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New Media Techniques

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While exploring the controls and widgets Adobe Muse has to offer I altered the intentions of a tool to help convey my theme and message. I applied the scroll effect tool to both Matt Damon and Jimmy Kimmel's faces. When the viewer scrolls down the page the pictures and text on the page convey a favoring side toward Kimmel in the ongoing feud featured on Kimmel's late night talk show. When the viewer first enters the page, they see a sign pointing to "good" and "evil". The good direction showcases Kimmel on clouds which symbolize "goodness" while Damon is on the "evil" direction where the symbol of fire is the background. As the viewer scrolls down, I programmed words describing each person to follow their faces and the direction they are each headed. Kimmel and Damon end up facing their "destinies" at the end. Damon ends up getting eaten by a shark while Kimmel lands into the arms of people throwing money into the air. These factors added to the background are intended to support the message that Jimmy Kimmel is the favored person compared to Matt Damon. The widget/ tool I used created a sense of narrative and interactivity which enhances the viewer's experience as well as reception and understanding of the message.