

Amber Coulson

Audience: followers of the Pet shop's digital channels, website visitors, customers at the store and distributed throughout the metro area.

The flyer is to inform all local people about this one-day event. The flyer should excite both pet owners and those interested in adopting a pet

Who is the item for?

Why? Goal of the item

TARGET

TARGET

Content Item

Pet Fair and
Adoption Day
Event Flyer

PLAN

PLAN

What are the item details?

How will it be created?

DESIGN

layout & style
details

The flyer page will be created in the Canva

PDF

8.5 in x 11in / 612px x 792px

Event Details:

Sat March 2nd

9am - 4pm

MCC Sports & Expo Center

Free

Description: [get info from client]

Headline: [you create one]

Content for the Web

Target-Plan-Design Worksheet

Business: Pet Shop

Item: Event Flyer

Description: The flyer will announce a Pet Fair and Adoption Day event sponsored by the Pet Shop. It should excite people to attend who already have pets and those who are interested in adopting a pet.

Target

Who is the item for? (audience)

Pet lovers ; those looking For a pet.

Why: What is the item's job?

To attract people to the pet show.

Why: What is the value to the audience?

They can find a "forever-friend"

Plan

Where will the item be located?

MCC Expo Center

What elements will the content item have? (ex: title, image, date, description, etc. / outline)

Image w/ transparent box ; has a slogan and title ; has event description.

What are the delivery specifications?

examples: aspect ratio / dimensions / file type /

8.5 x 11 ; PDF ; Images 300 DPI.

How will you create the item?

Canva

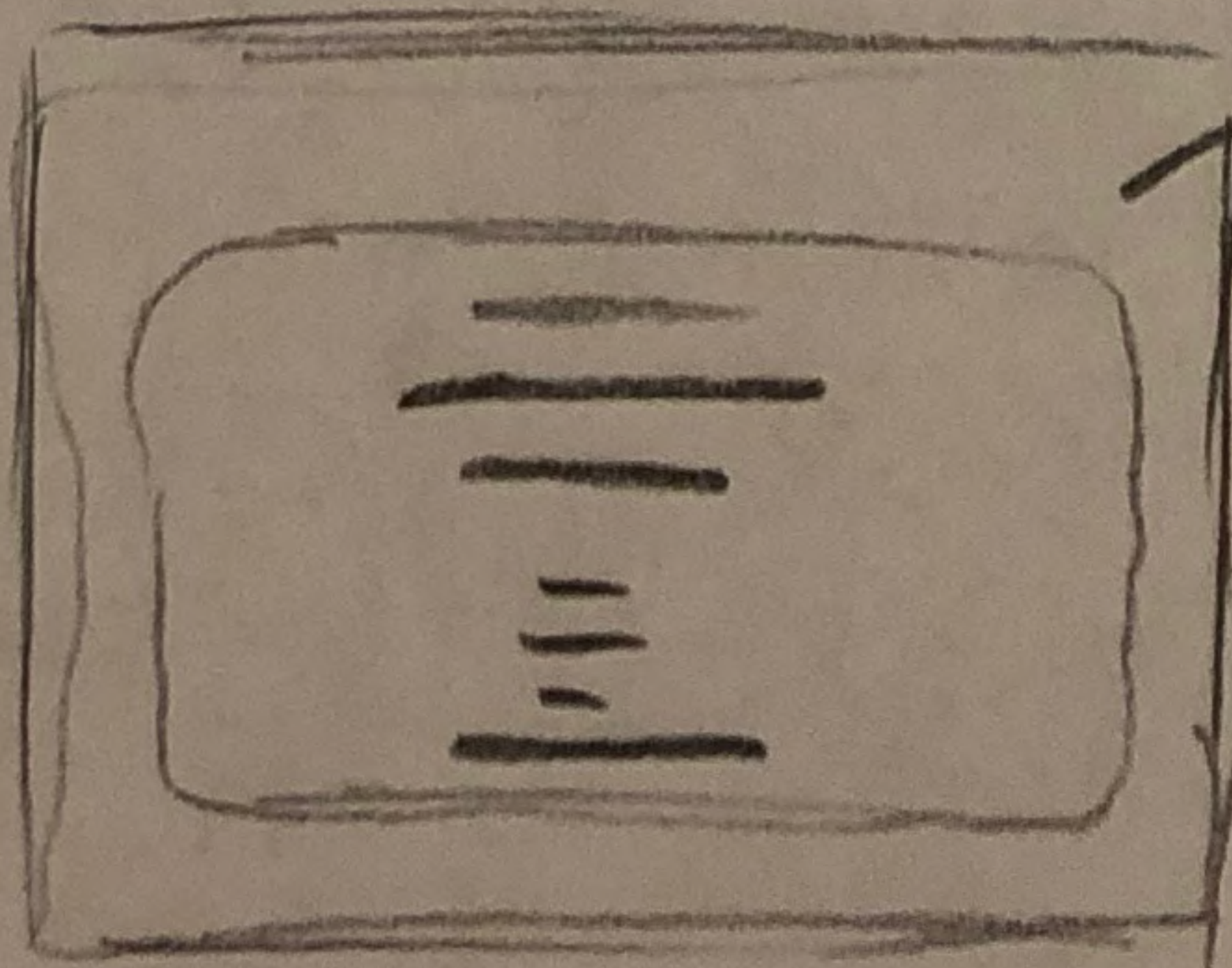
optional: storyboard when timeline

Design

Attach

layout thumbnails - simple squares
design thumbnails - graphic detail
wireframe - adds dimensions

- tone / personality
- existing brand items
- color scheme
- typography
- graphics
- images



picture of a dog!

Blue / tan / white

#E9CEAF

#263547

#DEE2E6

#C39871