

FDD 1.3 | Guided Notes: Purpose, Audience & Client Goals

NAME _____

abilities • audience • client • creep • project • scope • target

1. Every design project has a _____ (who is asking for the work) and a _____ (who the work is actually for) , and they aren't always the same person.

2. **Demographics** are:

_____ used to describe an audience.

3. **Accessibility** means designing so people with a range of _____ (vision, hearing, motor, cognitive) can use and understand the work.

4. A project's _____ is its defined boundaries, what it will and won't include. When those boundaries keep growing after the project has started, that's _____.

Discuss: Think of a poster, ad, or app you've seen recently that clearly wasn't made for you. How could you tell?