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| Who is the target/primary audience? | Anyone between 16-100+ |
| Who is the secondary audience likely to be? | Kids or anyone who doesn’t apply |
| What is the main/primary purpose? | To persuade or convey a message |
| What are the secondary purposes? | To raise awareness |
| What platform/s will it be seen on? | Website/ forte/ Tumblr |
| Are there any timeframes/deadlines associated with the project? | This has to be completed by the 23rd of February |
| Are there any indications of the kind of content and style of the poster/photograph? | The style would be quite explicit to younger audience as they may not fully understand the meaning of “crime” |
| What else do you feel the brief asks you to do? | It’s important to show the effects on the victim not the crime |

**Brief Analysis Template**