DISCOVERY/RESEARCH

Link	Main Idea
## Link	## Main Idea

https://www.pantone.com/color-of-the-year-2018/

Color of the year: Ultra Violet
RGB: 95 - 75 - 139
CMYK: 71 - 73 - 7 - 8
HexCode: 5F4B8B

Link

http://3.7designs.co/services/web-design/

Main Idea

The six layers of great web design:

- functionality
- reliability
- usability
- proficiency
- communication
- emotion

Link

https://blog.getresponse.com/7-components-content-marketing-friendly-web-design.html

Main Idea

1. Design
   - neutral background
   - no distractions
2. Typography
3. Visual Apperance
   - short paragraphs
   - dense use of headlines
   - bullet and numerical list
   - illustrations
4. Page Structure
5. Usability
6. Subscription and Shares
7. Performance Reports

WEB SITE CONTENT PLAN

Business Goals:
1. Create quality content
2. Atract visitors
3. Generate clicks

What visitors want:
1. Relevant content
2. Appealing design
3. New Ideas

What makes my biz different:
1. I took WEB 1 & Web 2
2. Creativity
3. Modern

What actions I want people to take:
1. Click through
2. Share content
3. Follow me on social media

PROJECT BRIEF

Title: Web Design and Content Marketing
Purpose: show how web design impacts content marketing
Client: Joyce Thomas - professor MACA 2840
Competition: the other students in the class
Schedule:
- 12/5 - Plan Content/Organize Content
- 12/7 - Build Style Tile
- 12/12 - Build web-site
- 12/14 - Present web-site

CONTENT LIST

What is Content Marketing
1. Shirt description of the main idea
2. Link to original document for more information
3. Relevant image for the topic

How Web Design impacts content marketing
1. Accesibility
2. Apperance
3. Readability
4. Comprehention

What makes my biz different:
1. I took WEB 1 & Web 2
2. Creativity
3. Modern

Examples of good design website:
1. Home Depot > DIY Section
2. Tasty > good content
3. Google maps > works well across all platforms

ORGANIZING PRINCIPLE - MINIMALIST

Design
1. Minimalist, Clean, Modern
2. Main Color: Ultra Violet > yellow and white as accents
3. Modern
4. Responsive

Organizing Content:
1. three main ideas
2. Bullets and numbering list
3. Use columns and sections to arange content

CONTAINER DESIGN

What is Content Marketing
1. ui sixteen column grid stackable
   > H2
            > link
                    > photo/graphic

How Web Design impacts content marketing
1. H2 - [ui sixteen column grid stackable]
2. <h3> Accesibility inside [ui sixteen column grid stackable]
2. <h3> Apperance inside [ui sixteen column grid stackable]
3. <h3> Readability inside [ui sixteen column grid stackable]
4. <h3> Comprehention inside [ui sixteen column grid stackable]

Examples of good websites
1. H2 - [ui sixteen column grid stackable]
2. <h3> Home Depot inside [ui sixteen column grid stackable]
2. <h3> Tasty inside [ui sixteen column grid stackable]
3. <h3> Google maps inside [ui sixteen column grid stackable]

Document Outline

H1 - Web Design and Content Marketing
    <p> description
H2 - How web design impacts content marketing
    <h3> Accesibility
            <p> description
    <h3> Apperance
            <p> description
    <h3> Readability
            <p> description
    <h3> Comprehention
            <p> description
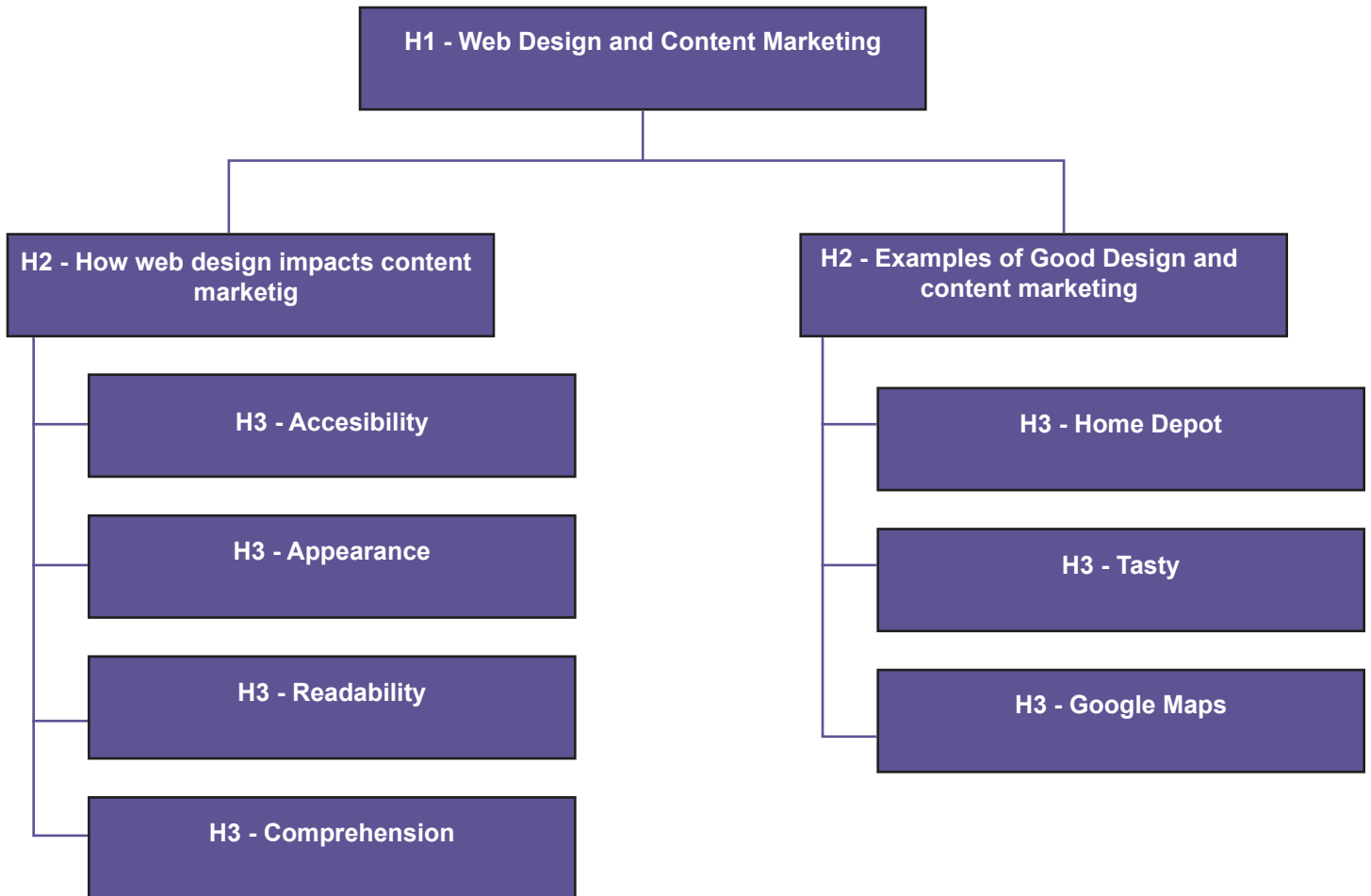**H2 - Examples of Good web sites**
    <h3> Home Depot
    <h3> Tasty
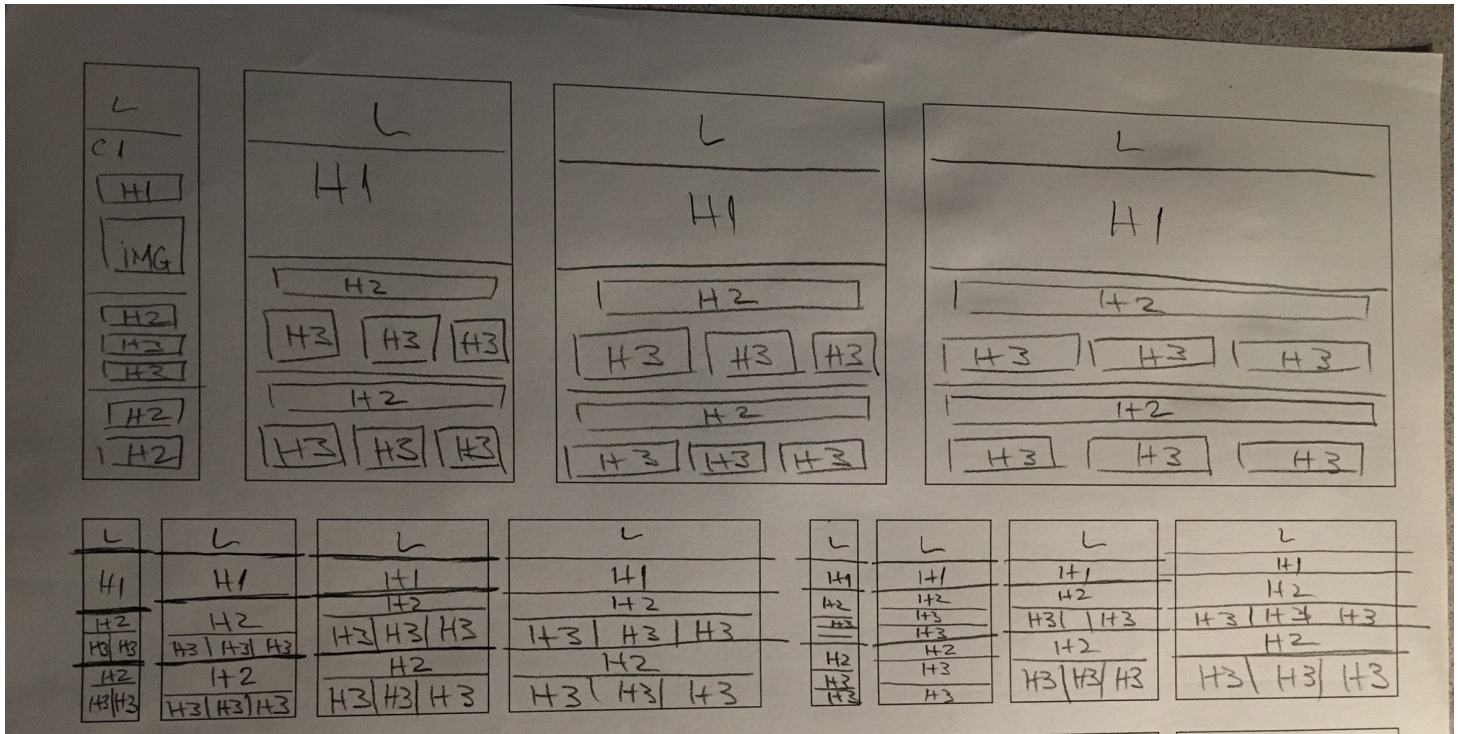   <h3> Google Maps

Hierarchy Diagram

```
                    H1 - Web Design and Content Marketing
                                    |
            ┌───────────────────────┴───────────────────────┐
    H2 - How web design impacts content          H2 - Examples of Good Design and
              marketig                                  content marketing
              │                                         │
              ├── H3 - Accesibility                     ├── H3 - Home Depot
              │                                         │
              ├── H3 - Appearance                       ├── H3 - Tasty
              │                                         │
              ├── H3 - Readability                      └── H3 - Google Maps
              │
              └── H3 - Comprehension
```

LAYOUT SKETCHES

BREAKPOINT SKETCH

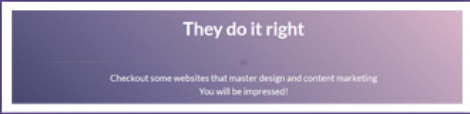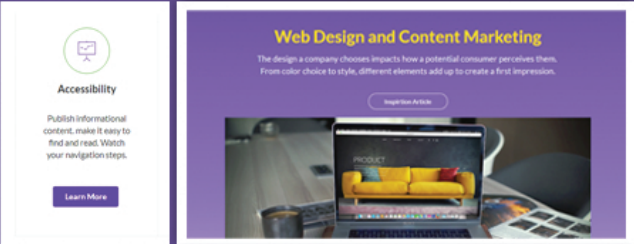## DESIGN INSPIRATION
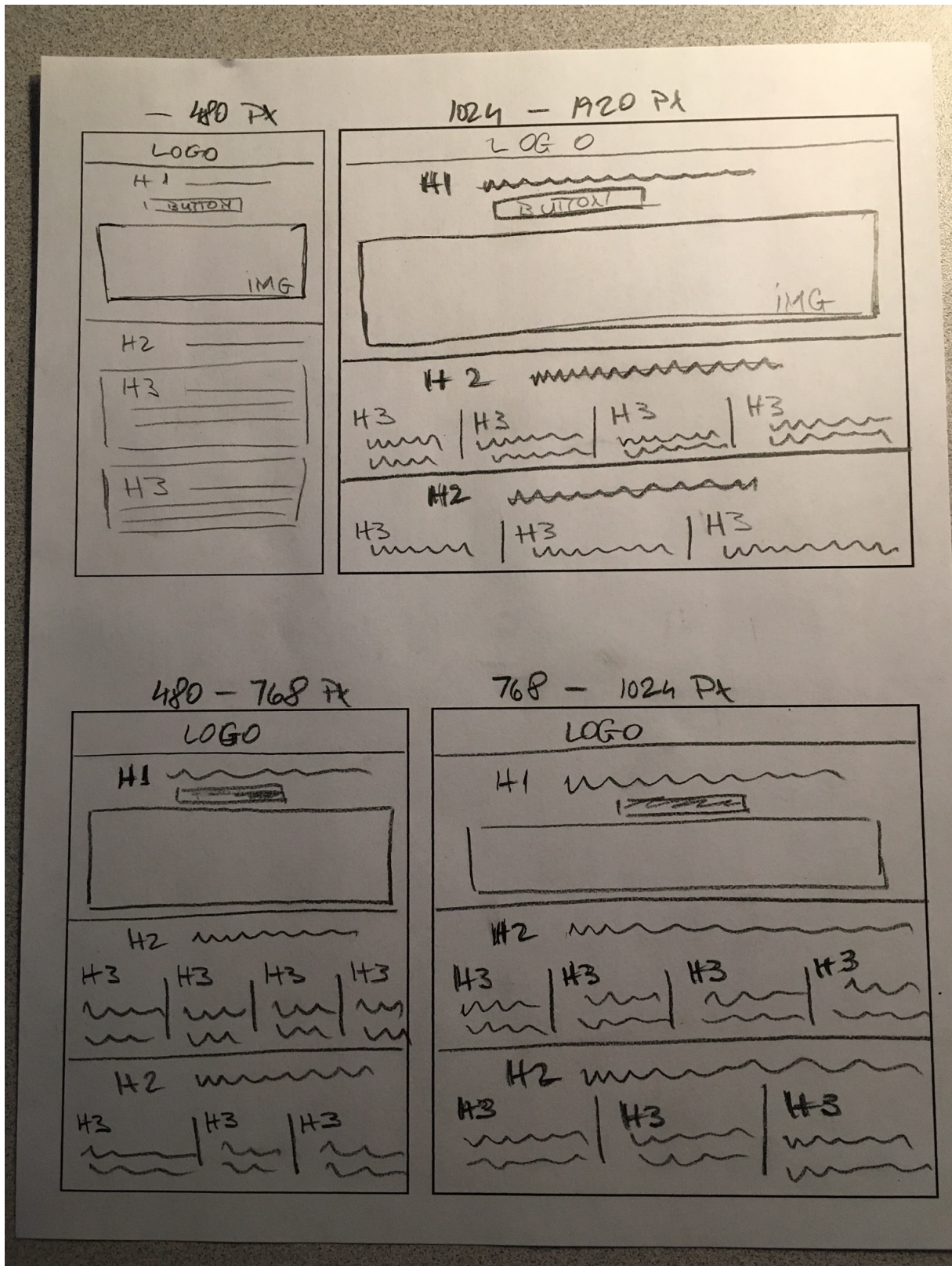
STYLE TILE

APOSTU
web developer
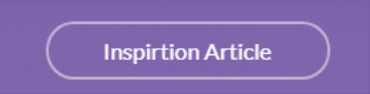
Johnny Apostu - Topic

Style Tile
version:1

Possible Colors

This is an Example of a H1
Font: Helvetica Bold #fdd200

This is an Example of a H2
Font: Helvetica Bold #ffffff

This is an Example of a H3
Font: Helvetica Regular #ffffff

brand is something that runs much deeper than that – the best way that I have heard it described is as a promise. For example, if you buy a can of Heinz beans, you know what you are getting and they deliver every single time. It is
Font: Helvetica Regular #ffffff

This is an example of a Text link »

Textures

Accessibility

Publish informational content. make it easy to find and read. Watch your navigation steps.

Learn More

Web Design and Content Marketing

The design a company chooses impacts how a potential consumer perceives them. From color choice to style, different elements add up to create a first impression.

Inspirtion Article

PRODUCT

They do it right

Checkout some websites that master design and content marketing
You will be impressed!

Adjectives

Active

Clean

Updated

#trendy

Modern

Minimal

Button

Inspirtion Article