Isabela Weeks

Web Design Basics

9/30/15

Project 1

Part 1- Goals and Audience

Title- 'Wagner Moura and the Politics of Pablo Escobar

Link- http://www.interviewmagazine.com/culture/wagner-moura/

Identify the target audience and goals of the original interview- The target audience would probably be people in their 20's to 40's, as that is the main age group of people who are interested in pop culture. The goal of this interview was to give some background knowledge of a seemingly unknown actor names Wagner Moura and therefore promote the show that he is starring in, *Narcos*, which is on Netflix.

Where was the interview published?- Interview Magazine

Is it an entertainment blog, news site, conceptual art publication?- It's the online format for a magazine publication, so I guess a mixture of all three.

What may be the typical age of the readers? Taking this all into account, how did the original design of the interview align or differ from the expectations of the target audience?- The typical age of the readers would be someone in their 20's-40's. I think that it aligned with the expectations of the target audience, because after a certain age i feel that people stop caring as much about glitz and embellishment, especially with literary publications, and simplicity helps people focus on the main objective, which in this scenario is to showcase an interview.

How did type choices, colors, fonts, placement of images communicate to the target audience?- I think that one of the main objectives in terms of overall visuals was to make everything very simplistic—the images are black and white, the fonts are standard. It reminds me of 'The New Yorker' website.

 How is the content arranged hierarchically? Which elements have importance over others—how and why was this done?- The first part of the article is a a picture of Wagner Moura. On the right of the article is the title, which scrolls with the passage, not letting the reader forget the main objective. The interview itself is very fluid, and doesn't really have a sense of hierarchy.