Project 1 Multimedia

* My audience is: Seniors 65+
* The considerations I have to take is:

1. Font Type: It is important for this project to select the correct type of font since my audience is old people it must legible, it should have a considerable size. So they would be able to easily read it.
2. The color of the theme to be used in slides so it is friendly to my chosen audience.
3. The way how I’ll deliver the information, I should about contractions, any inappropriate language such a slang, ambiguities and try not use to much technical language and if I do explain what the technical word means, the information should as clear as possible. In other words keep it simple.

* My choose of fonts, colors and design are base in my audience and the purpose of getting their attention, putting myself in their shoes so they’ll get what I would expect from a presentation.
* My presentation’s slide is in my third slide, and would be a linear navigation, the user would be able to go back and forward through the presentation.
* Contrast: I used contrasting colors for my text and my background; light background and a darker color for the text. It makes the text more readable.
* 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. This way the navigation is intuitive and it does not let the user to ask himself how to do things in the presentation. Also same background color for all the slides.
* Alignment: Every element is placed carefully so every element look like is connected in somehow with the other element 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 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.

Thinking about the user and trying to put myself in the user shoes, and anticipating doubts that could come up while viewing the presentation, for example when a button bring the user to a new slide and the user wants to go the previous slide there is a back button, and when the user wants to go the main slide there is a home button. This presentation also attempts to catch the user attention in the first slide with some well selected images and some animation.

This presentation was tested for a few people who helped me to find errors that weren’t seen by me when designing it. And where corrected base in the suggestion made for those who had the experience to take a look of it.