

GRADE 9 · UNIT 1: THE CLIENT & THE DESIGNER

Purpose, Audience & Demographics

Lesson 4 of 32 · Day 2 of 2

DO NOW

Quick vocab check -- match 3 terms to their definitions from memory.

TODAY'S PLAN

Do Now

5 min

Independent/pair practice

15 min

Create-your-own

12 min

Discussion

10 min

TODAY'S VOCABULARY

Audience Purpose

Audience Reaction

Asset

EXIT TICKET

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