

Task 2.1 - Audience and purpose

1. The intended audience for the animation I will make is 14-16 year old teenagers. I have chosen to make it for all genders, who like pop and dance music, because the song I have chosen has a very strong beat. I have chosen all genders since this song and artist don't appeal to a specific gender.
2. The purpose of this is to make a professional looking lyric video to accompany this artist's song. It needs to appeal to my target audience, and I want it to be original and minimalist, but effective, and fit with the song well.
3. To meet my target audience and purpose, I will create all of the assets and the animation myself in Adobe Aftereffects. I will also use a colour scheme that works for everyone, not just one specific gender, and I will create the animation so it will fit in well with the song, with a minimalistic style, to make it look more professional looking.