Thomas Buonocore

Making Multimedia

The audience that I chose for my presentation was non-tech savvy college students. I figured they would be an easy audience to get into the shoes of since I am a college student myself, and I feel like I would be able to explain certain aspects of technology to someone who doesn’t know how to use it very well. I chose to explain a lot of the bigger concepts in more depth than I would to someone who already knew what I was talking about. Because they don’t know very much about technology or multimedia for that matter, I had to explain things more thoroughly. I chose to use, not a completely white background, but more like a white with a greenish/ grey tint so it would be bright enough to keep students awake while being presented with this information, but soothing enough to not be tough on the eyes. This scheme also included a touch of a dark red to pop on the screen. The black text on top is completely legible and easier to read than if I were to have made it white or a different bright color like that. I chose to make it pretty straightforward, where every click or key press would advance the slides since the students are not tech savvy and they may not know how to use advanced techniques to move through the slides. I chose to have images for pretty much every slide, so that there was something to look at other than just text. I have always found it helpful to be able to look at an image along with the text that I was reading. For each of the building blocks of multimedia I included a very simple example of each. Although I tried to include images for each of the slides, for the animation and video ones, I had moving pictures to replicate the definition and the idea of the two concepts.

The font I used was century gothics, which was a bit of a change from the normal Times New Roman which is boring and standard.

AaBbCcDdEeFfGg

The quick brown fox jumped over the lazy dog

With all the aspects that I chose for each of the 5 building blocks of multimedia, I believe my project would appeal to a non-tech using college student and it would make sense to them. Someone like that would learn from my project and my design choices fit perfectly for each of the categories.