Joseph Kerr Project 1

I have chosen to gear my presentation to late elementary school children and early middle school children. I.E. 4th – 7th grade. Itried to be playful and laid back with my approach while still remaining professional. I geared it towards an after school program that was beginning to dabble in computers and multimedia production.

The color palette I chose was to excite the eye. It was in an attempt to draw in their interest. It is also why I chose to use a cartoon doodle of myself.

I chose to focus on fun fonts you wouldn’t normally use if this were geared towards a more professional environment. I tried to use a range of fonts for simple labels while keeping it simple on sections where there was a lot of information that they might wish to follow along with while I read it or if they were reading it themselves.

I chose to bleed the opening into the main page (building blocks) so we could get there rather quickly. I used the Star symbol implying that the building blocks themselves were the “stars” of multimedia. Each star would bring them to the page it was labeled as and once on that page you would click to be taken to the “Example” page where you would find a link to bring you back to the building blocks page. I visualized it like a star in itself, traveling to each point of the star and afterward being brought back to the center.

