

Content

for the Web

Amber Coulson

The Walt Disney Company

Worksheet

Content Discovery: Mapping

Target

Who is the item for? (audience)

Families, Everyone

Why: What is the item's job?

To show everything disney from parks, history, tv, and movies

Why: What is the value to the audience?

To obtain more information, and learn more about this magical company

Plan

Where will the item be located?

Online (Brand Story)

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

Title, images, descriptions, information. Historical date if necessary.

What are the delivery specifications? examples: aspect ratio / dimensions

1820 x 1080 - Online screen Ratio

How will you create the item?

Spark

Design

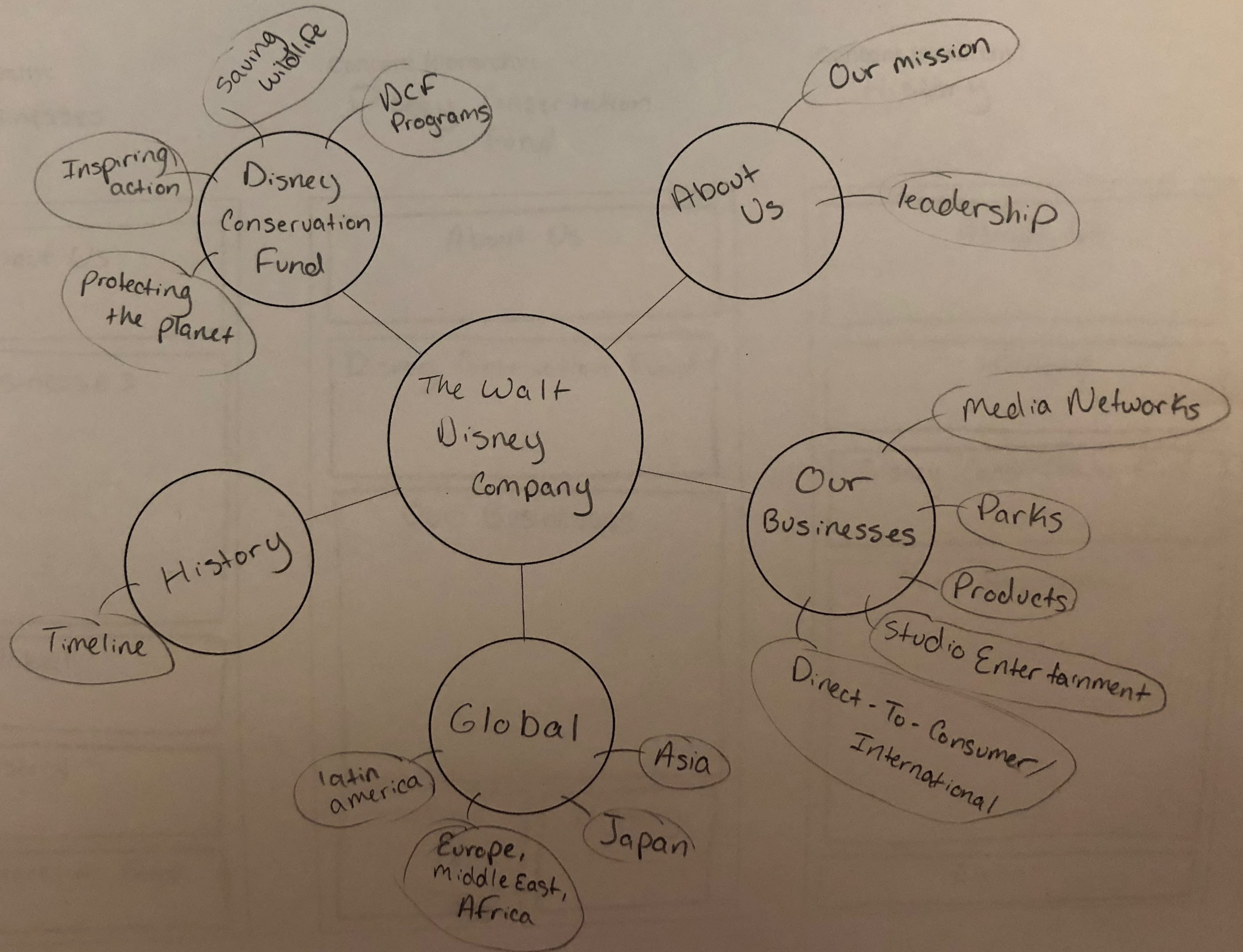
Attach

layout wireframes - simple squares
design thumbnails - graphic detail

- Magical
- Whimsical
- The Walt Disney logo
- yellow-green-blue color scheme
- Header - All Caps
- Paragraph - Normal text
- Lot of images

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

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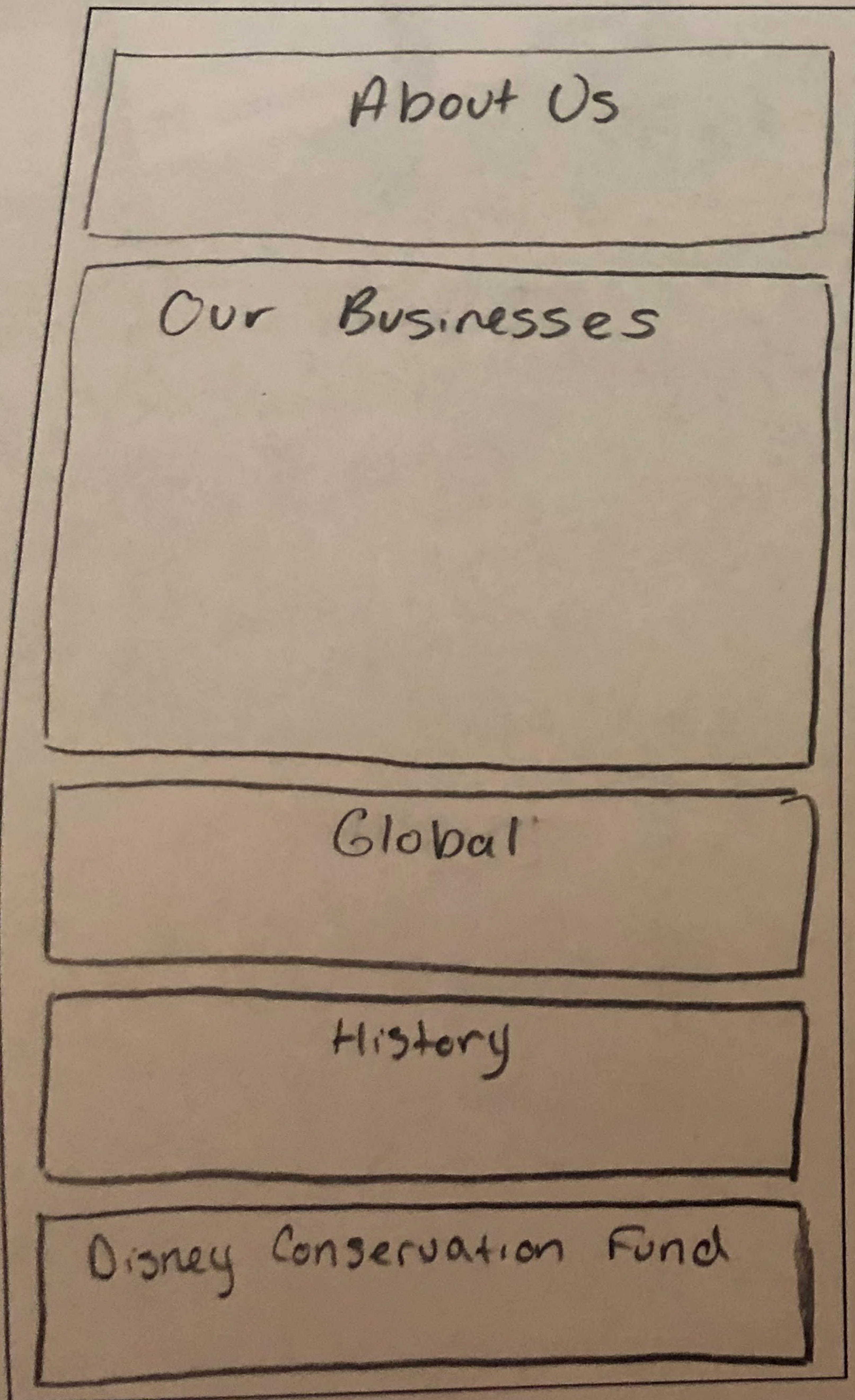


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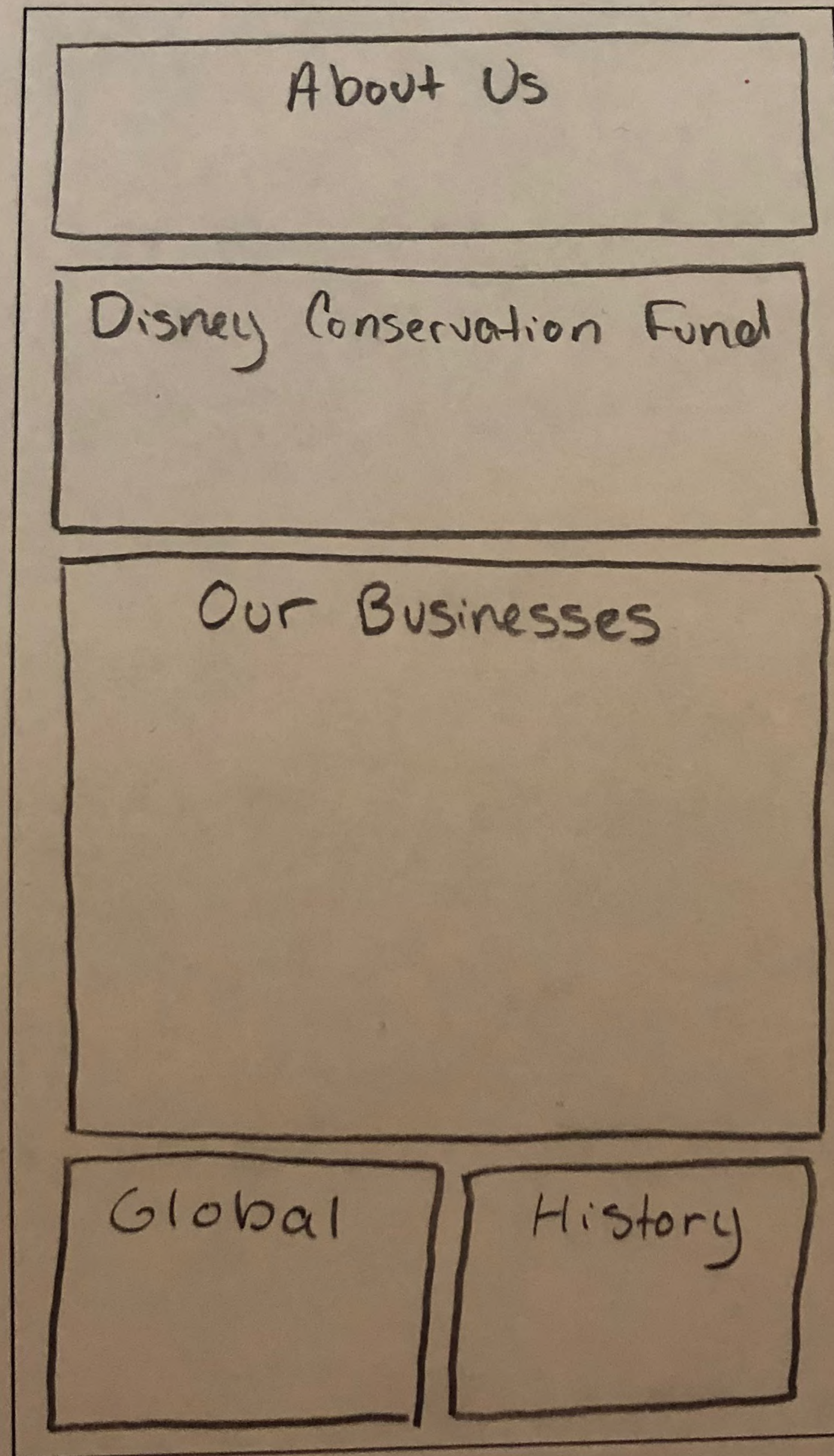
Content Hierarchy:

Our Businesses



Content Hierarchy:

Disney Conservation Fund



Content Hierarchy:

History

