Demographics are defined as the age, gender, race, and education of your ideal audience. When you think about your audience, what are their core demographic characteristics? Exploring demographics will allow you to identify key aims in your project to engage, inform or entertain your chosen audience for a more effective project.

**Project Title:**

**Project Summary:**

|  |  |
| --- | --- |
| **Who is the demographic for your project? (Be specific – no one product will appeal to all. Identify the primary and secondary audience. You may want to explore psychographics as part of this.)** | **What research have you done to identify this demographic? (Are there any other types of media which are aimed at the demographic? Source research to support the aims and development of your project)** |
| The main demographic for my short film would be people around my age (18) probably around 16-19, this is due to the comedy that is frequent within the film may only be understandable to people in my age range, whilst also being the funniest to people in my age range. | I have researched frequent time loop movie demographics, on top of already knowing that the pieces of media I usually create are already focused on an age group similar to my own . |
| **How will you engage / inform / entertain this demographic? Consider the elements of your media project which will be tailored to the chosen audience.** | **How will you assess if your project is effective for the intended audience? (Consider primary research methods throughout the progress and completion of the project)** |
| The jokes will be primarly  |  |