

- 1) Identify the target audience and goals of the original interview. The target audience are those interested in the details behind the two famous voices, Mindy Kaling and Amy Poehler, on Inside Out and mainly want to know more, because they hate or love, these two celebrities. The goal in the interview is to know and clear up rumors concerning these two actors on information that may have just been released by tabloids
- 2) Where was the interview published? Vultures.com; New York City
- 3) Who visits that site? Readers who are interested in up to date information about popular culture, politics, and style; It is a jump off of New York Magazine and is part of their large online magazine database
- 4) Is it an entertainment blog, news site, conceptual art publication? Entertainment Blog
- 5) What may be the typical age of the readers? Millennials; 18-25 yr olds
- 6) 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 is formatted very traditionally where the names are italicized, questions in bold and no hierarchy other than the title being the largest and author being the smallest. It is very clean which helps guide a Millennial's eye through the whole article.
- 7) How did type choices, colors, fonts, placement of images communicate to the target audience? The article uses type with the title being the largest font and the author being the smallest font. The questions are in bold while the answers are not and the names of the interviewee are italicized. They have put some sentences in blue to emphasize humor.
- 8) How is the content arranged hierarchically?
There is no distinct hierarchy other than the title being the top but the interview itself runs with the questions having slight importance over the answers but that is what intrigues the reader to want to continue reading the article.
- 9) Which elements have importance over others—how and why was this done?
The questions and some answers like “moving from Fox to Hulu: and “I’m shocked that it wasn’t in competition” have hierarchy because it is the only bolded amongst the answers. Another important element is the image which is the first thing that you see in the article which displays the two celebrities featured in this article, Mindy Kaling and Amy Poehler.