

GRADE 9 · UNIT 1: THE CLIENT & THE DESIGNER

# Purpose, Audience & Demographics

Lesson 4 of 32 · Day 1 of 2

## DO NOW

Look at the image posted on the board. Write down the first three words that come to mind.

## TODAY'S PLAN

Do Now + share-out

5 min

Mini-lesson

12 min

Guided practice

8 min

Independent/pair practice

15 min

Quick share

5 min

## TODAY'S VOCABULARY

**Audience**

**Target Audience**

**Demographics**

## EXIT TICKET

Pick one image from today and write 2 sentences: who is the target audience, and what reaction is the designer going for?