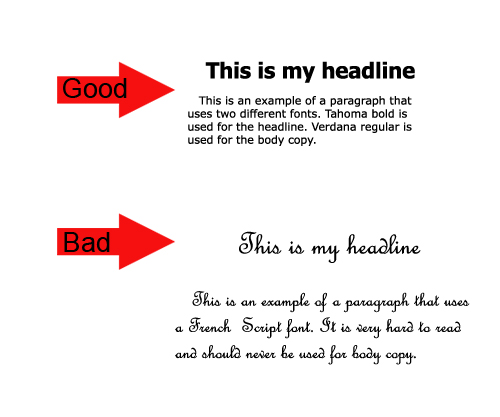
Consideration

I choose “Business executive who need to consider different training forms” to be the audience to whom I address my presentation towards. To make sure that my project is a successful one; I took a few things into consideration. I had to adjust the language to represent the audience; since I’m addressing business executives it’s fair to assume that they have a better vocabulary than that of a child. For example, if my audience was “Children under the age of 6”; instead of describing multimedia in the way that Tay Vaughan did which is “any combination of text, image, audio, animation, and video delivered to you by computer or other electronic or digital manipulated means”, I would simply reword it to a lesser degree in terms of the vocabulary; such as, “multimedia is adding together two or more the following: text, photo, sound, animation, and video which is then played by a computer or other similar devices”. I also had to consider that business executives really don’t want to know the in’s and out of the various building blocks of multimedia, just the parts of it that they can use to present. With this in mind I refrain from going into depth about the topics.

Another consideration I had to take in to account was my font choices. My project is geared towards a professional audience; therefore, some fonts were unusable. For example:

[](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwi6i-vP4OPSAhWIRSYKHR4eCrcQjRwIBw&url=http://www.easypapercrafts.com/design-tip-wednesday/132-how-many-fonts-should-be-used-in-a-project.html&psig=AFQjCNEGgOKtvKe84oqNvJSdFROT9QXJHw&ust=1490053619851310)

I appreciate all fonts; however, in this case the “Bad” font would have been a terrible choice for my project; not only is it unprofessional but also very hard to read and would have made my audience uninterested. Another aspect that is very important is the font color and background. This is essential in making a project look and feel the way that best represent your audience, and readable. for example:

[](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjV6Mfi5uPSAhUDbiYKHQ7dAGoQjRwIBw&url=http://www.slideshare.net/Lynnylu/presentation1-20887067&bvm=bv.149760088,d.ZGg&psig=AFQjCNFq__vgN8Hnat5hbkhXeFQFBBs8Aw&ust=1490055317106954)[](https://www.google.com/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwimhtvq5-PSAhXBQyYKHf3_ANcQjRwIBw&url=https://blog.slideshare.net/2014/03/17/how-to-use-colors-in-presentations&bvm=bv.149760088,d.ZGg&psig=AFQjCNGDNnamjO0huoNGrF_CyySmjKrXJg&ust=1490055588390321)

As you can see, not only the type of font that your using is important; but also the color, and background for your presentation.

For one’s presentation to be successful, you must keep your audience interested in what your presenting. Littering your project with interface and navigation element at the appropriate time is a key factor in achieving this. I add interface to illustrate examples throughout my project, this will help my audience grasp the concept of what I am throwing at them. I utilized the same concept with regards to navigation; I introduce navigation throughout my presentation to help me get from one slide to another or to skip multiple frames with the use of hyperlink.