Matthew Schilling

Professor Caruso

Interactive Multimedia I

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Project 1 Considerations

The target audience I have chosen for this project is non-technical college students. I went with this group because it allows me to communicate freely and not have to be concerned about them grasping the concepts. The considerations I must take into account while designing for this age group are very liberal as they will be able to understand the language of the information provided without any alterations, have few restrictions based on physical capacity. I do however, need to do my best to keep them engaged and their mind from wondering too much.

To strive to accomplish this I tried to break the text up into more digestible chunks across the slides. I also tried to make references to things that would grab their attention, such as references to staples of modern online society, such as the first meme I’ve ever created. I also tried to pepper in a few images to keep the slides from being predominately text.

As far as the text itself goes I decided to use Palantino Linotype, a lightly serifed font that reads easily in any point size. I tried to keep the point size the same throughout the presentation for consistency, but in a few cases I did have to reduce it to keep some slides organized. For other headings and titles, I used Cooper Black and Gill Sans Ultra Bold to differentiate from the body text.

For the background, I decided to keep things simple, using a gradient that is reminiscent of a sunset, and kept it the same throughout the presentation. For the graphics, I decided to only use static images to keep from being distracting, with the exception of the symbol for animation that I felt would benefit from being animated, and the marquee like example to demonstrate how our minds make animation possible.