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Remediation of Spotify Project 1

Since the beginning of time different people have learned, understood and grasped

concepts in various different ways, shapes and forms. With todays new and improving

technologies those who learn in not only conventional ways but unconventional ways are

having less and less of a problem grasping concepts both of the present and past. The

remediation of the first project helps not only showing multiple learning styles but also

helps present it in a unique while smooth way, featuring easier transitions that present a

eye pleasing display that helps digesting the material far easier and entertaining. Using

the presentation tool Prezi, I have created a futuristic slide show that is extremely

animated compared to their ancestor in the field of virtual slideshows PowerPoint. The

Prezi presentation portrays a family tree of the digital music-sharing platform Spotify,

with the help of different modes such as screenshots vs. logos, layouts, the flow of the

Prezi and the unique style Prezi offers. Not only does Spotify feature a somewhat

unlimited music library it also helps connect other users as well as Facebook friends.

The layout of the Prezi presentation helps show Spotify as a remix from top to

bottom. Under the screenshot of the Spotify homepage there a multiple modes that help

present the ideas of the textual version into a smooth digital layout. Different modes such

as pictures, animation, bold text, arrows and other details that might seem minuscule but

each and everyone of these modes help create a new and somewhat improved medium.

These mediums are what help make up for the lost bulk of information when remediating

from an essay to a new form such as Prezi. They draw the viewer in and creates a far more interesting layout due to the modes of color, picture, and animation.

Prezi as a whole helps project information in a whole new style, while logos help present the information fairly well screenshots help show not only far more information but the actual platform of the specific tab. The screenshots aid to visual learning, and while sacrificing textual explanation may seem detrimental to getting ones point across, a screenshot definitely gives the viewer a far better idea of what Spotify has to offer. With the added animation and visual aid the presentation also becomes far more appealing to a wider range of possible viewers. While the textual route definitely had the bulk as far as description and analysis on Spotify was concerned by providing screenshots it gives the viewers their own chance to create their own thoughts, beliefs and ideas on what Spotify truly is to them. In the Prezi form while you gain visual appeal you lose such things as the background on the companies, founders, locations, monetary values, and the guidelines under witch users can run Spotify whether it be a premium or free trial.

The layout features the "followers" and "friends" portion first due to the fact that it is this component of Spotify that makes it such a standout and breakthrough in todays music sharing and social media world. The order of the layout helps show just a general guideline of the true "star" components of Spotify and why they have been so successful on a whole. Followed by the main framework Spotify uses to listen to popular music and new artist, finally followed by the way users are able to discover new music by simply searching genres, titles, or artist.

The remediation of the first project which featured an essay of a remixed idea and the precursors of this idea has now been transformed into a creative, futuristic, and user

friendly platform that features multiple modes such as textual bolding, color changing, italicizing, as well as the screenshots of Spotify and the inspirational precursors. While this new remediation is a much smoother and cleaner way to present the viewer still loses a great deal of information without the amount of description and background on Spotify as was presented in the essay. However the Prezi is far more appealing and much more likely to be chosen over reading an essay. The layout of the Prezi helps show the main features and platforms of Spotify as well as a short sentence or two that gives the viewer a piece of text that will hopefully stick with them for a good deal of time. Overall Prezi is far more realistic as far as getting people to be interested in a topic that has been inspired and remixed overtime.