

## Audience Definition

### **Potential Students (high school, continuing education students, etc.)**

One of the most important audiences for this is, of course, the prospective student. The site needs to draw and appeal to high school and continuing education students. These viewers would be between 17 and 40 years of age. Both men and women are included in this demographic. They will have a comfortable amount of computer knowledge, and will not be intimidated by simple technology. These potential students will want to see a strong example of the school's capabilities. They need to be assured that this school has something to teach them. They will want to see examples of student work. They will need to see what classes are offered and how qualified the instructors are. They will be interested in job placement statistics and in where alumni have been employed after they completed their education. They need to see proof that the courses they are being asked to take are relevant and beneficial. A potential student will want to be able to apply online, and, should the opportunity present itself, register online. Potential students will also appreciate a map to the building as well as detailed driving directions. They would appreciate an interactive gallery that showcases student work and uses new technology. This site must be an advertising tool that showcases the school's strengths and impresses potential students with its strong design and functionality.

### **Current Students (full-time, part-time, evening, etc.)**

Current students are men and women aged 18 to 45. They have a higher level of technical savvy based on their time at the school and their increased technological exposure. These students would like to see a strong example of the school's capabilities. They would appreciate seeing the same reflection of the technology available today appearing on other professional sites. Students would like to see what courses are available, as well as the times offered and the professors teaching these courses. Students would also like to be able to register for classes online. At the same time, they would appreciate the ability to pay for classes online. Also, students would like to see links to sites where they will find discounts on textbooks and software such as Journey Ed. Calendars of events, quarters, and SmartFun classes would also be useful to current students. Students would also appreciate a listing of hardware and software that will be necessary for classes as they progress through their program. Students would like to have a listing of professors including telephone numbers and email addresses. This would make contacting professors much easier. Also, there should be a password-protected section of the site just for students. Within this section, students should be able to check their grades and schedules. This is where online registration should occur. There should also be listings of job postings and internships available from the Career Center.

### **Faculty**

Faculty will have a unique need for the site. They will be quite comfortable with computers and technology. They would like to use the password-protected

portion of the site to post grades and maybe even receive assignments. They would like to use the site to communicate with students. Many teachers have resorted to [www.blackboard.com](http://www.blackboard.com), but it would be useful to incorporate this technology into this site. Here, teachers will be able to post assignments, documents, links, grades, announcements, etc. Faculty would also like to be able to receive announcements from department heads, etc. Also, faculty would like to have more access to industry statistics and information through their own password-protected section.

### **Administrative staff**

The administrative staff would also benefit from this site. This audience would not have quite the technical savvy of students and teachers, but they would be comfortable using the site for basic communication. They would appreciate using the site to communicate message school-wide. This would save time, paper, and money. They could use the site to notify students of tuition issues, too many absences, or of course or classroom changes. They will need access to student information on another protected section of the site. This site will also contain a database of frequently used documents and forms to cut down on paper. At the same time, the administrative staff would like to have policies and handbook information online to cut down on the number of phone calls from students.

### **Employers seeking Creative Professionals**

Employers have a unique expectation for this site. The instant they enter the site, they will expect it to be of high quality, professional design. They want to see the caliber of excellence this school promotes. They will want to see examples of student artwork to get a feel for potential employees. They will want to be able to see the curricula to determine if students are being trained for the positions they are need filled. Employers will also want a way to post opportunities for students. It may also be helpful for employers to contact students directly by email, with the students permission, through the website. Employers will also want to see a calendar indicating times when they can visit in order to see students' work. This will help them search for potential employees.