* Class/Group: Business owners
* Personas:

1. Business owners that knows about multimedia

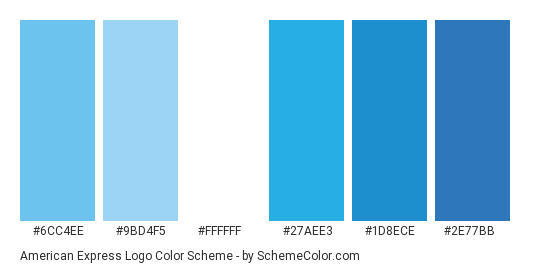
* Further explain how multimedia works and work with their ideas to create a more understanding platform that they can use to make their businesses expand.

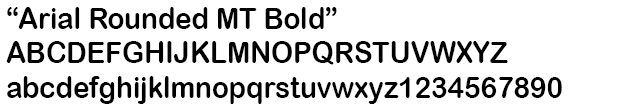
1. Business owners that doesn’t know anything about multimedia

* Explain the purpose of multimedia and how it can help them expand their profit and how they can make use of multimedia as a tool to help them sell their products.

1. Business owners that knows a little about multimedia and wants to learn more

* Help them analyze and understand multimedia more and expand their knowledge of it so they can make their use of it more appropriate and successful.
* I used very technical terms and professional words because my target audience are businesses that needs to know how to advertise their products efficiently.
* I chose a very clean color scheme and over-all theme because business owners tend to not look at the design of a proposal or presentation more, instead they focus on the content and delivery of the information. I specifically chose the blue and white color scheme because it looks very clean and it also shows a professionalism. Lastly, chose that font (Arial Rounded MT Bold) because it has big spacing and the letters are



* [clear.http://www.schemecolor.com/wp-content/themes/colorsite/include/cc6.php?color0=6cc4ee&color1=9bd4f5&color2=ffffff&color3=27aee3&color4=1d8ece&color5=2e77bb&pn=American%20Express%20Logo](http://www.schemecolor.com/wp-content/themes/colorsite/include/cc6.php?color0=6cc4ee&color1=9bd4f5&color2=ffffff&color3=27aee3&color4=1d8ece&color5=2e77bb&pn=American%20Express%20Logo)
* <http://buzzword.org.uk/fonts/?thumbs=1&sortby=fontsort>