Personas for Explaining Multimedia

1. Younger students in Intermediate schools (grades 5 and 6). I remember being in the sixth grade even though it seems like a long time ago. These kids still have short attention spans so there are still a few things to consider when teaching them about Multimedia or any new subject.

1. Not too much info thrown at them at once, children will easily get confused or just become uninterested in the topic in which they are being taught. Good ways to prevent this is teaching it in a way that does not seem overly complicated (not using too many big words).

B. Visual Aids, pictures, or clip art can be used to grab their attention or when used in relation to something it can make the subject funny.

C. If necessary grab a view video links from youtube for someone else other than the instructor to talk about it in a more fun and interactive perspective. Get the kids to laugh basically that way it doesn’t go in one ear and out the other.

2. Seniors ( ages 65 and older). This one is a bit easier but we still need to keep in mind that they may not be completely capable of learning the same way as a regular college student (around the age of 19). We must consider the following…

1. Some of them might Have trouble hearing any audio that is put into the presentation so the best way to combatant this is to use more visuals and less audio.
2. Another thing to consider is their ability to see, some may not be able to read whether its from far away or up close so if using powerpoint the font should be a decent size.
3. They will still be able to absorb a lot of information unlike the younger audience, so the presentation could be a bit more streamlined

3. People who are trying to start their own business, these people are going to have a passion for what they are going to do with their business but need help understanding multimedia to get their names out.

1. They need to learn a lot of information so they know what they are doing and gain some more experience. Whatever they are going to learn they need to take notes to remember because they are still focusing on their business and everything else that’s going on in their lives.
2. Most businesses reach out to the general public using social media, a college student like myself knows a lot about instagram and snapchat. These applications can be very useful for small developing businesses to get a bigger audience.
3. Convince them that they should use these methods because it will be very beneficial for them when trying to contact people or send information to a large group all at once for example posting a picture on instagram of the grand opening.