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Principle 7 - Know Who You Are Creating Imagery For



Know Who You Are Creating Imagery For

The last thing to consider when creating visual content about climate change is your audience. For this project, *your goal is to create imagery for people living outside of the Arctic, to make them aware of what you experience every day.* You are familiar with your community, but outsiders are not.

What do you want them to know?

What are the best places to show them to make them aware of how your life and the life of your community have changed?

In addition, you need to think a bit more about your audience. Your contributions to this project will be shared in a film and online site to be shown at the [United Nations Conference of Parties](#).

This is the decision-making body that recommends global climate policy.

So, think of your audience as world-wide, from many countries.

Let them "see what you see"!