**Project 1**

For this project you will use multimedia to teach a specific audience about what interactive multimedia is all about. You will be provided with some of the content that you need to use and you will be required to extend that content in some way to further explain the different building blocks of multimedia, interactivity and the hardware and software tools to produce multimedia. This project should be fun and informative, a way to demonstrate what you have learned in this class to date.

Project 1 will ***NOT*** be presented to the class. I will be grading it privately. 🙂

**Choosing your Audience**

You get to choose the user audience. Will it be:

* College students who are non technical?

All of your interface decisions as well as how you re-frame or re-write your source materials must keep your audience in mind.

**Project Description**

**You need at least 17 screens of information** for each of the following pieces of information. Screens might mean individual slides in Powerpoint, or multiple text areas/audio files/videos on a single slide, arranged so that there is a logical progression.

**Deliverables & Grading**

* **Size Limitations (25 points)**
  + The maximum file size you can submit to the Assignments tab is **32 megabytes**. You *must* make your final deliverables fit under this limit.
* **Design Documentation.doc (75 points)** – A Microsoft Word document that outlines the following with ***copious visual examples*** (like the Design Documentation we learn about in class):
  + Who your audience is,

College students who are non technical?

* + What considerations you need to take into account while focusing your presentation to that audience,

They may be taking an intro class, and can vary in technical knowledge. Students could be typically be in an younger age range 20-30.  
As they are non-technical they could have varying life pursuits and not all information might pertain to them. The slides should not only be informative but also targeted to be useful for all.

* + How/why you chose to re-frame the provided language,

Simple terminology I think would be best to accomplish the task at hand as the goal is to deliver the information so that the audience receives it for incorporation into their lives.

* + Why you made your choice of fonts, color scheme, and look-and-feel,

I’m choosing a font that is large for key terms for memory reinforcement and definitions should be shorter. Examples and demonstrations will supplement the definitions for richer context. All things should tie together neatly, and the font should be tight and not so decorative to allow for the audience to maintain greater focus.

Color scheme undecided… thinking a simpler more business oriented color palette… black, white, grey, \*red maybe\*, matte versions of green/blue… subtle colors on the eyes, nothing to bright like cyan, or magenta.

Look and feel should be fluid. Transitions should be quick but attention grabbing. A lot of the attention should focus around the body and terms so possibly smaller titles, more body.

* + Where you chose to put your interface and navigation elements; and

Nav buttons. Possibly some clickable definitions, and Chapter menu would be nice.

* + **Be sure to include color swatches (with RGB, or Hex values), diagrams, font sample sheets, and other images to illustrate your points. Remember! When you describe something visual in words, provide an image or drawing to go with it that shows what you’re describing.**

A screenshot of a computer

Description generated with very high confidence

My color swatches include orange text fill, gold outline accents, primarily white, orange, or black text. This is done to focus the readers attention to the text.

A dark to grey shade of blue should be used to contrast the orange and the blue should always try to be transparent if not greyish.

A screenshot of a cell phone

Description generated with high confidence

Here a white title is issued, with the common orange text, gold outline, and as you can notice the dark grey blue is used to contrast the orange text.

A screenshot of a social media post

Description generated with very high confidence

Here black text is being used for the body and the background is demonstrated as a pattern of blue and grey pixels.

* + All of these choices should reference and be justified by the design principles we learned in class.
* **Project 1.pptx (400 points)**– Your actual presentation which will be graded on the following facets:
  + **Navigation & Wayfinding (50 points)**
    - Is the interface intuitive?  
      - made easy to read, direction keys and index
    - Are the interface elements consistent?  
      - slides should be consistent
    - Do you have both a primary and secondary navigation?  
      - yes
    - Do all of your linked interface elements work?  
      - yes
    - Is there appropriate visual feedback to the user?  
      - believe so
  + **Text & Typography (50 points)**
    - Do you use fonts suited to your audience?  
      - yes
    - Do you vary your typography to convey structure and emphasis? (Titles vs body text, etc.)  
      - yes
    - Is your text formatted properly without typographical errors?  
      - yes
    - Does your typeface degrade properly on multiple systems?  
      - yes
    - Do your color choices allow your text to be easily read? (Proper Contrast)  
      -yes
  + **Images (50 points)**
    - Do you use images as appropriate illustrations?
    - Are they scaled and cropped appropriately?
    - Are they compressed appropriately so not to take up too much space, but are also legible and look professional?
    - Are they all properly cited in the credits screen(s) and not infringing on copyrights?
  + **Audio (50 points)**
    - Do you use audio as an appropriate illustration?
    - Are there consistent audio cues in your navigation (button click sounds, and other cues, etc.) or background music?
    - Is the audio compressed appropriately so not to take up too much space, but also sounds pleasing to the ear?
    - Are all audio sources properly cited in the credits screen(s) and not infringing on copyrights?
  + **Animation (50 points)**
    - Do you use appropriate illustrations for animation? (Animated GIFs or integrated Animation in PowerPoint.)
    - Does your interface make some use of the animation features that Powerpoint is capable of? (Transitions, animated objects, etc.)
    - Are all animation examples properly cited in the credits screen(s) and not infringing on copyrights?
  + **Video (50 points)**
    - Is the video integrated in a way that looks professional?
    - Do you use appropriate videos for illustrations?
    - Is the video compressed appropriately so not to take up too much space, or is it somehow externally linked to get around space requirements?
    - Are all video sources properly cited in the credits screen(s) and not infringing on copyrights?
  + **Provided Content (50 points)**
    - Is all of the provided content utilized in some manner and properly integrated into your presentation (via all multimedia types, with appropriate typography, enrichment, etc.)?
  + **Additional Content (50 points)**
    - Did you add to the provided content with content you produced to each element of the presentation?