

Reflection Memorandum

1. What is the purpose of the project you created and how do you think the piece achieves its purpose?

The purpose of creating this instructional video was to help hairstyles and clients learn how to blow dry hair in a simple and effective way. I wanted others to feel like they can try this on their own without feeling confused or frustrated. I wanted to inform them with the best possible information so they could confidently attempt to try this style on their own.

2. Who is the audience? How did this impact your choice of medium? In other words, why is the medium (the video project and your use of sound, images, etc.) the best choice for your audience AND purpose?

My audience are women who want to learn how to use a round brush and blow dryer effectively. These women are on the go so they need a style that will last them for one whole week, so they don't have to stress about doing their hair every day. My audience has medium length and straight hair. They also want to watch a video that is quick but still informative so they can try the style on themselves. I wanted the music to be calming so the tutorial didn't look intimidating. I also chose a voiceover to have a more intimate tone and feel. I wanted them to feel like they were learning from a professional teacher.

3. What else would you like your instructor to know when evaluating this project?

I wanted them to feel like they were learning from a professional teacher.