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CISY-114

Consideration Doc

For Project 1, I decided to cater to the non-technical college student audience. Being a college student myself, I thought that it would be the best area for me to work with. I spend a lot of time teaching other people how to use different devices and such and figured it would be the easiest for me to do for this project. I'm familiar with the terms that college students would know and the fact that they at least know how to operate a computer should be a good base for them to learn how multimedia works. When I was working with the different building blocks of multimedia, I wanted to make sure that my audience was able to understand what I was talking about. I tried to simplify terms to words that non-technical students would understand and I tried to use language that would help them engage in my project. I would have to think the way my audience would think and would use language that would help me stay attentive to the project. The image selection for me was also interesting. I wanted to make the navigation of the project a bit more fun, so I used images as my hyperlinks in order to navigate from the main screen to the different building blocks.

When I chose which images I wanted to use, I stuck to clipart and popular or well-known characters/pictures. One of the images is of Mike Wazowski from Monsters Inc. I chose him because growing up, Monsters Inc. was one of the big Pixar movies that I enjoyed as a kid, and I feel that many of the audience would be able to relate to my choice for that specific image

because they're in the same age group/generation as I am. I chose clipart because I do like a lot of the options that PowerPoint gave me. It also made it a bit easier to find relevant pictures.

I wanted to include some of the work I did throughout the semester in the course so that the audience could see that it's easy for anyone to learn the basics of multimedia. I think it's important to connect to the audience through one's own work, because it creates a situation where there's realism and not a wall between the presenter and the audience. They see that when I say that multimedia is simple, that it really can be simple.

The theme that I chose for my presentation looked more modern and I felt that it would help keep the audience's attention and would "pop" more to them. It's a very simple and sleek design that shows that this project both wants to be "fun", but gets down to business. I also tried to keep the explanations of the different sections a bit brief because I know that this generation doesn't read much. I wanted to have a consistent amount of visuals in the project so that there would be a good connection between my explanations and exactly what I was explaining.