Robert Zbik

Interactive Multimedia

Project 1

**Considerations**

For my presentation, I decided to focus my efforts on children. My audience would be around the seven-year-old range, young but old enough where they could understand and relate to some of the topics discussed. They are old enough and at an age where they are already immersed in technology and able to comprehend the topics in the presentation. Kids nowadays know more than some adults do. Today’s youth is learning everything at a faster pace, they are practically born into today’s technology.

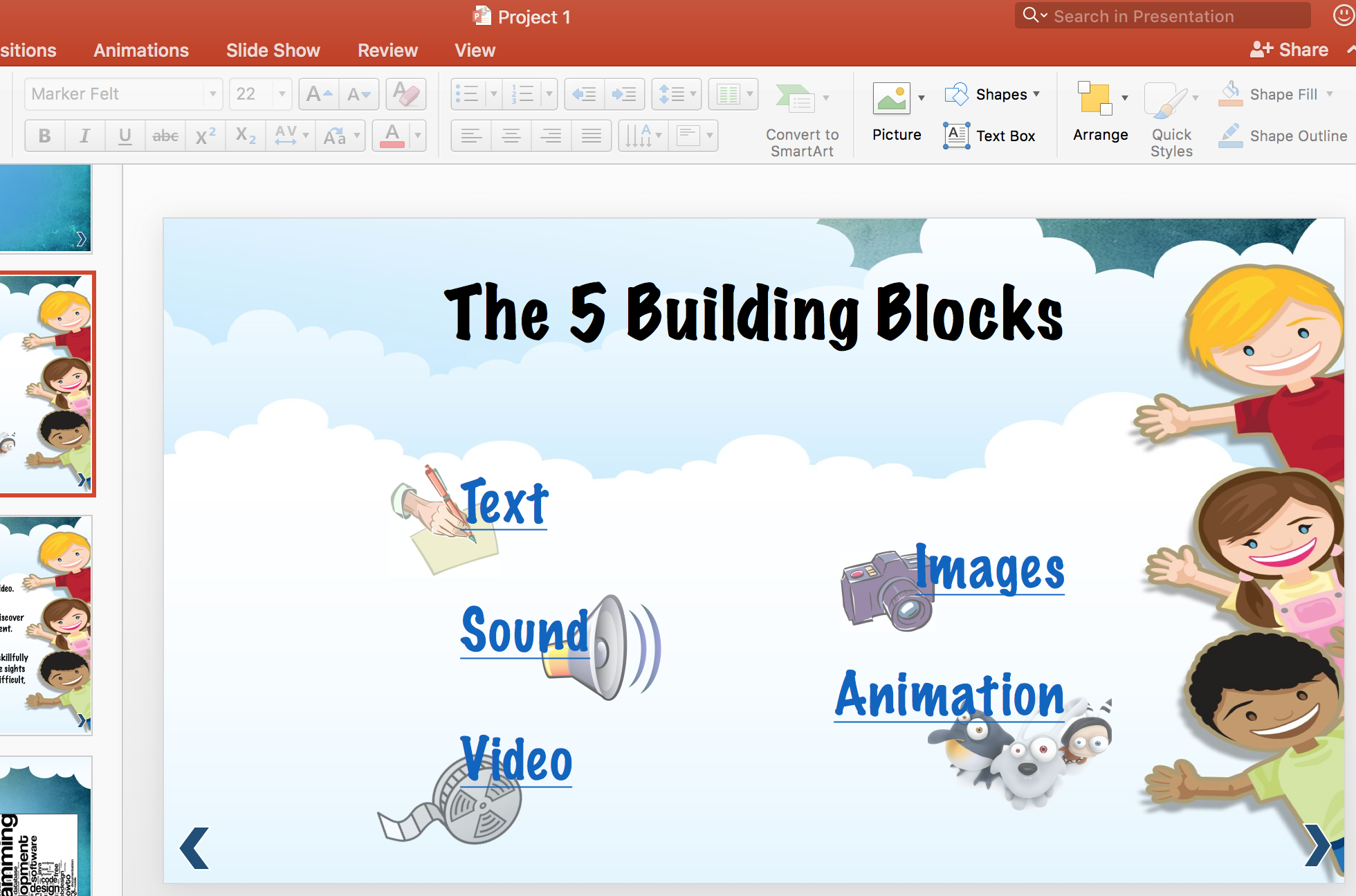
I had to make the presentation visually appealing for this audience, so that I could be able to hold their attention. Children are curious and distracted easily. They are drawn to color and eye popping visuals. I made the bulk of my presentation in a cartoonish format, filled with color to hold the viewer’s eye. Big and simple cut outs, with vibrant colors. I put in some realistic images to show more of an adult feel, to not treat them entirely as children. To give them a taste of realism, a slow transition into the modern world, which I did with the language as well.

For the most part, I reframed the language of the given text to suite a younger audience. I replaced some words that I felt that they might not understand. I did keep some adult sounding text, as I feel that we should talk to children as adults, and not talk down to them. Especially when it came to technical topics, there was only so much I felt I could change and keep the general point. Again, a nice transition between both worlds. It was enough where I felt like they could still understand the concepts presented, and still be curious about them.

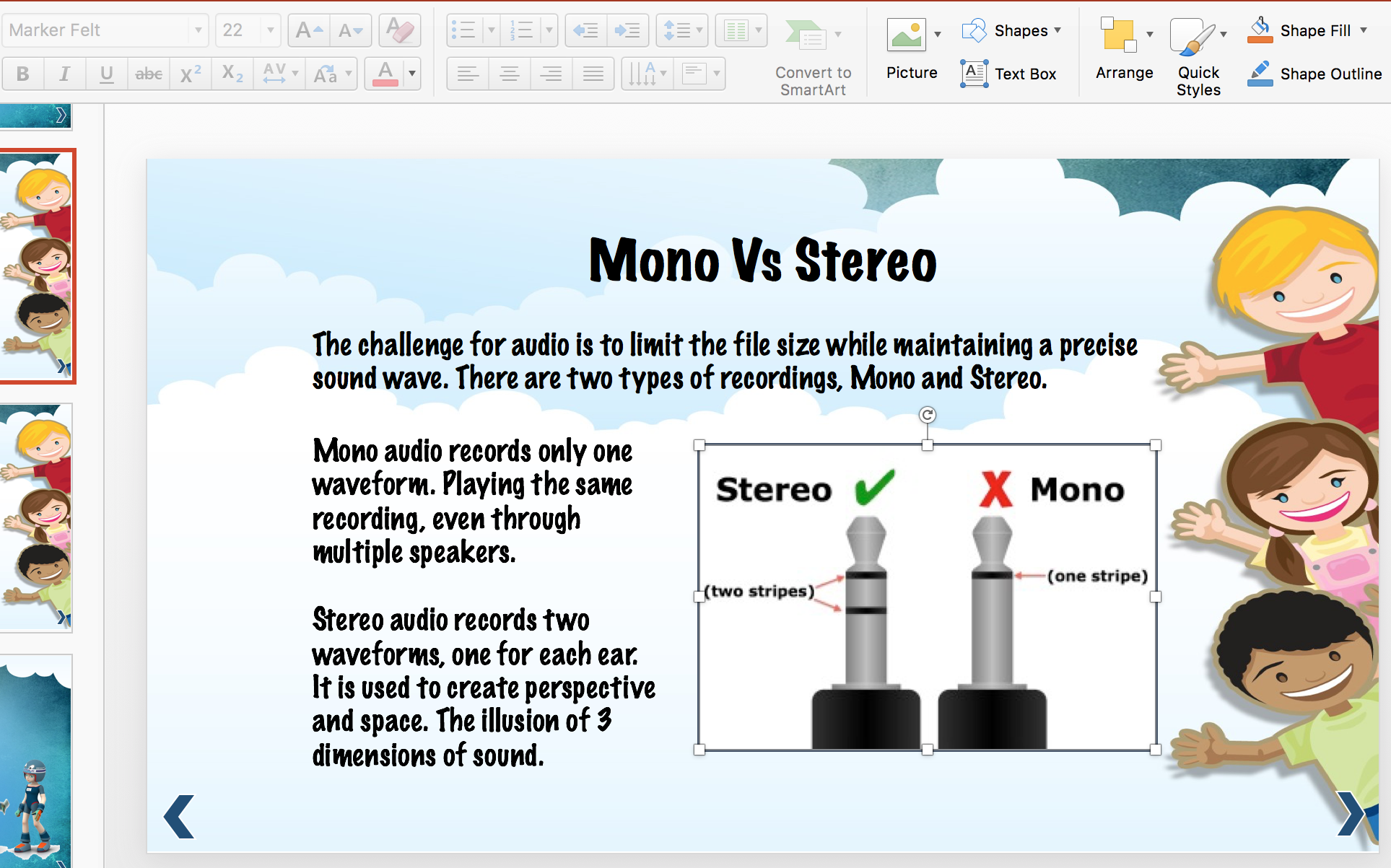
The type of font I used throughout the presentation was ‘marker felt.’ I thought it gave it an interesting and youthful look, almost like graffiti but still legible. I felt like it went well with the bubbly, cartoonish background. For the main screen, I used a large 72 size font for the words to jump out at the viewer. The main headings are still large, at a 54 font to stand out. The actual information text is at a font of 22, a decent size for kids to be able to read.

For the background, we have kids themselves. What better way to let the audience know the presentation is for them then to include them in it. I used a simple black font that was legible against the blue and white background. In some darker areas, I used a white outline just to make it stand out more, a nice contrast. At the bottom of the page away from all the information, I included the navigation tools. I grouped certain aspects together as much as possible. You can easily and quickly spot the navigation, away from the actual information as not to give it a cluttered look. I tried to use as many images as possible to showcase the topics, as to solidify what is being taught. I think visuals give the presentation a complete and whole look, otherwise it would be too dull and cheap looking. Some examples of what I used in my presentation…

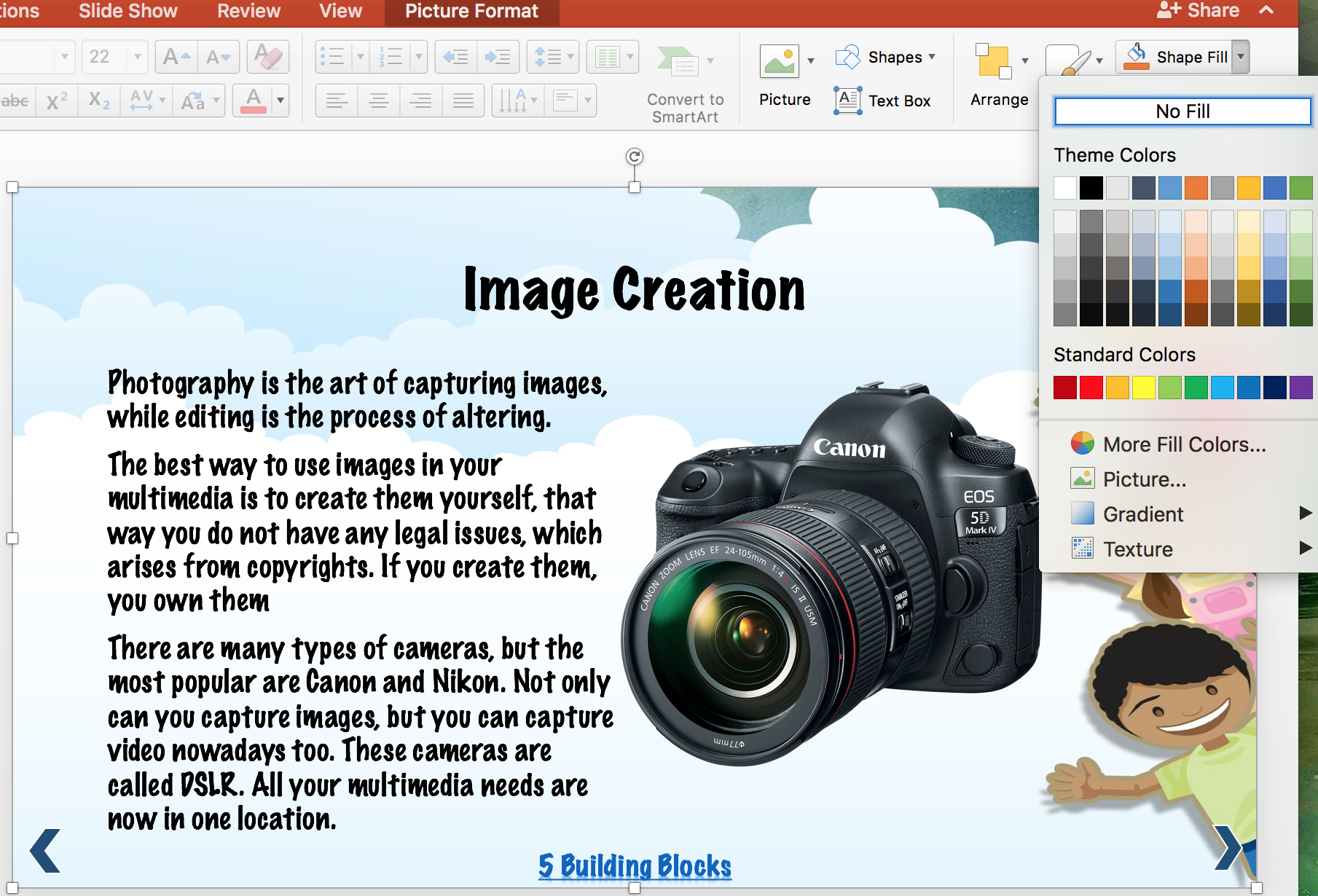
Visual cues for all the text included.



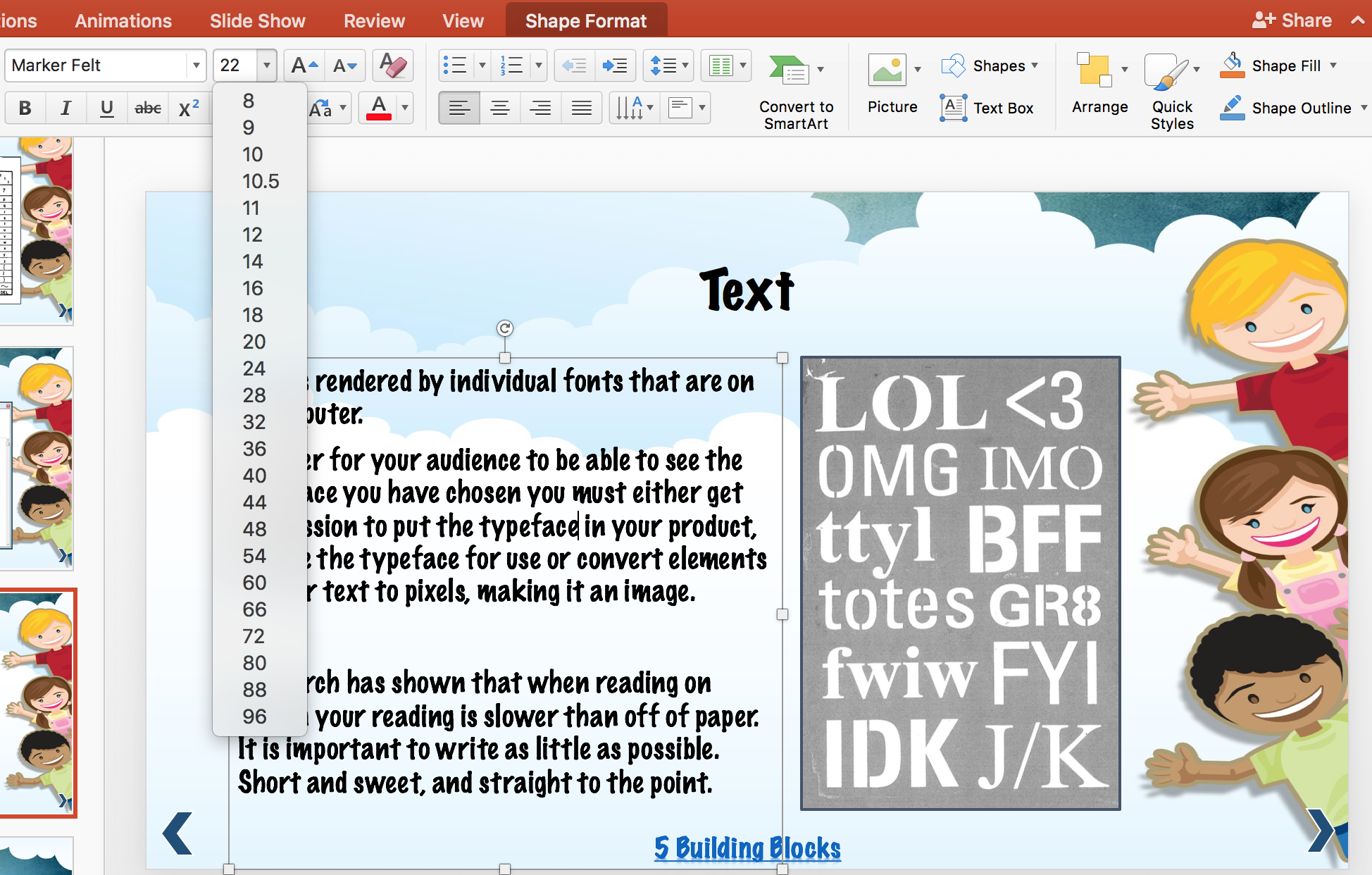
Technical images, but designed for children to comprehend.



Realistic photos to relate to. The color swatch compared to the background.



The font and size included.



Overall, I can say I am satisfied with the look and feel of the presentation. I think it is visually appealing and yet simple. It does not look too cluttered, and does not have an incomplete look. I think if the actual audience had to be presented with the project, they would be intrigued with their attention drawn in all the right places. I referenced every single piece of media, and checked all copyrights as not to infringe upon them. The whole presentation is complete and legal.