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: GIRLS GAME**

**Project Summary: For my project, I am making a graphic design campaign about female gamers. The project takes the theme of ‘Pocket Planet’ and will represent girl gamers by showing that girls also play games.**

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| **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)** |
| Girl Gamers  Age 15 – 25  People who play games on consoles and PC | I have done research into audiences for games and the people that buy games.  I have looked at the audience for some of my favourite games.  I have spoken with my peers to ask them what kind of games they play and why they chose this game. |
| **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)** |
| I will talk to girl gamers and see what images they like.  I will use bright colours to attract young people.  I will use slogans associated with gaming so people recognise them. | I will talk to people in my target audience and ask what they think.  I will put my images on social media and see if people like them.  I will ask my peers and class friends and family. |