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Unit Title 3 and 13 webpages

Describing the audience and purpose for the design of a digital portfolio.

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**Describing the audience and purpose**

# Introduction

This report is going to talk about describing the audience and purpose for my design of a digital portfolio.

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# Type of audience

My website will attract teenagers and adults. This will help them to decide whether IT would be a good course for them. It will also be directed to adults and teenagers because children will not be interested in it depending on what they are seeing for example children won’t want to see a spreadsheet, but they might like to see some animation. Children might also like to see my work experience videos that I have done for my church.

The reason why my webpages are aimed at adults and teenagers is because the work it will talk about is my work experience and IT Level 1 and 2 which include databases, spreadsheets and photoshop which children might find boring apart from animation.

# The purpose of the webpage

The main purpose of my webpage is to put my work all together to make it easier to be seen by people who would like to look at it and know more about what I have done. This also allow people to see my skill of making webpages.

Another purpose for my webpages is that it shows of everything that I have learnt about Dreamweaver such as dropdown menus and linking them and making hyperlinks to link to videos, other websites and audio files such as mp3.

# Parts that kids might like

Previously said that they will like animation. I think that they will like animation because there are moving objects on a screen, and they might think that it is cool and want to know how to do it.

I also think that children might like my photoshop work because it is about fairtrade, and the poster has chocolate on it. I think that the chocolate will get their attention and make them want some.

I also think that the kids might like my IT Level 2 work experience videos because they might get inspired and want to learn a bit more about it.

# Bibliography