

# Better Answers - Audiences

## This is important to read

There is a really common mistake that lots of  
you are making

This will cost you marks in an exam

# Better Answers - Audiences

The documents you are learning about are all **pre-production documents**.

This means that they are something that is used during the **planning stage** of developing a product.

# Better Answers - Audiences

Pre-production documents are never seen by the final audience for a product.

So, in this question...

Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

- 1 Two of the main methods of promoting the campaign will be posters and stickers that will be awarded to school children. You have been asked to create the visualisation diagram for the stickers.

- the final audience is kids
- kids will never see the visualisation diagram
- the visualisation diagram is for **planning** so it has a different audience

# Better Answers - Audiences

Kids-5-A-Day is a new government backed campaign that aims to improve the eating habits of children, aged 5 to 11, in schools. Kids-5-A-Day uses four main characters that are made of bread dough. The characters change shape and colour into the food that they are promoting.

- 1 Two of the main methods of promoting the campaign will be posters and stickers that will be awarded to school children. You have been asked to create the visualisation diagram for the stickers.

Possible audiences for the visualisation diagram could be:

- designers
- the client (the government) to check the designs are suitable
- project managers
- other members of the project team
- graphic designers (to help make it)

# Better Answers - Audiences

OmicronBit is a computer games company that is developing a new game to be played on various mobile platforms. The new game will be based around a main character who will ride a bike around streets of a city collecting coins and logos. The coins and logos will be collected by the character riding over the coins and the logos. The coins and logos can then be used to purchase upgrades to the character's bike from a bike shop. The target audience of the game is teenagers who have smartphones or tablet computers.

- 1 The game begins with an animated scene in which the bike shop owner explains how the game is played. OmicronBit requires a script to be written for this animated scene.

In this case the pre-production document is a **script**

- teenagers are the audience for the **final** game
- teenagers will never see the script
- possible audiences for the script: designers, voice actors, project managers, the client, game coders, other members of the project team

# Better Answers - Audiences

## Key points:

- the exam is all about **pre-production documents**
- these are used by the **design team** to help make the final product
- the final audience **never** sees any of the pre-production documents