Audience Worksheet

First, make a list of what excites you and what you are passionate about that you hope to feature on your site. This list could include things related to sports, to your profession, to hobbies, etc…. Try to think of people who would also be interested in these things.

> Digital Portfolio
> - Editing
> - Cinemetography
> -Photography
> -Acting
> -PA
> -Personal Films

Second, choose three imaginary audience members who are also interested in what you wrote above. Write their "names" and what you imagine their personalities (likes/dislikes, occupation, education level, etc…) below, remember to think about your audience as a diverse group.

1. Sarah- Fellow College cinema major who is looking for people to help her with her next project, she loves directing but does not have alot of experiance with editing. Has no budget but will offer credit on film.

2. Jeffery- He is a Professor looking to take on a TA for the next semester. He is grounded and likes thoes he can trust to put full effort into all the projects.

3. Jackson- A Director for a movie studio looking for PA's to help him on his next upcoming shoot. He is very go with the flow and likes when he can have assistance who can keep up with his changing ideas. He want professionalism but flexability and creativity.

After imagining your audience members, think about what your main claim (or argument) would be. What do you hope your audience will take away from your site? It can be something as simple as "Wow, this site is very professional" to something more specific like "Wow, this person really knows all about video games and is truly an authority." Why does your main claim matter?

> I want the viewers of my site to see my page and think, "She has a lot of experiance in a variety of positions and looks like a person who would be nice to work with." I want anyone to see my page to want to have me as apart of their team.

Finally, go back to your WordPress theme. After thinking about your audience and argument, are you satisfied with the theme you chose? If yes, why? If not, what theme should you install instead?

> I chose my site style because it is a style that has alot of personality to it. In order to stand out in a competitive field I feel that showing my personality will help me to pop out from the competition. The way I organize this will also play a major impact but I beleve with this style I will be on my way to sucess with it.