1. My purpose was to educate my audience about the challenges I faced when I used written communication. I made my purpose visible through oral and visual communication by speaking about how the challenges influenced me and displaying the settings of where I would encounter these challenges.
2. My intended audience are the students and faculty of Georgia Tech, and this is reflected in my artifact which was presented in a semi-formal tone.
3. Some of the defining features of the genre or media I used in this project are its wide versatility as it is in the form of electronic media so I can easily share it as a link and I can display areas and scenes virtually to supplement my oral communication. In addition the genre of my artifact is an informative piece, and I utilize this through the tone and attitude of my artifact and this helps demonstrate that my project is supposed to be educational rather than comedic or serious.
4. If I had more time for revision, I would make the content of my video more concise and also add transitions and titles to my video. I would also try to add more visual communication elements such as signs and images.