

Interview

Where was the interview published? Complex

Who visits that site? People who like to stay on trend with current entertainment and street fashion.

Is it an entertainment blog, news site, conceptual art publication? It is an entertainment blog.

What may be the typical age of the readers? Most likely 16-30

Taking this all into account, how did the original design of the interview align or differ from the expectations of the target audience? The interview aligns with the expectations of the target audience because it is trying to introduce Pryde's new song, along with including background information on him for new listeners since he is still not mainstream.

How did type choices, colors, fonts, placement of images communicate to the target audience? The choice of putting an image first, but the song they are introducing last is most likely to get people to read the interview first and then listen to the track. But I feel like they should have put the music directly under their first photo of Pryde, in order to allow readers to listen to the track and read the interview. I think it is targeting Pryde's current fans, because they are not immediately pushing his new single, "Come and Go".

How is the content arranged hierarchically? The content starts with the title, the author, an image of Pryde, the body of the interview, and then his new song on a soundcloud player at the end of the interview.

Which elements have importance over others—how and why was this done? I think this interview tried it's best to have a balance. There is nothing that is too striking. The first photo of Pryde is nice because it gives a face to the artist, but it isn't distracting or placing importance over the content of the article, just because it is a large photo.

<http://www.complex.com/music/2015/09/listen-pryde-come-and-go-premiere>