

STUDY AND IMPLEMENTATION OF AN EFFECTIVE GRAPHICAL USER INTERFACE (GUI) AND DIGITAL CONTENT OF INTERACTIVE ADVERTISING CD-ROM FOR A DIGITAL CAMERA

Prepared by: Cheng Weishi

ABSTRACT

This project investigates the potentials of implementing an interactive advertising CD-ROM for a digital camera. The digital camera will be designed and created by the author. This advertising CD-ROM includes the introduction video, company information, product information, simulation and simple FAQ. Digital content such as sound and 2D are included to enhance the design of the system. Besides, the introduction video is a short video that used to promote the digital camera. This interactive advertising CD-ROM will help to promote the digital camera to the users and increase the product sales. The interactive tutorial that is available in the system will help the user to know how the camera works.