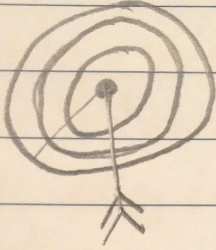


Chapter Nine → Audiences

Objectives:-

- * Software copyright
- * Audience appreciation



Audience appreciation:- when planning & creating ICT solutions, it is important to consider the audience

* Giving a presentation to an audience

You need to consider all of the following factors:-

- The age of the target group
- The experiences of the audience
- The expectation of the audience
- Knowledge of the audience

How can we find out about the characteristics of the audience?

- Interviewing section of the target group
- Giving out questionnaires or online surveys

Key factors when writing a presentation include:-

The language used

The need for multimedia

The length of the presentation

The need for audience participation

Use examples

* Audience Characteristics

We need to consider certain factors:-

- Audience characteristics (age, income, interests, disabilities)
- Needs of the audience

Young Children	• Bright colors • Animation & sound • More pictures than text • Large fonts, simple words • Include games where possible • Easy-to-use interface
Adults & older children	• Attractive display • Content must be interesting • Good mixture of text & images • Use appropriate language • Use bullet-points
Older people	• Contrasting colors • Larger font-size • Easy-to-use interface • Consistent display from page to page • Don't use too much technical language

- Consider the needs of the audience

So that the audience will be engaged and to make it easier to interact with the presentation if it is easy to use & attractive & not to get bored.

Software piracy $\Rightarrow$ is downloading, copying or using software for free without the permission of the owner

It is illegal to:-

- make a software copy & sell it- or give it- to a friend.
- use software on a network or multiple computers without licence
- use coding from the copyright- software in your own software
- rent out a software package without- permission
- use the name of copyrighted software on other software

Software piracy preventions:- -very important-

- Product key $\Rightarrow$ unique numbers supplied with the original copy
- Licence agreement $\Rightarrow$ Click AGREE or put- a cross in a box to agree to the licence before using the software.
- Holograms $\Rightarrow$ used on the packaging of software to indicate that- this is a genuine copy. They are difficult & costly for pirates to implement.
- Dongle $\Rightarrow$ software will run only if the dongle is plugged into one of the USB ports.
- Some software will only run if the CD / DVD or memory stick is in the drive

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