Anthony Hsu

Project 1

My audience was the hipster college student who is not good at technology. Granted they mostly understood what each were but did not know the specific back of house details of each. I tried to make the content informative but not too technical; drawing inspiration from museum info-plates from the masses. Just enough above the average level of the masses to be informative but simple enough the average Joe could understand it. The language and phrasing was based on how I would personally word things. Since I am a college student, it seems fitting. The font I chose was the closest free font I could find to the native font of MacOS. I based the navigation tools on the idea that this presentation was on a touchscreen and as a result placed the iPhone “home” button at the bottom. The arrows are intuitive enough. The Home slide has sampled Rose Gold buttons and the color scheme was based on the aluminum used for the MacBook. Any questions about omitted info can be sent to me via a PM to my WordPress account. If it is negative by nature, like Apple, I will sue you for stealing my ideas. If it is positive I will respond in 2 weeks like the amazing support that is Apple Care.