

Topic & Audience Brainstorm

ADD UNIT 1 · DIGITAL COMMUNICATIONS

NAME

DATE

You're making an explainer video for a topic you consider yourself an expert on. List 3–5 possible topics below, then check off which of the three tests each one passes.

IDEA	RELEVANT?	CLEAR?	ENGAGING?	TARGET AUDIENCE
1.	☐	☐	☐	
2.	☐	☐	☐	
3.	☐	☐	☐	
4.	☐	☐	☐	
5.	☐	☐	☐	

My final topic:

Why this one? Reference at least one thing you noticed while reviewing other explainer videos in class.