AUDIENCES

Audience Appreciation & Software Copyright

- Exam practice answers

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Learning objectives

- Identify characteristics of a target audience
- Adapt presentations for different audience groups
- Explain audience needs when designing websites
- Describe copyright, piracy and software protection
- Apply knowledge to exam-style scenarios

Chapter 9 • Visual Mind Map

Presentation audience

Age • experience • knowledge • expectations

Website audience

Age • income • interests • disabilities

CHAPTER 9 AUDIENCES

Presentation design

Language • multimedia • length • interaction

Copyright

Licences • piracy • product keys • dongles

9.1 Audience appreciation

- An ICT solution should be designed for the people who use it.

- The same topic may require different language, examples and detail for different audiences.

- Two cases: presenting information and designing a website.

KEY IDEA

Know your audience before you design.

Know your target audience

- Age: children, teenagers, adults and older users
- Experience: familiarity with technology and the subject
- Expectations: what the audience wants to gain
- Knowledge: technical expertise and existing understanding

Research the audience

- Interview a cross-section of the target group.
- Use questionnaires or online surveys.
- Ask about interests, background and expectations.
- Analyse responses to identify trends and design requirements.

Two audiences • same phones

Sales team

- Technical specifications
- Sales targets and profit margins
- Bonus payments
- Detailed sales data

Potential customers

- Prices and features
- Simple explanations
- Photos and demonstrations
- Practical benefits

Presentation design factors

- Appropriate language and technical terms
- Multimedia: audio, video and animation
- Suitable presentation length
- Audience participation and questions
- Relevant and respectful examples

Effective vs ineffective slides

Effective

- Readable fonts and contrast
- Clear diagrams and short points
- Relevant multimedia
- Logical flow and audience engagement

Ineffective

- Too much text
- Distracting effects
- Tiny labels
- Technical jargon for beginners

Visual • readability comparison

GOOD DESIGN

Clear heading

- Large readable text
- High contrast
- Simple layout

POOR DESIGN

dense information, small text, too many effects, distracting layouts, unclear purpose, poor contrast and confusing navigation

Multimedia • benefits and risks

- Sound, video and animation can capture attention.
- Graphs and animations may clarify complex ideas.
- Excessive effects distract from the message.
- Choose multimedia based on the audience and purpose.

Interactive presentations

- Ask questions during the session.
- Invite volunteers to try a task.
- Use a short quiz or demonstration.
- Do not force unwilling audience members to participate.

9.1.2 Designing a website

- Identify audience characteristics before building the site.
- Determine the needs of the target group.
- Choose appropriate content, language and navigation.
- Evaluate whether the final website is fit for purpose.

Four website audience characteristics

- Age range
- Income levels
- Interests
- Disabilities or impairments

EXAMPLE

Car website: income matters.

Music website: interests matter.

Design for different ages

Young children

- Bright colours, pictures and sound
- Large fonts and short words
- Simple touch or voice navigation
- Games and animation where useful

Older users

- Readable contrast and larger fonts
- Consistent layout
- Straightforward navigation
- Avoid unnecessary jargon

Adults and older children

- Attractive but uncluttered display
- Interesting and relevant content
- A balanced mixture of text and images
- Appropriate language and useful bullet points

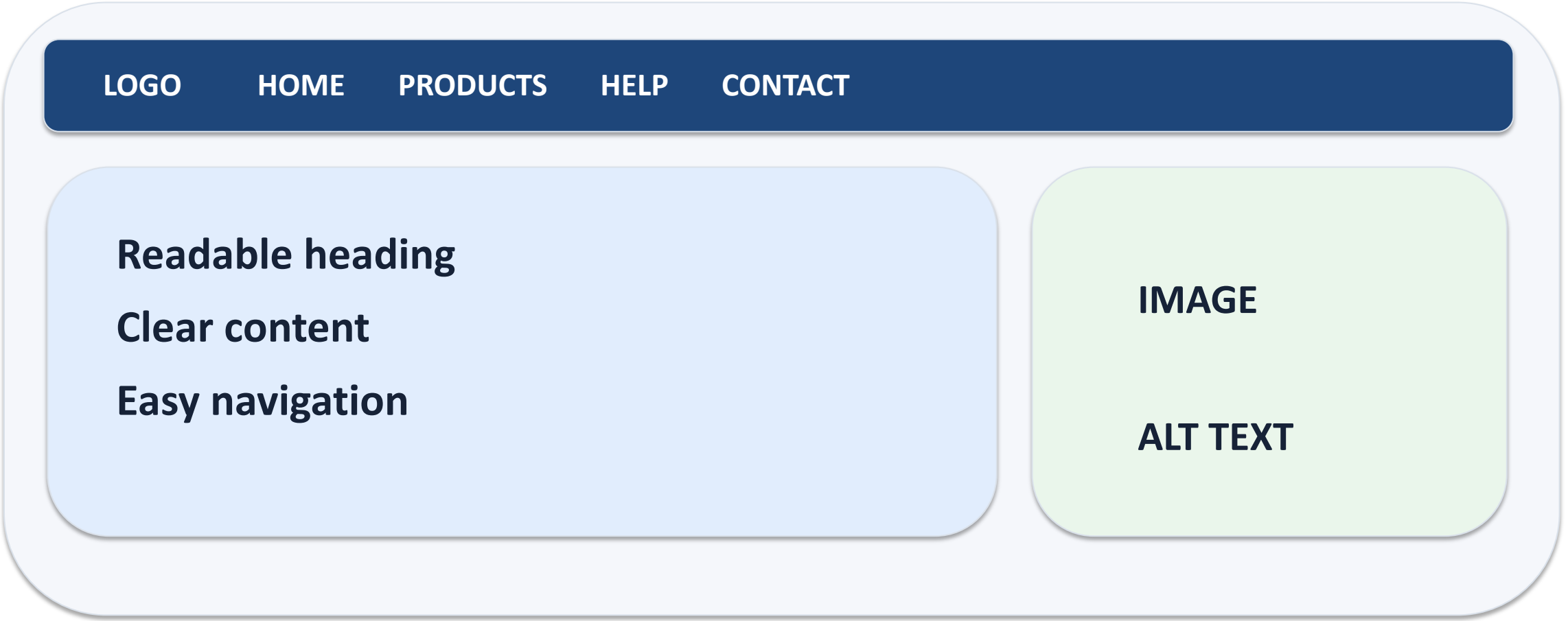
Accessibility considerations

- Use clear, readable fonts and sufficient contrast.
- Provide simple, consistent navigation.
- Keep instructions concise and understandable.
- Consider audio and alternative ways to access content.

ACCESSIBILITY

Design for different abilities, not just the average user.

Visual • website layout wireframe



Why audience needs matter

- Users must understand the content.
- A clear interface keeps visitors engaged.
- Accessible text supports users with reading or sight difficulties.
- Poor navigation and excessive typing frustrate users.

9.2 Software copyright

- Copyright law protects software creators.
- A licence defines how the software may be used.
- Software piracy means illegal copying of software.
- Buying one licence does not automatically allow unlimited installations.

Examples of copyright infringement

- Copying software and selling or giving it away without permission
- Installing software on more computers than the licence permits
- Using copyrighted code in your own product without permission
- Renting software or using protected branding without authorisation

Software anti-piracy measures

- Unique product key or activation code
- Licence agreement accepted during installation
- Authenticity labels and holograms
- Original disc or storage medium required
- Hardware security dongle

Visual • software activation flow

INSTALL

Setup starts

LICENCE

Accept terms

KEY

Enter product key

VERIFY

Validate licence

USE

Software runs

Hardware dongles

- A dongle is a small device connected to a computer, often by USB.
- Some software checks for a particular dongle before running.
- Without the required dongle, the protected software may not work.
- A dongle can also have other functions, such as wireless connectivity.

Legal vs illegal software use

Legal

- Install according to licence terms
- Use authorised copies
- Respect permitted device counts
- Keep proof of purchase

Illegal

- Share paid copies without permission
- Sell pirated installations
- Bypass required licensing
- Reuse protected code without permission

Copyright enforcement

- Copyright holders may pursue infringement cases.
- The chapter mentions FAST in the UK and other intellectual-property organisations.
- Legal consequences can include penalties and damages.
- The exact rules depend on the relevant licence and law.

Exercise 9a • Classroom activity

- Plan one phone presentation for sales staff.
- Plan a second presentation for potential customers.
- Explain differences in language, visuals, examples and detail.
- Discuss which presentation would be more persuasive for each group.

Exercise 9b • Classroom discussion

- How might online app stores prevent piracy?
- Consider accounts, digital licences and activation.
- Discuss advantages and limitations of online checks.
- Distinguish textbook examples from modern extensions.

EXAM PRACTICE | Audience characteristics

State four characteristics to consider when planning a presentation. [4]

MODEL ANSWER | Audience characteristics

Award one mark each for: age, experience, expectations and knowledge of the audience.

EXAM PRACTICE | Research methods

Describe two ways to find out what a target audience needs. [4]

MODEL ANSWER | Research methods

Interview a cross-section of target users to gather detailed views; distribute questionnaires or online surveys to collect responses from many users. Explain what each method reveals.

EXAM PRACTICE | Different audiences

Explain two ways a phone presentation for sales staff differs from one for customers. [4]

MODEL ANSWER | Different audiences

Sales staff may need technical specifications and profitability/bonus information; customers are more likely to want price, features and straightforward explanations. Link each choice to the audience.

EXAM PRACTICE | Multimedia

Give two benefits and two drawbacks of multimedia presentations. [4]

MODEL ANSWER | Multimedia

Benefits: attracts attention; helps explain complex ideas. Drawbacks: can distract from the message; equipment or connectivity may fail. Other well-explained valid points may be accepted.

EXAM PRACTICE | Website accessibility

Explain three design choices for a website aimed at older users. [6]

MODEL ANSWER | Website accessibility

Use larger readable text to reduce reading difficulty; high-contrast colours to distinguish text; consistent simple navigation to make the site easier to use. Each point needs a linked explanation.

EXAM PRACTICE | Website needs

Why should a designer investigate audience needs before developing a website? [4]

MODEL ANSWER | Website needs

To select suitable content and language; make navigation understandable; improve accessibility; retain users and ensure the website meets its purpose.

EXAM PRACTICE | Copyright

Define software piracy and give two examples of copyright infringement. [3]

MODEL ANSWER | Copyright

Piracy is illegal copying of software. Examples: selling unauthorised copies; installing on more devices than licensed; copying protected code without permission.

EXAM PRACTICE | Protection

Describe three ways software can be protected against unauthorised copying. [6]

MODEL ANSWER | Protection

Product keys can authenticate installation; licence agreements state permitted use; dongles or original media can be checked before software runs. Explain each mechanism.

EXAM PRACTICE | Scenario

A school wants to install one purchased software copy on 40 computers. Explain what it should check. [4]

MODEL ANSWER | Scenario

Check the licence permits multiple or network installations; obtain enough licences or a suitable site licence; follow activation and usage conditions; avoid unauthorised duplication.

EXAM PRACTICE | Evaluation

A children’s learning website uses small grey text and long paragraphs. Suggest improvements. [4]

MODEL ANSWER | Evaluation

Increase font size and contrast; replace long paragraphs with concise language; add suitable pictures or interactive content; simplify navigation. Link improvements to young users.

Final revision • key terms

• Target audience • audience characteristics • questionnaire

• Presentation length • multimedia • interaction

• Accessibility • readable contrast • consistent navigation

• Copyright • licence • software piracy • product key • dongle

END OF CHAPTER 9

Questions?

Revise the mind map and practise the exam questions.

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