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For Their Enjoyment (Reflection 4)

For my digital project, I think that my audience is going to mainly be people to who enjoy the arts, such as poetry, fine arts, and things of that nature, as well as people who enjoy mythology/the story of Theseus. On a smaller scale, I also believe that my project will attract those who enjoy video essays like those done by ‘funkyfrogbait’ and ‘oliSUNvia’. I’ll be taking inspiration from them when making my project so I believe that people who enjoy their videos will also enjoy mine.

My audience already know a lot about mythology and metaphors behind pieces of art. My goal will be to explain how those two are put together in "A Poem (and a Painting) About the Suffering That Hides in Plain Sight" so because my audience already knows about the basics of Theseus’ story as well as how to analyze art themselves, I won’t have to go as in depth as I would have to if they didn’t know those things.

Since my video will be published on YouTube, I’ll be able to reach more of my audience because many people who enjoy video essays and analysis of poetry/paintings watch those on YouTube. Also, the set-up of the video will be appealing to the audience as well. Since many of the people I’m presenting to are a part of Gen Z, they like fast-paced videos with the occasional line that makes them think about the topic. Instead of a drawn-out documentary style video, I’ll make it quick so that it captures their attention and keeps it for the duration of the presentation. In addition, since the video will be on a platform where a decision on whether to watch the video or not is based upon the thumbnail and title, I will make sure that those are appealing to the audience as well, making them click on the video to see what I have to talk about.

All in all, my audience consists of people who enjoy video essays, poetry, arts, and mythology. When trying to appeal to those interests, I will make sure to be in depth about what I have to say rather than teaching them the basics, appeal to their attention spans, and encourage them to start my project and see what I have to say. By combining traits of video essay creators that my audience likes, I will be able to make a new one that they will also enjoy.