

This Whiteboard is for the research/photos we will use for our Audience Characteristics presentation. We have several different audience groups that we need to consider. We will each take one group and create presentation content for the below slides. Please find at least one photo representing your group for each slide (if you can't find one for every slide - that's OK) and a brief 1-3 line description for each slide. Please use the "Edit" button to edit the Whiteboard directly.

Audience Group Assignments:

Erin: Potential Employers

Fawn: Students (Digital Video, Game Art, WDIM, etc. ... interested in participating in the festival) and Potential Students (looking at the site to see if they want to apply to A.I.)

Jose: Competitive institutions (i.e. UCLA, other film festivals)

AGE

CULTURE

ECONOMY

EDUCATION

INTEREST

LIFE STYLE

POLITICS

Erin's:

Audience: Potential Employers



AGE



25 - 60 yrs old

CULTURE



Hollywood culture, fast-paced, tight knit and team oriented. Budgets, marketing, hype, brand names are all very important. In the indie realm, the storytelling is key. How efficient at saving money is a person. How can they benefit a project? Who can do what for whom? Favors are traded often. How hard will the employee work and what are they willing to go through? Musically they listen to pop, R&B and European music as well as oldies. They are constantly trying to find "what's new" and "what's next" while also trying to set themselves apart but listening to old favorites.

ECONOMY



The economy is very tight but also very recyclable. Money goes into movies, which then makes money which then makes more movies.

EDUCATION



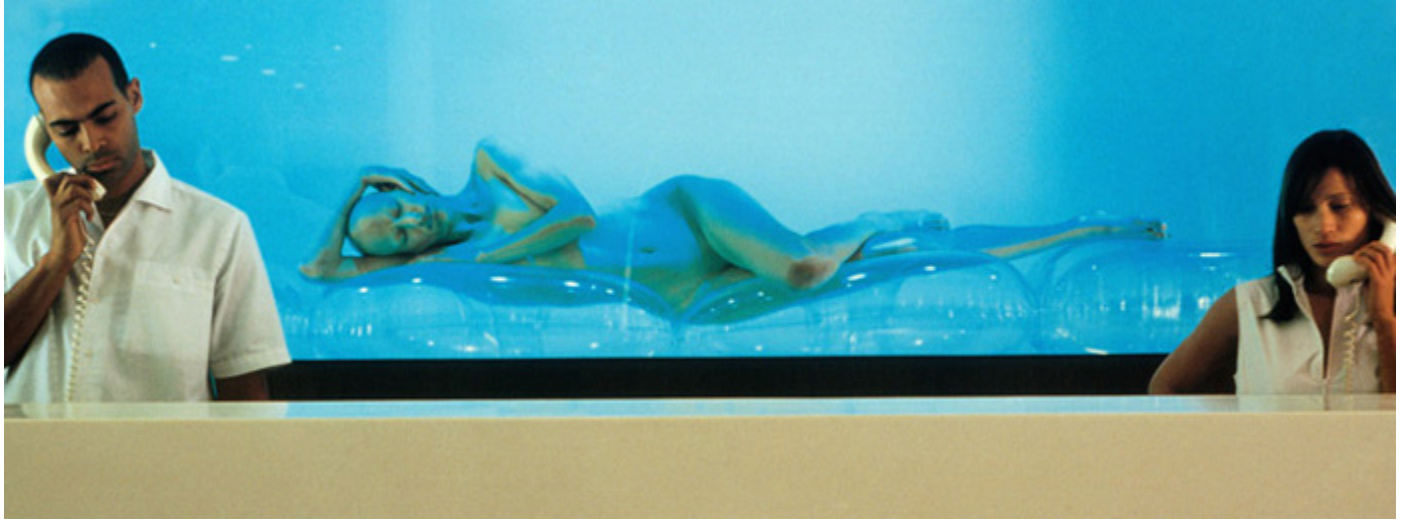
This audience member is not necessarily educated. Some have college experience and specific degrees but it's often the teamwork and creative drive that advances a person in this career. They make take very specific classes related to technology and story craft but a college education doesn't guarantee success. Often a successful person in this field has been through the "school of hard knocks."

INTEREST



People in this audience are often ego-centric. Their interest in the Shorts site will be limited to looking for people that can help them succeed in their endeavors and they'll want to view the site to see their competition. Sometimes these people are interested in mentoring and will look for a specific spark or talent that they can hone.

LIFE STYLE



Film, video and television makers are often very busy and on the go. Their lives are fast paced and somewhat unstable. They may have a production gig that will last for a few months but then they may be unemployed for another gap of time. Finances are unstable but when available they like to buy things for "appearance." Looking successful creates the impression that they are hireable. They dine at trendy places and buy sexy cars but don't often have a lot of money.

POLITICS



Green Party

Being in Hollywood most of this audience is considered liberal. Often they may lean further left to the "Green" party.

JOSE'S AUDIENCE: Competitive Institutions

Schools Research

CAL Arts

UCLA

NUY

USC

The Art Institute

Brooks Institute of Photography

Academy of art University

Los Angeles Film School

The New York Academy

Age

21- 64

Culture

Diverse, fast, competitive, californicated due to Hollywood

Economy

Very likely to be abundant, movie industry is huge and lucrative because of the amount of people who chose movies as the main entertainment.

Education

Mostly educated, people in this field often have some degree. Unappreciated mainly because to the massive amount of competence.

Interest

Selective and egocentric.

Life Style

Successful

Politics

Film students are very political and often this is a fuel to the students to expose their feelings or ideas about their oppositions with government leaders.

Fawn's Presentation Info:

This week:

AGE
19-50

CULTURE

What there is to offer?

Technology

Popular Brands

Experience

ECONOMY

Not The Wealthiest Of the bunch

Searching for ways to get the most of their education

Good at spending

EDUCATION

Most are hs graduates or have an equivalent

Seeking possible areas of interest

Maybe want to see what options are out there

INTEREST

Visual Aesthetics

Emotional Engagement

Competition

LIFE STYLE

Creative

Passionate

Dreamers

POLITICS

Semi Political

Into Animal Rights

Grass roots Marketing

More Coming In A Few...

Fyi Next Weeks Below.

I took it another direction for this. I decided to ask a student the below questions. **What would make students want to apply to schools offering these types of majors Digital Video, Game Art, WDIM, etc.? And what is your major of choice? Lireza Martell (Animation)** I start an employee but I decided to go to A.I where I can pursue my talent and skills. They have so much different type of majors and I chose animation because A.I. has the only Maya software I can use. I've been drawing since I was 3 years old and I think I've probably always use visuals as communication. I think that even now my art or random thoughts on my mind whatever you want to call it stems from me attempting to visually capture an abstract thought or emotions. A lot of people think that being an artist is easy but it isn't. Ai is the only school that introduces Maya software. **What they would be seeking if they went on the festival site?**

- Submission info and appropriate deadlines.
- What are the limitations of the content they can cover?
- If there may be some type of final screening some where down the line in the future.

Version History

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14/1/2008 5:44 PM	Erin Lillis (Los Tres Fantásticos)	Audience Characteristics Presentation

Audit Trail

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4/8/2008 12:16 AM	fawn johnson (Los Tres Fantásticos)	Whiteboard updated
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