Daniel Cianfrone Interactive Multimedia Project 1

For my presentation on multimedia I decided to target the audience of middle schoolers. These adolescents are trying to become more like adults but can still be stuck in their childish ways. I thought it would be rather challenging to create a presentation on multimedia that would grab their attention but also hold it so they could learn the information.

I started by choosing my fonts. I did not want to use a variety of fonts because I think changing fonts on them every slide would cause them to focus more on that than the information being taught. I also wanted to use a different font than what they are used to in the Times New Roman and Calibri fonts. I decided on something that is nice on the eyes but is different enough from those fonts they were used to. For my titles on slides I used Castellar, and for the body paragraphs on slides I used Sitka Subheading. During the presentation I, again, wanted to keep things new but not to over the top for my audience so they would not get distracted easily. I tried to use a decent number of images so it would not seem like a boring wall of text and it also helped show some of the information I was trying to get across like bitmap vs vector. Two of my favorite slides are slides 7 and 8 where I start with the saying “a common maxim holds that...” and the next slide has a background image that finishes the saying. I used an image to prove that saying and is a way of impacting the audience on how true the saying is.

I added some navigation tools in the slides so that you can travel to any of the subcategories of the presentation and I added a hyperlink to the first page on every slide. It is very easy to navigate through my presentation just using hyperlinks on images and text. I also tried to use a video that showed some cool things that could be done with animation but would be interesting to the audience. I decided to insert a video from YouTube that showed the different steps of animating water and lava in the very popular movie Moana.

Overall I think making this presentation with my audience in mind was a challenge but was fun. I never expected to enjoy working with these multimedia styles and programs to be fun but I’ve enjoyed it quite a bit. These uses of multimedia together can really mold together to make something impactful and has many uses. They can be used to teach, create entertainment like movies and video games, and even be used to advertise business. A lot of the world is based around multimedia and this presentation was showing just one of those amazing ways.