TECH 1015

MULTIMEDIA

Course Work 2

KRISTS OZOLS

P2534340

**Proposal**

**The Website**

A video game console and controller

Description automatically generated with low confidence

This website is basically going to work as an advert that sells a single product. The product that the website is going to be selling is the PlayStation 2 by SONY. The website will be designed in a way so it is easily accessible and is user-friendly for anyone to use. This website will advertise the product with detailed information, audio, images, and videos of the product. The main purpose of the website is to provide the audience with different links to where the product can be purchased. (Fig1 “PS2”)

**The Layout**

The website will provide a detailed description of the product throughout the three pages. The home page will include the introduction of the product. It will contain pictures and detailed information about the product. The second page will contain reviews of other people about the product such as videos, or audio clips. The last page will contain different links for where the product can be purchased. Various images, audio clips, and video clips will be used trough out the website. The colours that will be used will complement the product.

**Target Audience**

The targeted audiences are gamers, SONY product consumers (PlayStation fans), middle-aged men, and previous PlayStation 2 users. The reason this target audience is focusing on these groups of people is because the PlayStation 2 is a previous generation console, therefore the younger audience wouldn’t take as much interest in a console that came out 21 years ago, that is why they are not targeted. The product will be advertised in a way that would create the effect of nostalgia for the targeted audience, this will be achieved by adding sounds, images, and videos from the PlayStation 2 console or its most popular games.

**Reference**

Fig1 “PS2”

Wikipedia Contributors (2019b). *PlayStation 2*. [online] Wikipedia. Available at: https://en.wikipedia.org/wiki/PlayStation\_2 [Accessed 7 Jan. 2021].