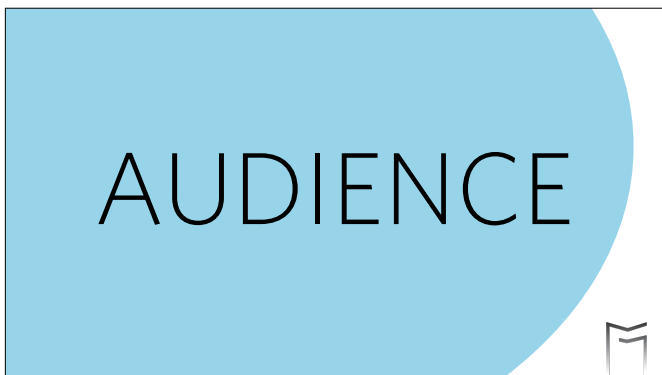
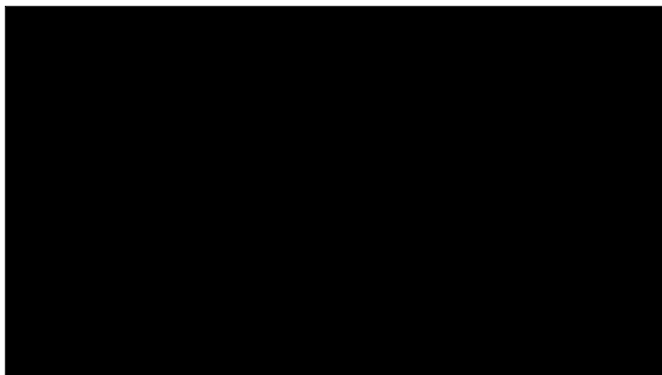
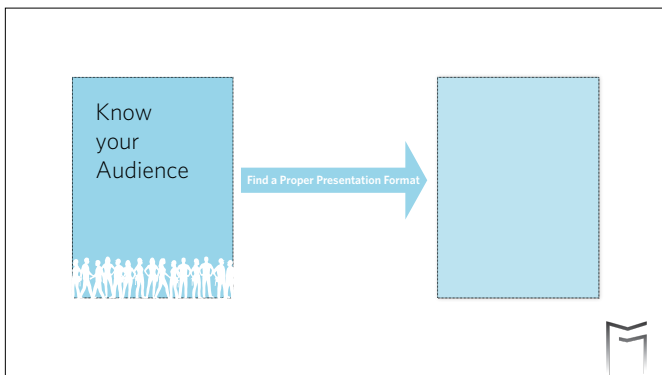


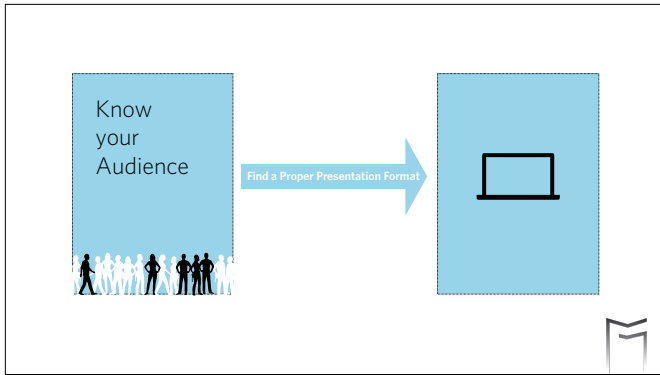
Think about this situation, you want to tell the same story to different groups of people. A group of teenagers at your school, or your close friends, a group of university professors, or a community centre bingo night. You would never use the same style for these groups because their expectation, their knowledge and their level of understanding is completely different.



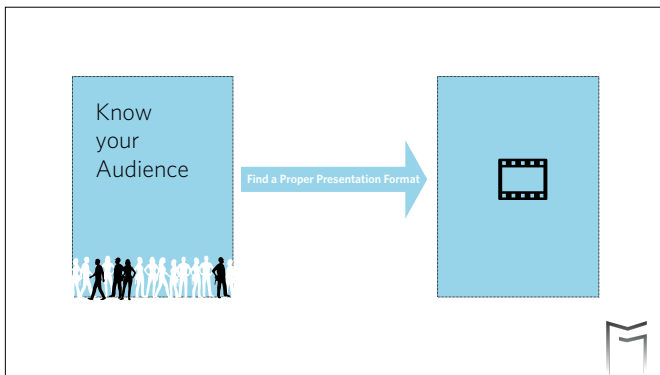
Anytime you want to present anything, you need to change your storytelling method based on your audience. While a presentation works great for a certain audience, there's no guarantee that it will have the same effect on another target group. A successful presentation is a well-adjusted presentation for specific group. You need to think about who your audience is, and you plan to engagement with them.



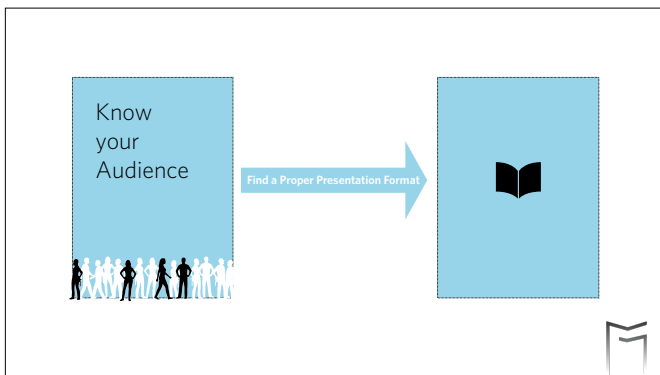
By knowing your audience, you will be able to make decisions about what format to choose, or what types of artifacts or communication methods will work best. It will also inform which concepts and materials you want to include and ultimately deliver.



Your presentation format is directly related to your audience. For example, if you are targeting a digitally literate audience who wants access information quickly upon a google search, and will have access to a computer, you may want to create a web-site.



For ideas that need more emotional or affective dimensions, an audience may respond better to a story or a developed narrative. Therefore, you may want to create a video.



And for other audiences who like more traditional forms, and need to return to specific information you are relaying to guide them, you may want to create a booklet.

## 1. Demographics

*Age, gender, ethnicity, income bracket, marital status, etc*



Consider the demographics of your audience, that is, think about different characteristics of the group of people you are addressing in order to shape the type of language and images you will use, the type of content you will include, and how you will appeal to them. For example, are you addressing parents at a school? Or are you addressing their kids? Try to enumerate as many characteristics as possible in order to grasp your audiences habits better. You can think of age, gender, income bracket, marital status, etc...

## 1. Demographics

*Age, gender, ethnicity, income bracket, marital status, etc*

## 2. Prior knowledge

*Education, occupation, comfort levels and previous experience, etc...*



Also, contemplate the previous knowledge of the group of people you are addressing. Consider what prior knowledge they may have about the topic you want to explore, how comfortable they are with certain technologies, etc.... You may need to explain basic concepts of your topic, or could you assume they have some knowledge and therefore go into deeper, more complex ideas.

## 1. Demographics

*Age, gender, ethnicity, income bracket, marital status, etc*

## 2. Prior knowledge

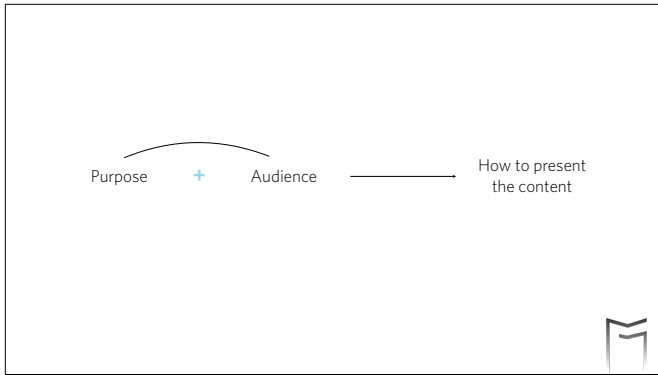
*Education, occupation, comfort levels and previous experience, etc...*

## 3. Expectations

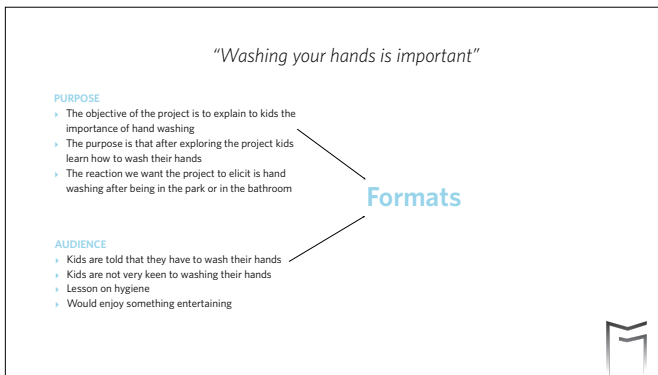
*What will your audience be expecting from the object you are making?*



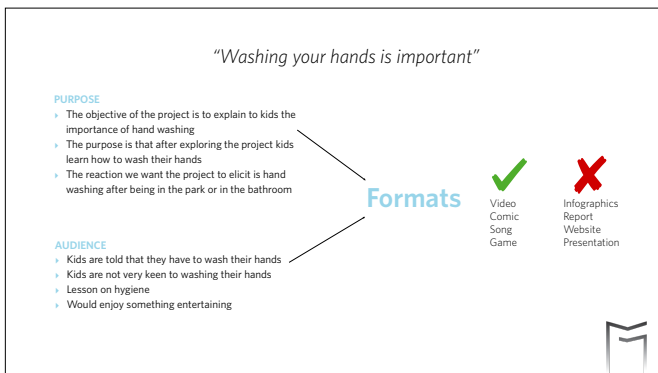
And finally, based on the previous two elements what sort of expectations might your audience have of the object you are making? What do you think they would expect or hope to get by exploring your project? Would it be a basic description and information, an inquiry for which they will learn how to solve something? Or thorough research with citations on a problem? What would they expect from the format you chose for your project, will it have all the information within it, or links to areas outside of it? Will they need to spend a lot of time with it such as a video? Will they read and grasp the concepts of it in a couple of minutes as you would an infographic? Or can they 'bookmark' a link to it so that they can return to it later?



When you know these elements of your audience, you can re-shape the purpose of your project, and make decisions based on the best way to present and form your information.



For example, imagine you need to communicate to a target audience of 3 to 5 year old children the importance of washing their hands. It is expected that after exploring or viewing the media project, kids will learn to, and want, to wash their hands. The demographic is children, who like to play and are comfortable with technology, and like bright colours and cartoons. We can also consider their prior knowledge of hand washing purposes, for example they might have been told by their parents or guardians that they "have" to wash their hands, but perhaps they do not know exactly *why* they should. We also know that kids may not enjoy washing their hands, and often forget to. So part of the project would need to change that impression, and make it somehow fun and memorable.



It is important for their hygiene and their health, but also important that they get this information in an engaging and entertaining way. Therefore formats that might work to make kids understand the importance of this topic are a funny video, a comic, a song, or a game. Take a look at the formats that were not chosen, there might be options to talk about hygiene, but not to an audience as young as kids. Perhaps, these other formats could work for their parents and teachers.

## PURPOSE

- What is the **objective** of this project?
- What do I want the audience to do with or **after** exploring my project?
- What **reaction** do I want to elicit from the audience?

## AUDIENCE

- What does the audience **know** about this topic?
- What is the audience's **attitude** towards the topic?
- Why is this information **important** to them?
- What **expectations** could they have about the topic based on the format?



I will leave you with the following questions to help you clarify your audience and purpose of the project

## PURPOSE

- What is the objective of this project?
- What do I want the audience to do with or after exploring my project?
- What reaction do I want to elicit from the audience?

## AUDIENCE

- What does the audience know about this topic?
- What is the audience attitude towards the topic?
- Why is this information important to them?
- What expectations could they have about the topic based on the format?



Video created by  
Holly Clarke & Christine D'Onofrio

Voice  
Rachel Lige