



A young child appears terrified of what got viewed online, and an advertisement for a parent is displayed to encourage using a service to find out what their kids are watching.

Artifact



# Audience

## **Social characteristics:**

- White or light skinned people.
- Females and males between the ages 2 through 45.
- High school education.
- Renting or owning a home.

## **Cultural characteristics:**

- Religious but some in the audience many not be religious.
- Media should be used with good intent.
- Work oriented person with a steady employment pattern.
- Centered on family, community, the nation, respects authority, and is ok with the status quo.



# Design Decisions

## Design Elements:

- Color
- Blank space
- Shape
- Word Choices

## Tools and Technology:

- Digital Camera
- Lighting
- Adobe Photoshop
- Adobe Illustrator

# Messaging



## Intended Messages:



Raise awareness of dangers on the internet.



Raise awareness about tools and resources available to mitigate the dangers on the internet.



## Unintended Messages:



Kids are watching lousy content online and it is easy for a parent to take control of the internet.



# Bias and Perception

## Corporate Bias:

Six components critics argue that affect media designs.

- Consolidation of ownership
- Concentration of power
- Reduction of competition
- Limitations on access
- Changes in content
- Enrichment of only a few people.

## Perception:

- A child between 2 and 18 years old.
- An adult between 19 and 45 years old.

## Impact:

- The impact of the media artifact gets broken into four dimensions, timing, type, valence, and intentionality.

# Effectiveness

**Audience:** Some of the audience is targeted effectively, but the intended message is distorted for the audience.



MESSAGE

## Design Decisions:

- Color
- Blank space
- Shape
- Word choice



# Recommendations

**Design Elements** are the building blocks of art and designs.

- Word choices
- Scale
- Shapes

**Tools and Technology** are used to create art and designs.

- Adobe Photoshop CC
- DSLR Camera

**Strategies for maximizing the message and minimizing potential bias and perception.**

- Create three different designs.
- Advertise all three designs on different media outlets.

# Consumption and Production of Media





# References

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