

Assignment 2

Introduction

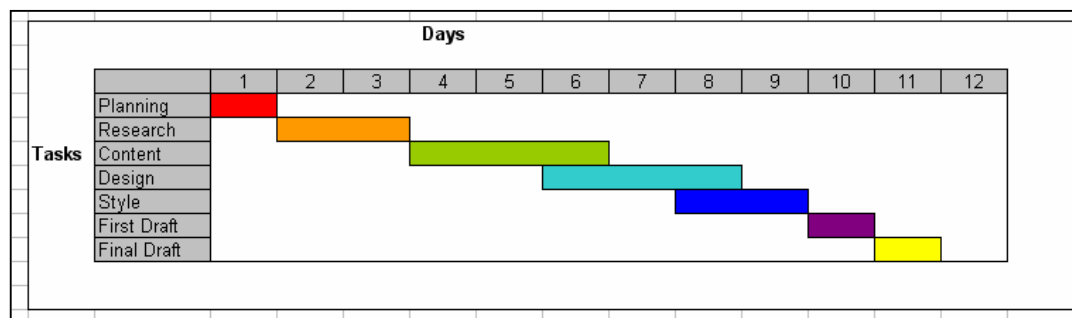
My Assignment was to I choose a target audience of young adults who are interested in computers. Thus I made my design with a more modern feel and text and images reflected that of my audience,

To manage my time on this task better I created a gannt chart to plan my time better I used this as a reference to see if I was completing tasks on time, this made work a lot easier, and also gave me an idea about how much time I had to spend on certain tasks.

Planning

Firstly I did a story board of what I wanted to be on each scene below is my story board, my actual presentation might slightly deviate from the below story board I also created a gannt chart to help me with managing my time

Who we are Tecsoft	Why are We better?	What we do	Networking	Networking
Software		Word	DTP	Web Design
Training		Web Design	Future	Good bye




Research

Before I started my presentation I did some research by viewing a few flash presentations for other companies especially computer based companies also I read some notes about how to make a presentation more effective to my target audience. (Young adults 25-35)


Want More than just a Network?

Presenting..



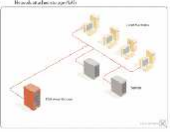
Presenting..

Why are we better?



Networking

- Highly Trained Staff for the best installation and maintenance
- Get the latest network technology
- A Sensible Efficient Network Design



We as a company understand fast efficient staff are important in a growing business

We can supply you with:

Hardware Software



These courses Concentrate on The Microsoft Office Products



We also offer a Web Design service For Companies in Europe



We will design the site around your requirements



Web Site Portfolio

A website that applies to your business

Great Sense of style

An easy to use website for your customers




Right Size Solutions

Thank you for watching

For the ondemand Business

Right Size Solutions



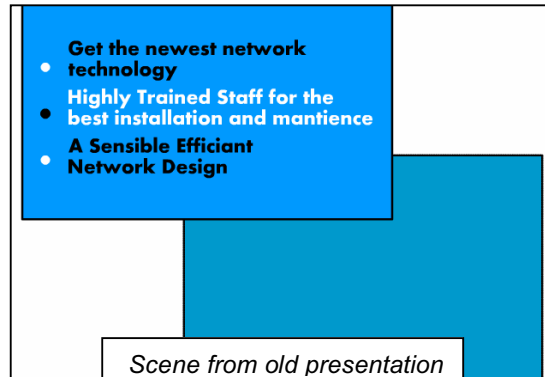
For the ondemand Business

A Presentation by Aaron Evans


Progression

It took more than one draft to come up with my final presentation; I originally started with a completely different structure.

I was unhappy as my presentation looked unprofessional and rushed so I scrapped the whole style and started again, I went through a lot to get to my final draft, and without this progression my final design might not be as effective as it is now. A lot of changes happened before I came to my final draft, things like text effects, colours and some pictures.



Implementation

I began my design in *Swishmax* which is basically a flash based program with a wide variety of text effects, these are also customizable with a number of options, I decided this was the best program to use. Once I had my movie ready I started to add content. Firstly I inserted the bars at the top and bottom of the movie (see right) the jagged edges were achieved by cutting a shape in Photoshop. Once I had done this I started adding text by clicking the add text button 

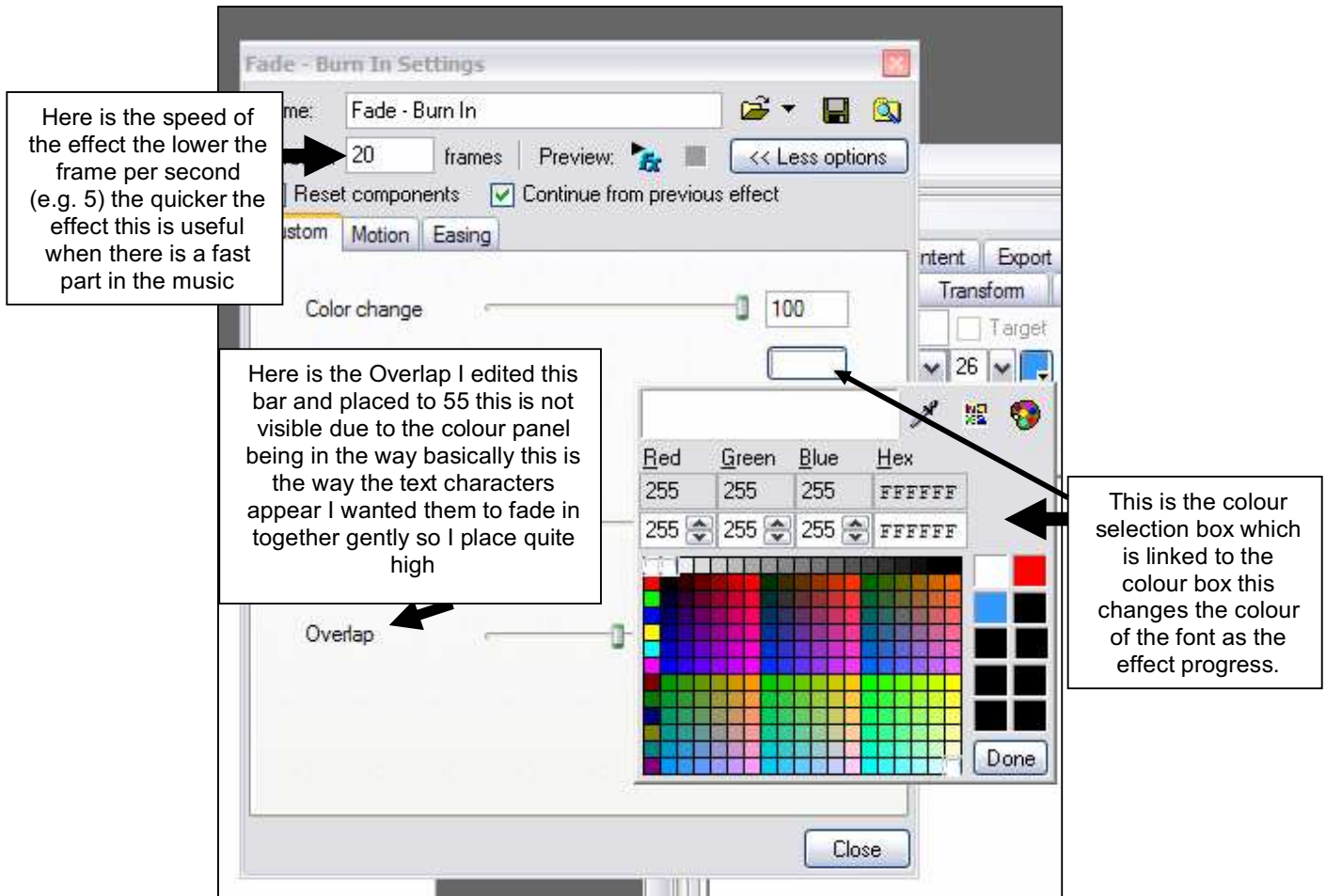


once this was done I needed to add an effect to the text.

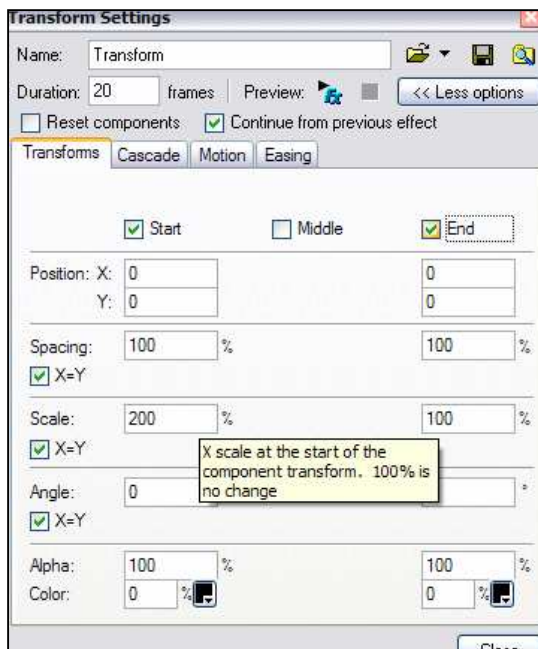


I did this by right-clicking on the frame number I wanted the effect for. For this particular effect, I decided on a simple fade. I decided to change the default 10 frames long to 5 frames long. This is done in the effects properties menu. I shall comment on this later with more difficult effects. After finishing a few scenes, I came onto scenes that required more difficult effects that I needed to apply to shapes, texts, and

images, this is done in the same way as text. For one type of effect that I used in my movie which was called "Fade - Burn In" I edited some of the options (see properties below)



There are many other effects I had to use scale angle and transparency were effects I used often.



Position on this menu is basically where the object can move scale is the size of the object and angle is the rotation of an object and the last alpha is the objects transparency. I sometimes used all these options to archive some effects There are also a lot more effects I used but they are basically a mixture of the two I have commented upon.

Evaluation

Overall I was happy with my final project but I know there were elements I could improve I did this by showing my presentation to my class and see what feedback I could get, and any idea they have that could improve my presentation. A lot of people noticed my appalling spelling mistakes, and some people suggested moving the images around. Unfortunately this was not possible due to an error in the program (*swishmax*) that would not let me open the original file . At one point I used a blur effect strangely this effect slows down on some computers thus I had to take it due to the fact that it would make the music come out of sync.

Although *swishmax* had this little error I am still happy with my choice of program to use for this presentation as the program had a lot more effects and made it easier to archive my chosen style and design other program I could of used is Macromedia Flash MX™ or Microsoft PowerPoint™ I chose *swishmax* over these as I am familiar with *swish* and I have made presentations with *swishmax* before. Thus I found using the program the logical choice.

There a lot of things I liked about my project especially the logo beating the music, and text effects moving to the music this was potentially the hardest thing to get correct. If I could improve my presentation , I would correct the spelling and possibly move some images around the page,

Testing

<u>Test</u>	<u>Predicted Result</u>	<u>Actual Result</u>
Music is Timed to Effects	Effect will go to the beats of the music	Effects went to the beat of the music
Text is on screen long enough to read	Text will be on screen long enough to read	Text was on screen long enough to read
Scene Changed Correctly	All Scene progress into the next scene	All Scene progressed into the next scene
All effects work correctly	All effects work In the correct manner	All effects worked In the correct manner
Presentation opens Correctly	Presentation opens correctly	Presentation opened correctly