Garry Ovide

Professor Caruso

Interactive Multimedia

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For college students who are non-technical?  **Audience research makes it easier.** It is imperative to know the audience that you're talking to as much as know what you're talking about. You need to acknowledge your audience's level, and experience, by knowing their style of learning that should affect how you shape and present the material.

**Have a clear objective.** The moment you know about your audience interest, the next step is to decide what you want your presentation to accomplish. second, what do you want your audience to do after the information is being disclosed?

**Using real-life example.** By using life examples is one the most effective way to make information stand out to a non-technical audience. If you're talking about technical stuff, take a different approach put it into a simple phrase that a non-professional can understand.

Seniors (65+) **Hearing and visually impaired**.We need to consider the way we present information when designing a presentation for elderly users, the vision, and hearing impaired. Providing captions is essential when designing for older peoples. Provide speech reader is very important for those with hearing impaired. Content must be clear even someone with hearing and visually impaired can still experience the information being disclosed.

**Making text reader-friendly.** Avoid small fonts when planning for elderly's do not use font-size smaller than 24. You need to be mindful of the screen size, for people that are older using small fonts can strain their eyes.

**Making Icons or things ease to click.** Making sure that clickable things are big enough and far enough from one another. For mouse where necessary, only use single clicks to select.

Business executives? **Visual effect** In the business enterprise, it is best to use visual instead of text. Businessman doesn’t want to read slides full of text to them. It's preferable to use a high-quality photo.

**Color contrast** The right color can excite emotions. The correct color can help convince and motivate. It can increase the audience interest.