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Multimedia Project 1

Considerations.doc

My audience for this project is late middle schoolers to high schoolers. I made the text more complicated than if it were for a younger audience, but not too complicated that the intended audience would be confused. I reframed the provided language slightly, just to convey it better to my intended audience. I used less big words, which sometimes caused explanations to be longer.

Fonts:

I used the Century Gothic font for this project. Both (Headings) style and (Body) style.

Century Gothic

**Century Gothic**

The fonts fit the style of the presentation well and are easy to read. They are clean looking and give the project a smooth, sleek look.

Colors:

R: 0, G: 0, B: 0

R: 255, G: 255, B: 255

R: 33, G: 33, B: 33

R: 99, G: 99, B: 99

R: 0, G: 198, B: 187

R: 143, G: 143, B: 143

R: 165, G: 165, B: 165

Look & Feel:

The look I was going for was sleek. The projects color scheme and font choice along with some of the patterns featured on the titles of the slides give the page some texture, without overdoing the visuals. The project is smooth and easy to look at, and still gets its point across. The look is constant across the entire project; however, some varying slide layouts can be seen. These variations give a small change to the project, but not one that takes away from the look.