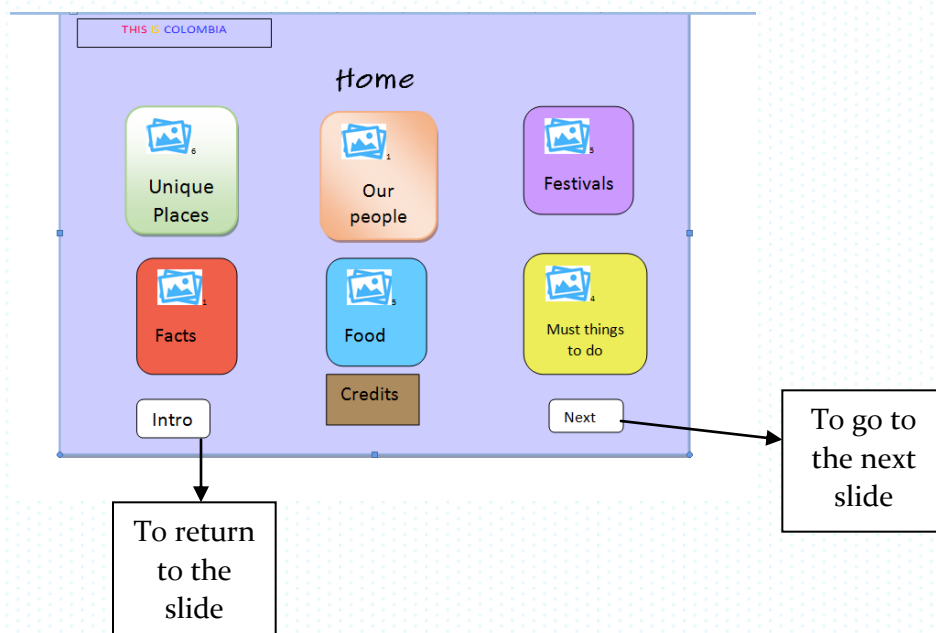
A second set the slides to show a few dishes of the Colombian gastronomy.

A third set of slides were some unknown and interesting fact will be shown.

Finally, there is a fourth side of slides that correspond to a list of things to do in Colombia.

Button sizes and features

Buttons in the presentation will be placed on the bottom of each slides to allow the user navigate through the presentation. Mostly to go back and forward or return to slide Home.



Note to myself: Keep in mind to design better the buttons so they do not look too plane.

Visual Design Principles

Design Principals

Contrast: Contrasting colors will be for the text and the background; light background and a darker color for the text. It makes the text more readable using the palette color contrast can be approach and make the slides look harmonious to the user.

Repetition: The navigation buttons in my presentation are reused so the user can easily navigate through the slides and would know from the beginner what to do with each button. Therefore, the navigation is intuitive and it does not let the user to ask himself how to do things in the presentation. Some of the slides are grouped and for a specific group of slide the background color and the pattern in the slide would be reused for example for the slide “Unique places” the picture and the text would be located in the same place in the other slides belonging to the group “unique places” slides.

Alignment: Every element is placed carefully so every element look like is connected in somehow with the other elements in the slides. For instance, the buttons are aligned on the bottom, and the slides with images are aligned with the text and so on.

Proximity and Grouping: By putting my navigation buttons on the bottom close to each other as it was mentioned before. I achieve the principle of proximity. They are seen by the user as a group of elements that allow him to shift from one slide to another, the links in my presentation are grouped so the user can click them now where to look for links in the presentation and finally slides are grouping by the name of the sub topic .