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Interactive Multimedia I CISY114 51X Spring 2018

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Non-Technical College Students

This group of people represent a younger generation that is familiar with technology but is not experienced with the inner workings of programing and engineering of multimedia.

1. Not getting to technical about the mechanics
2. Relatable to their situation
3. Eye Catching

I plan on using simple and understandable references that will not be to confusing for this particular group. If something is relatable there is a larger chance the audience will be more engaged. Using different images or references to catch the attention of this specific subject that can be easily understood.

Business Executives

This group represents a professional setting that is looking for straight forward approach to a new training outlet.

1. In depth
2. Attention to detail
3. Engage in new process

I will use a straightforward approach with this group, they know what they want. It will engage them in a way to be open to new forms of training without having to question the procedure. Attention to detail will be key with this set of individuals as they are looking to be represented in the most professional way possible.

Seniors (65+)

Seniors will represent the group of people that will be less likely to understand the multimedia process and elements.

1. Easy to read, Bold typeface
2. Simple Design
3. Linear configuration

The senior group will need easy to read content it will have to be worded in a way that it is easily understood and will not create confusion and loose interest. A larger typeface would be used so it stands out. This presentation will have a linear slide configuration, so it will be less likely to get lost in navigation of slides.