User Personas:

* Students in a film program who may need more information on their field

These individuals will have more knowledge on the topics then the individuals in the 2 other demographics.

This demographic is younger and thus forth a simpler vocabulary and grammar dialect should be use.

* Students in high school who may be interested in entering a film program, and wants more information on the topic

This demographic is even younger than the previous so vocabulary and grammar dialect needs to also be simpler.

Since these students are still in high school, one must assume that they have almost no information on this topic.

* Anyone who is interested in movies and television, and would like to learn more about how these things come to fruition.

There is no way to determine if the viewer is someone who has no clue what the film terms are, or a movie buff who may be more informed on these terms.

The viewer could be any age so the vocabulary and grammar dialect could be a bit more extravagant.