

Student Name: \_\_\_\_\_ Period: \_\_\_\_\_ Date: \_\_\_\_\_

### TRAITS OF THE TARGET AUDIENCE

**Directions:** As you view the **Target Audience PowerPoint**, take notes about how the three traits affect the design of a publication.

For each trait, describe the appropriate combinations and amounts of text and graphics that should be used in a **flyer you are creating for a group of middle school (preteen) children about FBLA.**

Age

**Color and font schemes are used to set mood and should appeal to age of audience.**

What color and font schemes are appropriate for the preteens **AND** the message?

What kind of **graphics** would appeal to preteens? – Cartoons or photographic images?

What else?

Educational  
Background

How well do they read? Use this information to determine the amount of text, graphics, and white space.

Continued on next page

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Interests

What common **interests** does the group share?

Do they all like to text, visit chat rooms, watch cartoons, ride skateboards, etc.?

What jargon or buzzwords would appeal to them?

What **graphics** will grab their attention?

Group  
Membership

You know their main group is preteens, but what subgroups are popular for preteens?

Boy Scouts? Girl Scouts? Band? FBLA?

Summarize

Put all of the characteristics you have gathered about the target audience in a brief paragraph. Describe the color and font schemes, the amount of text and the type of graphics that are appropriate for the age of the audience and the mood of the message.