My demographic is college students with a simple grasp of how computers work. To keep them interested, I must add some sort of humor and make the presentation interactable. Do not go overly descriptive to terms they may not know at the moment but if I do drop in some vocabulary for them, explain what it means shortly after. I chose the color scheme and font because I feel it looks aesthetically pleasing at least to me. I made sure all of the images contrasted well with the background and did not go overly insane about the animations and transitions.