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Professor Caruso

Interactive Multimedia I

CISY114 02X

Summary Statement

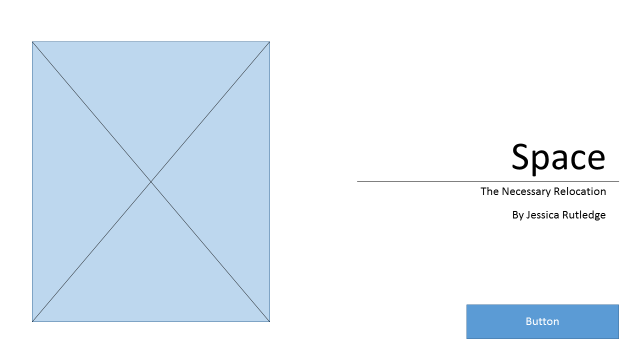
The purpose of my project is to explain why we as a race will need to become a multi-planet species. My presentation will focus on why we will need to eventually colonize on other planets and advance our technology in order to do so. This is important because the Earth is overpopulated and way past its limit of how many humans it can sustain. With the ever increasing population that also means more resources will be consumed, more pollution and more garbage. Our planet is being destroyed due to these reasons. Even with many people trying to help minimize pollution and other things there are still people who are most certainly do not care about the state or future of our planet.

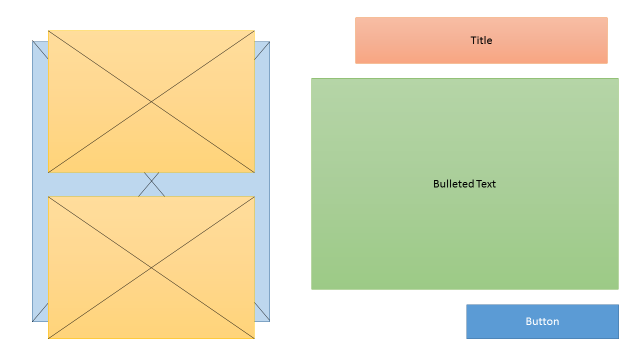
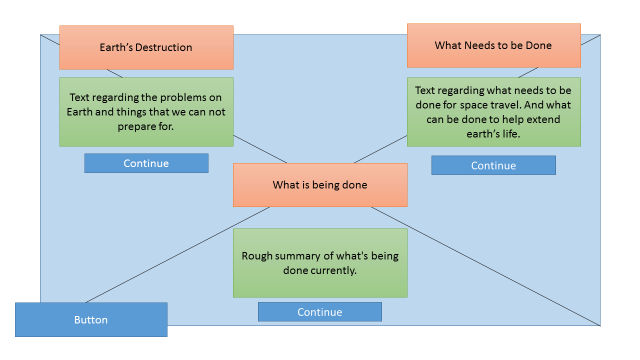
I am first going to go over briefly some of things that are causing Earth’s destruction and why Earth’s destruction will lead to our own demise. I will also include a few other problems that are not so preventable. Next I will focus on what needs to be done in order for space travel and the eventual colonization on other planets. There are currently some things being done to help us reach this goal so I will focus on some of the many achievements we have had. Finally, I will focus on what some of the current things being done to help prevent the destruction of the planet are and how these things can give us a little extra time to figure out how to improve space travel.

User Personas

One of my primary targets for my topic is big corporations. I’m targeting them for quite a few reasons. One is that they can help donate to the space research and to research to help find ways to help reduce pollution and trash. By explaining the problems, I can help inspire them to make their business go green to help reduce emission, increase recycling and many other things. This can also give them ideas to possibly get involved in the process of space travel and colonization. By this they can start their own research facilities that will collaborate with other research facilities to help develop new and easier ways to space travel. They can also help make things to build the ships and things needed for space travel. Big corporations such as Coco Cola and Kellogg’s are also very influential on the public so by targeting them they can target the general population for me. A few things to keep in mind when it comes to them and designing my PowerPoint are organization and creativity. It has to have good structure and be orderly to be professional. It also has to have some creativity in order to catch their attention because I’m sure they see enough sheets or blank paper and bland presentations.

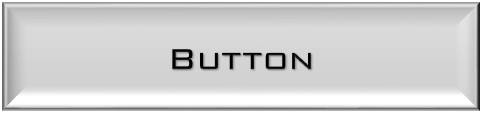
The American government is my next target audience. I am targeting them because they have the power to increase the funds for space research and they can also make regulations regarding space and also regulations to help the world get better. They can help make laws and regulations that force people and businesses to reduce pollution, garbage and other things that killing the planet. By targeting the government, they can also reach the public by making announcements on the news and such. By targeting the American government, I can also get them to spread my ideas and get my point across to other countries since the government has to interact with other countries often. Some things I will have to keep in mind when designing my PowerPoint is that the words need to be easy to read and the font needs to feel serious but at the same time not be too boring. The people in government are typically older and need glasses so by making sure the presentation is legible that will help. If the font is too boring, they may skim over it as if they were reading a newspaper. Another thing to keep in mind regarding them is the color scheme. The color scheme cannot be to outrageous and colorful otherwise they probably won’t take the presentation seriously but it cannot be too bland otherwise I will lose their attention.

My final target audience is high school and college students. I am targeting them because they are the future of America and by influencing them to help better the world they can start career paths or look towards career paths that will help save the Earth and help the world advance in space exploration. Another reason I am targeting the is because that age group is very into social media. Since they are into social media they help spread my point across the internet to all different kinds of people. One thing for me to keep in mind when designing my PowerPoint regarding that generation is that it needs to be fun and have some color. It needs to have a bit of interesting interactive features so as not to bore them and it also needs to have some color so it is not overly boring. Another thing to keep in mind is the information cannot be overly complex so a snot to confuse the younger readers. If they get hooked hopefully it will inspire them to read into the more complex things regarding the process of space travel and such. 



Design Bible

* Delivery Medium
  + The Delivery Medium is only meant for computers, laptops and iPad. I choose this because it is interactive and because most of my audience will need a bigger screen to be able to see the buttons since they are often older and have trouble seeing smaller font. So this would never be able to be on a phone. Plus, because it is more professional and a serious topic is would be better if Business and Government people look at it on larger screens. A later version could be implemented for IPhone with bigger text.
* Typeface Choices
  + I choose BankGothic MD BT because it seemed the most space like, while still being readable and serious. It has very soft edges but has the edginess that a lot of space typeface has. The point size of the font is not too small or big which makes it not too small and practical. The kerning is also not too big unlike some of the other fonts so it does not take up too much space. I also like how it has both upper and lower case because it makes it seem more serious due to that fact that it follows proper writing. Also the fact that it is sans serif and not serif fits better with the theme because rarely does one ever see space themed things with serif fonts. The titles are also bold so it stands out more from the background.
* Color Schemes and Swatches
  + The color scheme typically follows a black (0,0,0), white (255, 255, 255), and 3 different grays (200, 200,200), (210, 210, 210) and (192, 192, 192). The reason that the colors are black, white and gray are because the background is black with white dots (stars). This helps the text stand out from the background. It also keeps up with the space theme since often spaces themed things involve those 3 colors. It also allows the color from the pictures to stand out more. When there is a black font it typically has a gray as the text background. This allows the text to be read easier. Titles are typically thick and white so it stands out from the background.
* Navigation Labels
  + The navigation labels are always white and bold as to stand out from the space background, so it contrasts with the black. They are similar to the titles but they are not as big. They are size 18 font. The font type is still the same as everything else. The navigation labels always have to be bolded.
* Button Sizes
  + The bigger button sizes which are .7” height by 3.17” width are for navigating between the pages. I wanted people to be able to see and notice where they can navigate so it can encourage people to continue going on to the next page. It also helps the older people who have poorer vision notice them more. It is big because I want to draw their attention to that area so that they feel interested in finding out more information. The same can be said for the back buttons because typically they can be used to go back to the navigating slides where they can find other buttons to other information.
  + The smaller button is still not that small and is easy to see. They are .55” Height by 2.59” Width. It is smaller as to fit on the slide with the content but still big enough to see.



* Justification of the placement of all elements of your project
  + The titles on the page are in a different spot than all the other titles because it is the most important and the title in a sense is the content on the page. It also is there to be complimentary to the picture.
  + The title is always placed in the right corner with the exception of the title slide. It is there to remain consistent and so it does not interfere with the content on the page.
  + The picture on the left(blue) is always a planet and I have it there in many slides so it remains consistent and to leave space for the content and title on the right. It is also there because the transitions are based on the planets.
  + The pictures on top of the planet pictures are there so that it does not interfere with the content or title. It is also above the other picture because the planet picture is not that important.
  + The text is on the right so it remains consistent and does not interfere with the pictures.
  + The large picture behind the main navigation page is there for design.
  + The buttons are in the same places to keep consistency.
  + The other buttons on the main navigation page are underneath the topics and text because it allows the users to find out more by clicking underneath.
  + There is text on the navigation side so that they get a basic idea and understanding of what page they are going to next.
* How they come together, and your overall ability to implement all of these properly
  + My original plan was to use a template that went well with my topic however I was looking at the transitions and came up with a better idea to use a rotation transition. That is why I put stars in the background and the planets pictures on the slides as to resemble orbiting to go along with the space theme.
  + I based the rest of my content on the background and transition ideas. I found good colors/fonts that could be seen in front of the space background. The colors also allowed for the pictures to stand out more while remaining with eh space theme.
  + The colors of the pictures pop out against the background which is where the color comes in.
  + The buttons are big enough for everyone to see and people should be able to tell that they are buttons.
  + The content/text will also stand out from the background so people can also read it without any problems. It should also be big enough for anyone to read.
  + The layout came out together so people do not have to search for the buttons and it is all organized and consistent.
* Went from a template on PowerPoint then trying to figure out what could be a good transition so I decided to change from the celestial template to an outer space background of stars with planets in a rotation transition