

CONCEPT & STRATEGY

DEVELOPMENT

ASSIGNMENT

✎ Answer the following questions in a type written memo

- ① Who is the intended audience for your interactive multimedia presentation?
Be as specific as possible when defining the intended audience.
- ② What is the over all purpose of your interactive multimedia presentation?
Answer in a maximum of three sentences
- ③ What information must be communicated?
Answer in outline form including
 - 6 primary messages
 - 3 secondary messages for each primary message
 - 1 to 3 tertiary messages for each secondary message
- ④ What is the visual design concept and/or style of
your interactive multimedia presentation?
- ⑤ What is the unique information point (UIP) your interactive
multimedia presentation focuses on? How does the (UIP)
fit your design strategy?