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Lab 6

**Project 1 Target Audience:**

**Teens with beginner multimedia knowledge**

**College Student**

This demographic…

* Would most likely be slightly advanced
* Might think they know more than they do
* Might be more adaptable
  + Present it in ways that are relevant in their everyday

**Baby Boom Generation**

This demographic…

* Would most likely be less engaged in the digital world
* Might not be like new media
* Might be more resistant to adapting
  + Present it in ways that are relevant or parallels their experiences.

**Kids (10-15)**

This demographic…

1. Would most likely be slightly advanced
2. Might think they know more than they do
3. Might be more adaptable

Present it in ways that are relevant in their everyday

-In Project 1, I chose to use the “Lato” font. The script is a user friendly, clear, yet semi professional type.

-I chose to put my animations on the mid screen to corner screen to give a sense of cleanliness and help they eye flow through the work.