**Ariella Levine**

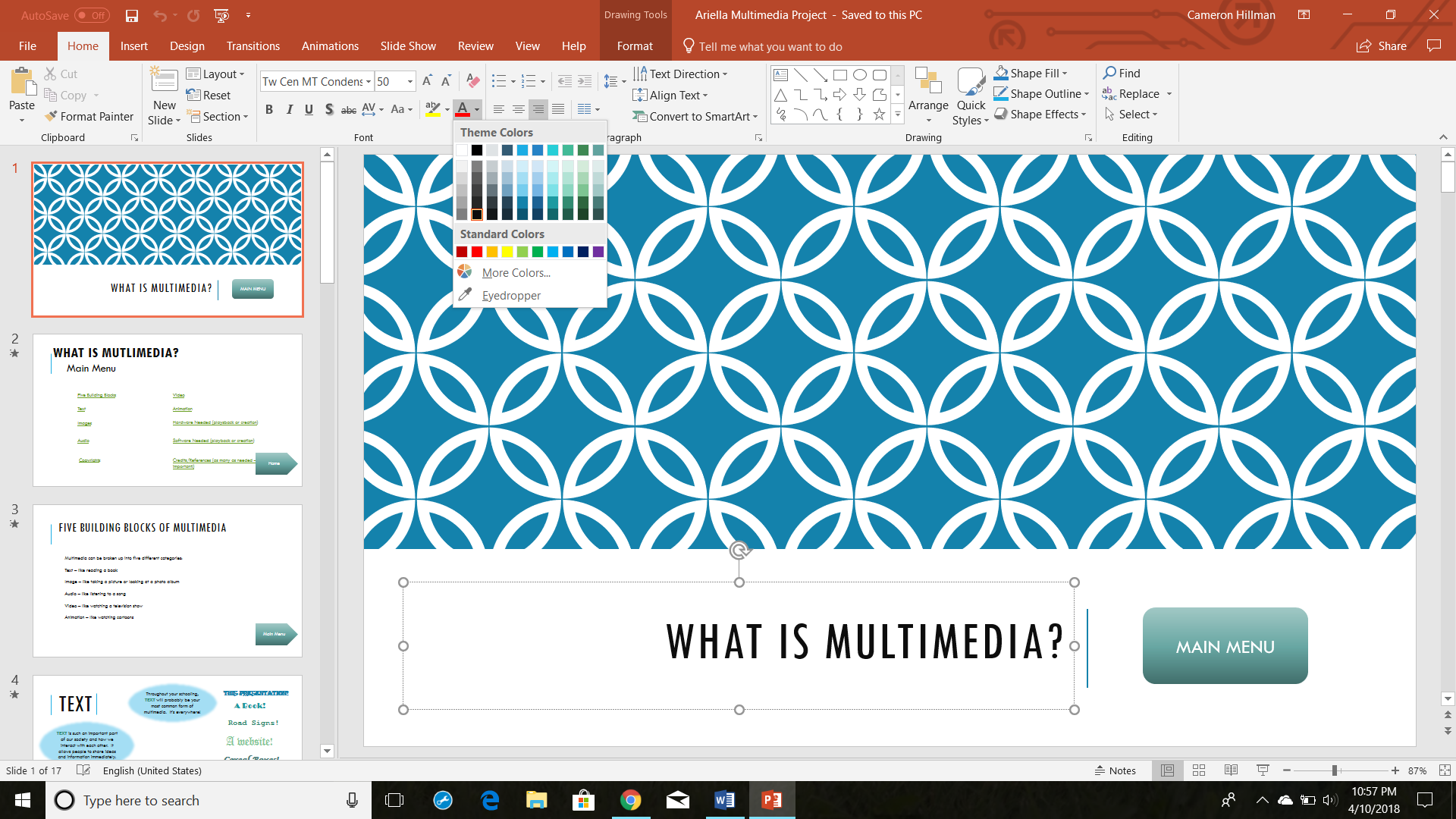
**Interactive Multimedia I**

**S. Caruso**

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**Project I – Design Document**

1. Who your audience is
   * My audience is children 5-6 years old, especially in kindergarten.
2. What considerations you need to take into account while focusing your presentation to that audience,
   * Since kindergartener do not have a large vocabulary, I will need to phrase things simply. I also plan to use a lot of picture and other interactive material such a “mini quizzes” and sound bites for them to really explore and understand multimedia.

1. How/why you chose to re-frame the provided language,
   * Using the provide language as a template, I will take parts of the information and change it to simplify the words so younger children can thoroughly understand it.
2. Why you made your choice of fonts, color scheme, and look-and-feel,
   * Because my audience is young children, I kept in mind their short attention spans and their likeliness to act out. When choosing a color scheme, I decide to go with cool colors to keep their minds calm. My main colors are hues of blue and my secondary colors are hues of green. I think these colors will calm the kindergarteners and also keep them interested in what I have to say. I also decided to a lot of animations so they would feel like it is more of a game or movie rather than an educational presentation.
3. Where you chose to put your interface and navigation elements; and
   * Considering my audience, my navigation system is supposed to resemble a DVD selection screen. My buttons are large enough for them to see what they are.
4. **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.**
   *  The colors I used for my project were cool tones, specifically blues and greens
5. All of these choices should reference and be justified by the design principles we learned in class.
   * I decided to really focus on repetition for this project. I think over all it looks a lot cleaner and sleeker. The young children will also not be as distracted with the constant changing of backgrounds, templates, fonts, and colors.