**Project Summary**

Each multimedia production participant will plan, produce, edit, and distribute a short 2-minute video with accompanying powerpoint presentation. The purpose of the video should be to teach a simple concept to a specific audience within your institution.

For example, is there a concept that you have to explain to your students multiple times because they don’t understand it? If you could refer your students to a short video that explains the concept in a short and logical manner, their comprehension of this material would be enhanced and you can spend more time helping students with other issues.

**Audience Analysis**

Understanding one's audience is one of the most important elements of effective communication. Audience analysis can help you gain valuable insight about your audience, which can help you to choose and develop a relevant, meaningful topic. It can also help you to create a production plan that is tailored effectively to your audience, with appropriate tone, style, language and content.

There are three main areas to consider when analyzing your audience: demographics, dispositions and knowledge of the topic. For each of these areas, there are a set of questions to answer which will help stimulate your thinking about your audience. In addition to the questions below, you should consider how each of these factors (age, socio-economic status, etc.) affects your readers' attitudes, expectations and opinions about you and your topic.

**Demographics**

Is my audience homogeneous or heterogeneous? If homogeneous, how are they alike? What do they have in common? If heterogeneous, how are they different from one another? What do they have in common despite their differences?

What is the average age of my audience? What range of ages is represented?

In terms of socio-economic status, how would I describe my audience?

Where do they fit in society's social and economic status?

What occupations are represented in my audience?

What are my viewers' political and religious affiliations?

What ethic, racial and cultural groups are represented in my audience?

What is my role in relationship to my audience? Are we status equals or are we of mixed status?

**Disposition**

What might my audience expect from this media?

What might I expect about my audience’s attitudes toward me (the producer) and my topic?

What concerns or problems do my viewers have?

What interests and goals do my viewers have?

What will motivate my viewers? What types of needs do they have?

What biases or preconceived ideas might my audience have about me and my topic?

**Knowledge**

How much does my audience already know about my topic? What, specifically, do my viewers already know about the topic?

What can I inform my audience about that they do not already know? What new information would my audience benefit from? How could they use this new information?

At what point of sophistication will I be "talking over the heads" of my audience because my information is too complex? At what point of sophistication will I be "insulting the intelligence" of my audience because my information is too simplistic?

What questions might my audience have about my topic?

**Project Topic**

The topic of my presentation will be:

The intended audience of my presentation will be: