****

**MULTIMEDIA SYSTEMS DIGITAL NOTICEBOARD REPORT**

**FINTECH DIGITAL NOTICEBOARD**

**GROUP MEMBERS**

Michael Orina – SCII/00825/2019

Mary Wangui – SCII/00816/2019

Vincent Kemboi – SCII/00832/2019

Bruno Towett – SCII/00716/2017

**TOOLS USED**

**Canva** - for the design of the noticeboard

**Lumi** – to add the requirement of interactivity

**Topic: Fintech**

Fintech is a short term used to represent financial technology. It is new technology that seeks to improve and automate the delivery and use of financial services. I t has particularly grown to help companies, business owners, consumers to better manage their financial operations, processes and lives.

With the rise of blockchain technology in the last decade most importantly the use of Bitcoin and other cryptocurrencies such as Ethereum, a lot of fintechs have emerged and continue to grow through the massive funding they are getting from investors. With our group also having to developers who work using blockchain technology, fintech was quite an easy pick for the noticeboard.

**Choice of tool**

Our tools of choice were Canva and the software LUMI.

Canva is a free design tool that is used in the creation of presentations, videos, social media posts and can also be used as an editing tool. It provides the user with different and a large collection of templates for one to choose depending on what they want to create, their theme or generally their style.

With these templates it is easy for users most especially beginners who have never design to be able to create something they want.

The layout of canva is also very easy to understand with a sidebar letting one choose between different template styles, elements, text style, audio and apps. One can even upload their own documents and continue designing them in canva.

It also most importantly allows one to download their designs for free without limiting the number of downloads they can do in a day.

LUMI is an educational tool that is used to make education more accessible, individual and exciting for different learners. It has a very interactive interface with instructions on how to build designs. Since multimedia involves the five senses interactivity was one of the key features needed for the noticeboard and Lumi provides a solution to that.

Both the two software’s are very easy to learn and use as they are designed to take you from beginner to advanced very quickly. In a few minutes of following the tour provided by the apps and following the tips provided we were already on our way to creating the digital noticeboard.

**Choice of images used.**

Image are known to be very important when learning something new or when trying to pass a particular message.

For the images used in the digital noticeboard we picked them for the following reasons:

* We are in the age of visual culture where a lot of people are more receptive e to particular images and tend to learn things faster if there are images in the videos.
* The images selected were to increase interactivity with the user for example the Qr code image can be scanned and can give some information to the user.
* It has been shown that videos with images get 94% more views compared to videos with just text in them.
* Since we are educating on fintech we wanted to increase the social engagement of the noticeboard

**Choice of Music**

The music used in the digital noticeboard is an upbeat game type of song. This was chosen particularly because it perks the listeners interest in what is being presented on the noticeboard. The music also has no lyrics to it and is just a beat to prevent distracting the user from the message on the digital noticeboard.

Upbeat music also works best for tech videos because it creates a more positive and energetic mood also creating a feeling of innovativeness.