



## Identifying the audience

\* *The audience is the market or target group to whom the visual communication is to be directed.*

\* The client will often have a clear idea of the market.

\* *The designer's task is to identify the specific characteristics of the target group.*

\* Any special characteristics of this group will affect how the visual communication is developed.

\* Audience characteristics are often divided into specific areas of data such as age, gender, socio-economic status and interests.

\* *Other factors such as ethnicity, location, and cultural religious affiliations can also affect content, appearance and message of visual communication.*

Age	Age may be identified in a brief in very specific terms or more broadly. Age details are often identified by arrangement into groupings. For example, 18 – 25 years, or more loosely defined as young adult or teenagers.
Gender	Visual Communications can be targeted at male or female audiences or may be gender non-specific. The influence of gender is very strong in defining personality traits and consumer preferences and will dictate the use of many design elements and principles in a visual communication
Socio – Economic Status	This usually refers to the financial and social position of an audience. In Australia we perceive ourselves to be egalitarian society and have little interest in a 'class' structure. Rather than defining social groups as working class, or middle class, we tend to identify ourselves by our level of financial income. Employment status, salary level and educational background can be factors in identifying the socio-economic status of an individual or group.
Interests	This is a vast category of great interest to designers and market researchers. The interests of a specific audience may include music and fashion, for example, but there exist sub-categories of those interests that can define an audience in even more detail. The specific style of music and the fashion labels that are preferred by an audience will influence their habits as consumers. Interests may also refer to specific professional or personal interests. A visual communication may be targeted at small associations of professionals such as surgeons or carpenters or chemical engineers or at an organisation with similar interests such as the Victorian Car Club or Victorian Surfriders Association.
Culture & Religion	The content of a visual communication may be influenced by the belief system of the audience. The appropriateness of imagery and content will be defined by cultural and religious traditions.
Location	Where an audience lives can have an impact on the effectiveness of visual communications. A target audience in a remote area will have different opportunities to view visual communications than an audience who live in an urban location. Visual communications may also be quite specific to a region or area. Location can also affect the socio-economic status of an audience as some areas offer different opportunities for employment.

# Understanding the purpose

\* All visual communication has a purpose.

\* *The purpose has a major impact on the content and appearance of the visual communication.*

\* The purpose will define the content of the visual communication; where and how the visual communication is seen and established who will see it and how often.

\* *The purpose of a visual communication might be to advertise, promote, depict, teach, inform, explain and/or guide.*

\* A visual communication will have one main purpose but more than one purpose may be evident.

\* *An example of a visual communication with multiple purpose is a flyer designed to promote a concert or dance party; it may also include a map to guide the audience to the correct location of the event.*

Purpose	Of a visual communication
To Advertise	Used for the presentation of a product or service, advertising suggests a commercial outcome such as the sale of a product. Example: Yellow pages advertisement for a cleaning service.
To Promote	Used in reference to the promotion of an event, organisation or something intangible such as a belief or philosophy. Example: A brochure for an Arts festival.
To Depict	Used when the presentation or illustration of visual information is the primary concern. There may be no agenda or message other than the visual details of the visual communication itself. Example: An illustration of an apple.
To Teach	Used when the outcome of viewing or applying the visual communication is one of learning. Example: A poster which depicts the use of a series of French verbs.
To Inform	Used when conveying information that is pertinent to a specific audience and leads to understanding of an event, concept or opinion. Example: the front page of a newspaper.
To Explain	Used when visually describing a process, event or system. Example: An explanatory diagram in a Biology textbook, explaining the life-cycle of a butterfly.
To Guide	Used to assist in establishing and identifying a location or area. Example: A map depicting walking trails through a national park.

**GET PAID!**

**Guide-Explain-Teach-Promote-Advertise-Inform-Depict**



## In other words

How many ways can you say nice? How often do you describe a work of design as nice...or pretty...or stupid? There are other words you can use and expand your vocabulary. You will need a thesaurus to complete this activity. You may use a book thesaurus or one built into a computer program on your computer. Below each word, list different words that could be used instead.

Colourful	Busy	Weird	Picture
Messy	good	different	Plain
Style	idea	function	function