Audience Analysis

# Primary Audience

The primary audience for this site is students in the technical communication course TECM 3100. Students can use this in junction with hands-on lab instruction to further understand Adobe InDesign and Photoshop assignments.

Students take TECM 3100 as a requirement for either the Professional and Technical Communication Bachelor’s degree or certificate, or as an elective offered in other course departments (such as computer science). Most students have little to no experience using Adobe InDesign or Photoshop prior to the course and often need specific instruction rather than vague instruction.

Most students asked for help when they did not understand a step or did not know where to find a specific tool. Only a small group of students (4-5 students) never asked questions or only asked questions about complex tools or instructions.

Occasionally some students would lose track of their progress and be unable to identify where in the instructions they lost track. Therefore, the instructions needed to be short and easy to follow along. Another issue I encountered was students would glance over an important step that affected a step later on. Oftentimes, the step was “Change the rulers from picas to inches.” Therefore, I emphasized these points so students would not accidentally miss the step.

# Secondary Audience

The primary audience guided the writing of the articles, but the secondary audience influenced the layout of the pages. I identified these personas as possible secondary audience members:

* A technical communicator interested in learning how to use Adobe Photoshop and InDesign
* A non-technical communicator interested in learning how to use Adobe Photoshop and InDesign
* A technical communication teacher or teaching assistant looking for projects to give to a class
* A technical communicator who knows how to use Adobe Photoshop and InDesign, but wants to learn some newer features/skills.
* A student planning to take TECM 3100 and wanting to know what to expect

I designed the site to accommodate students learning Adobe InDesign and Photoshop by dividing the tutorials into Beginner level – tutorials that only require a basic knowledge of InDesign or Photoshop tools – and Advanced level – tutorials that assume the reader already knows basic skills of InDesign or Photoshop tools such as paragraph styles or layer masks.