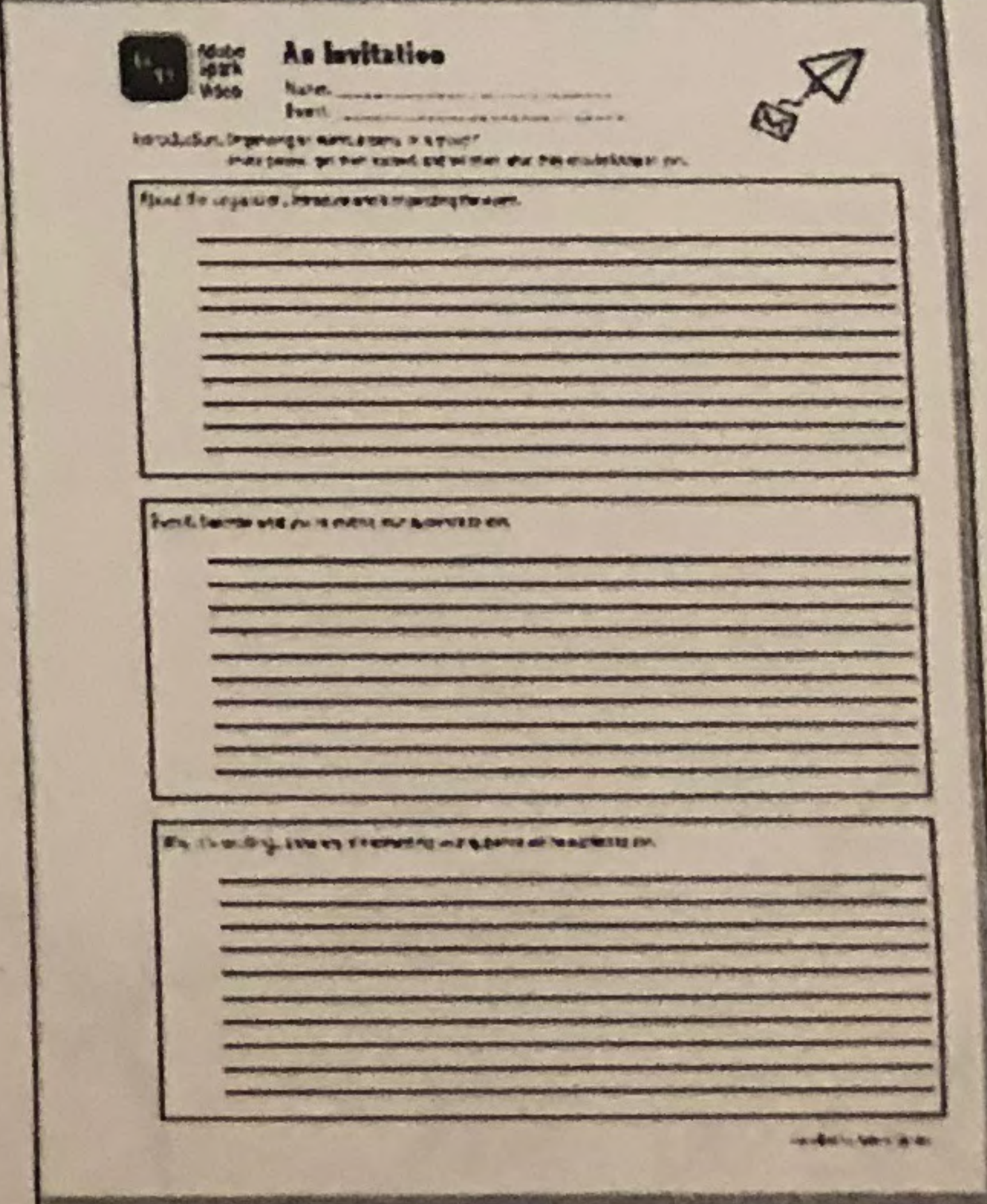
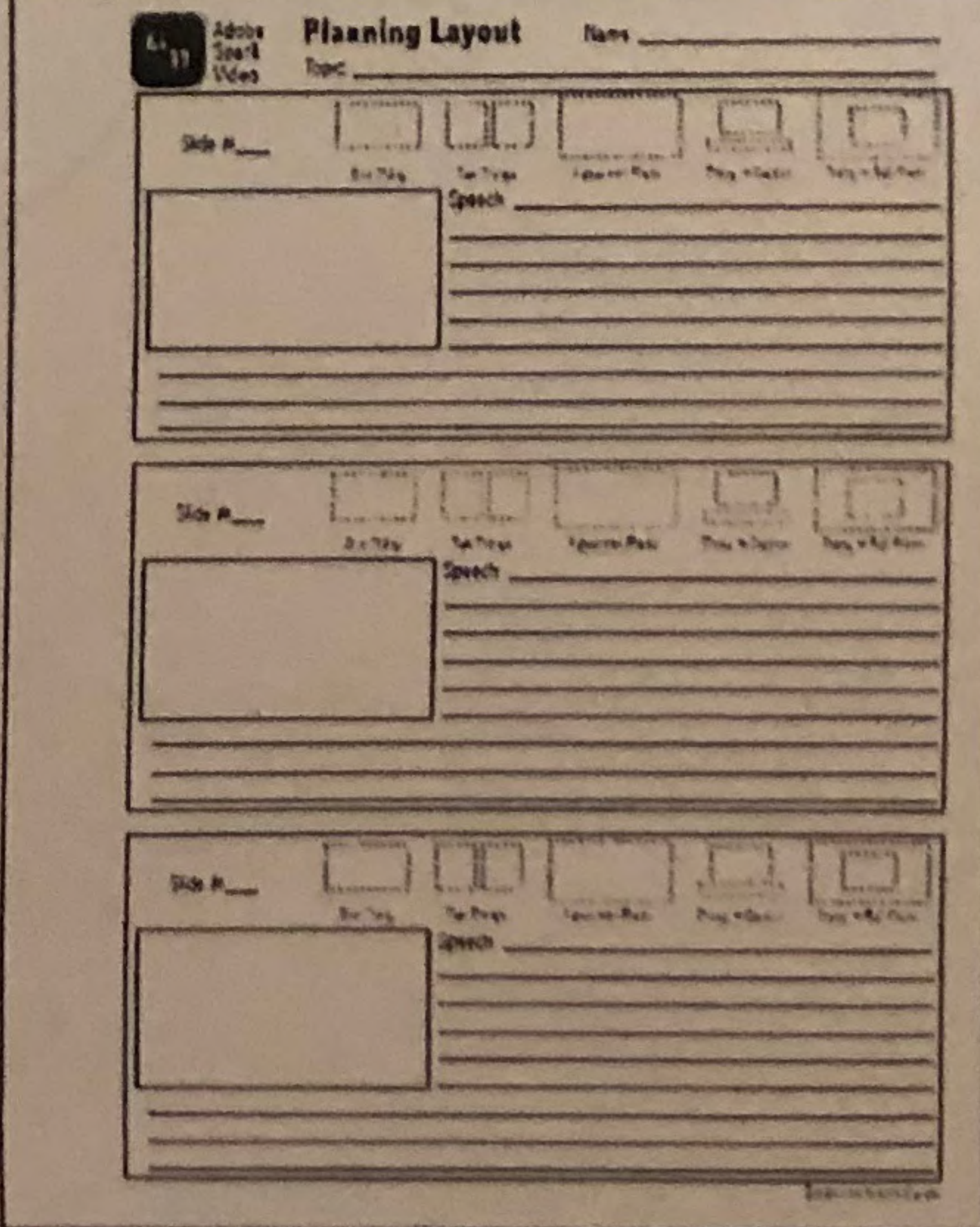


Content for the Web

Amber
Coulson

Worksheet Content Discovery: Video

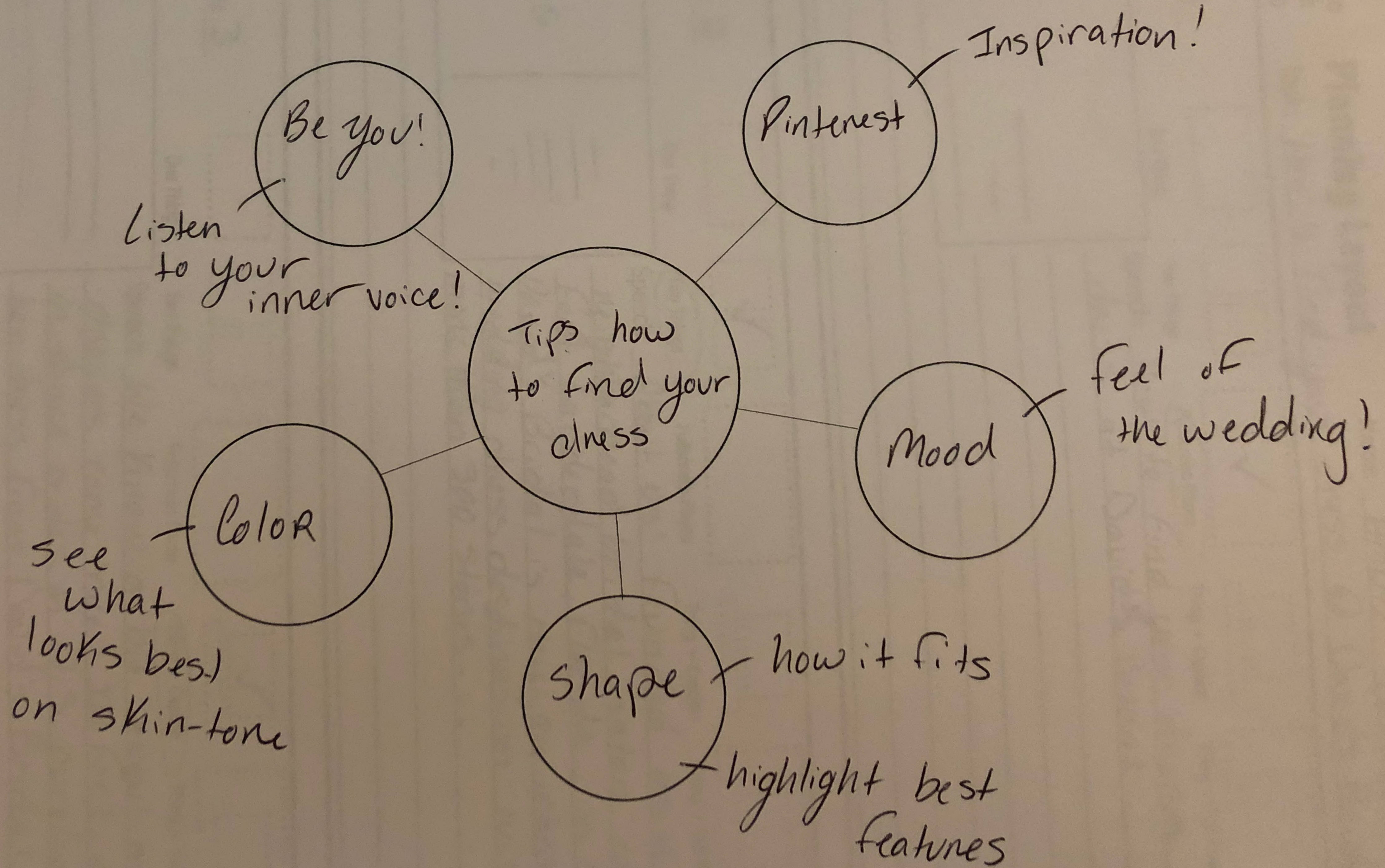
<p>Target</p> <hr/> <p>Who is the item for? (audience)</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>Why: What is the value to the audience?</p>	<p>Business Type and Name: David's Bridal</p>	<p>Company Profile:</p>	<p>Marketing Plan: TIPS on how to find your dress.</p>
<p>Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p>How will you create the item?</p>	<p>Where will the video be located? spark</p> <hr/> <p>How will the video be created? spark</p>		
<p>Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>USE the Spark Video Layout Storyboard to Design the slides in the video.</p>		

Content

for the Web

WORKSHEET
Content Discovery: Video

Content Mind Map





Planning Layout

Name: Amber Coulson

Topic: How to find your dress @ David's Bridal

Slide # 1

One Thing Two Things Fullscreen Photo Thing + Caption Thing + Full Photo

Speech: How to Find your dream dress at David's Bridal

Img

Slide # 2

One Thing Two Things Fullscreen Photo Thing + Caption Thing + Full Photo

Speech: About Us! Founded as a neighborhood bridal salon in Fort Lauderdale, Florida, in 1950, David's Bridal is now an international wedding dress destination with more than 300 stores...

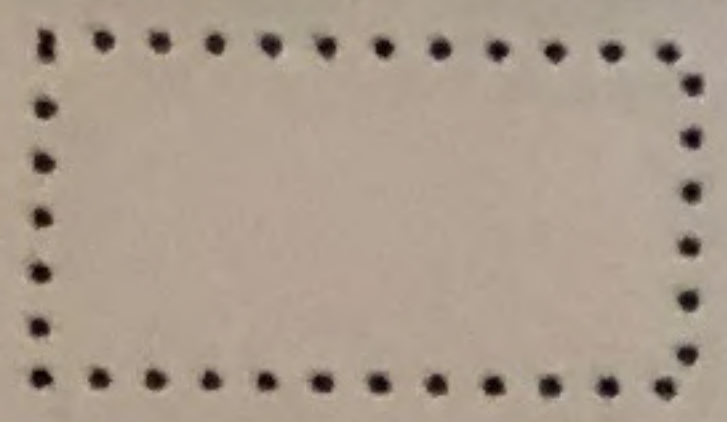
IMG

Slide # 3

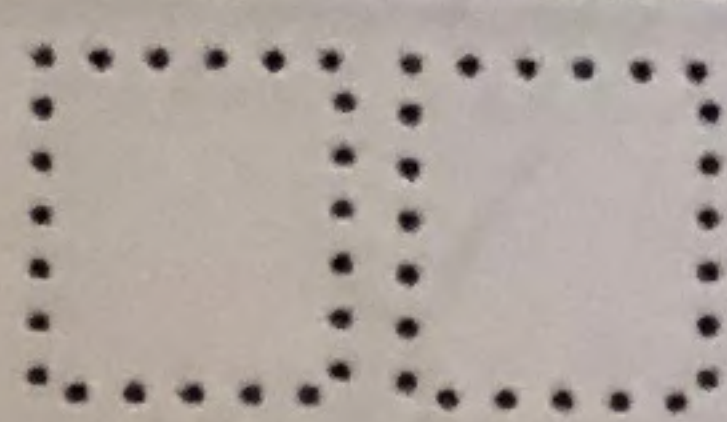
One Thing Two Things Fullscreen Photo Thing + Caption Thing + Full Photo

Speech: We know a bit about making dreams come true. In fact, one in three brides in U.S. purchase her dress from David's Bridal!

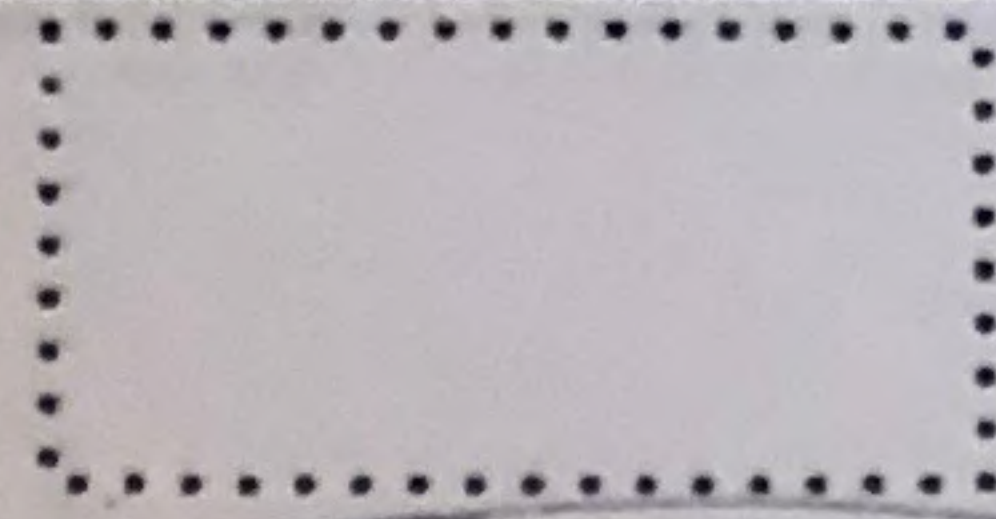
Slide # 4



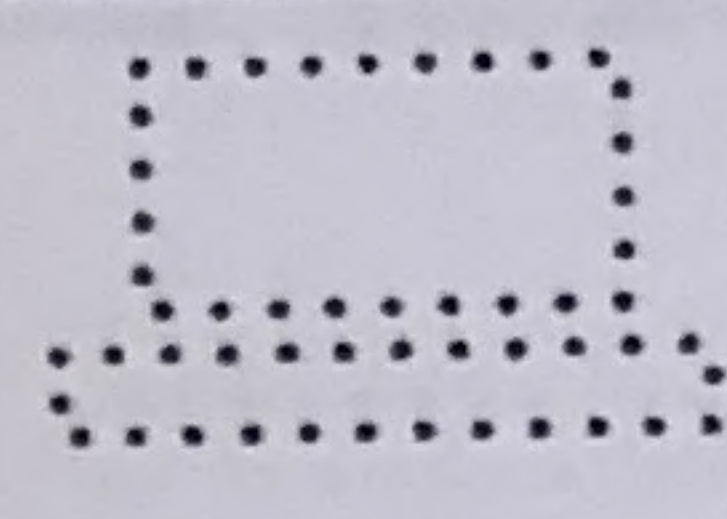
One Thing



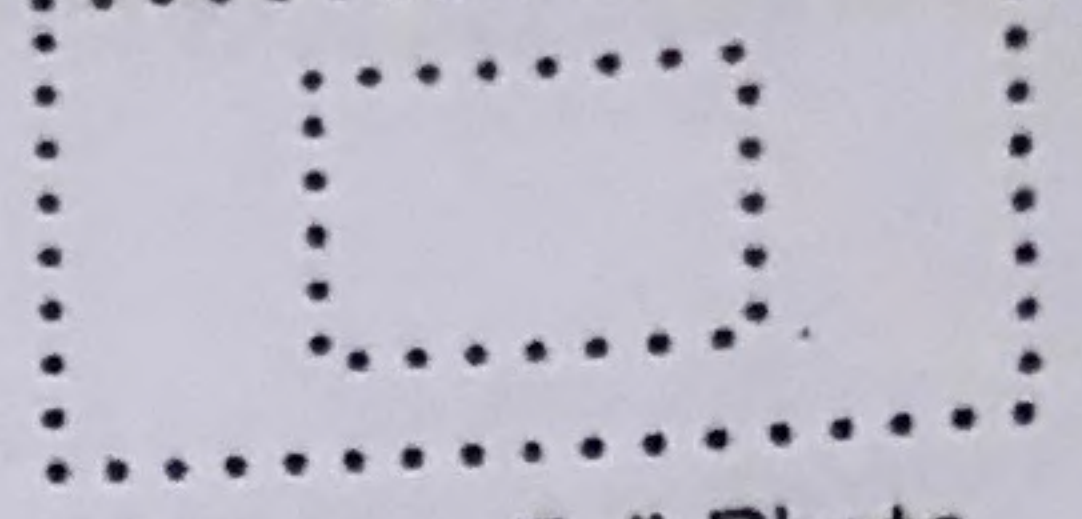
Two Things



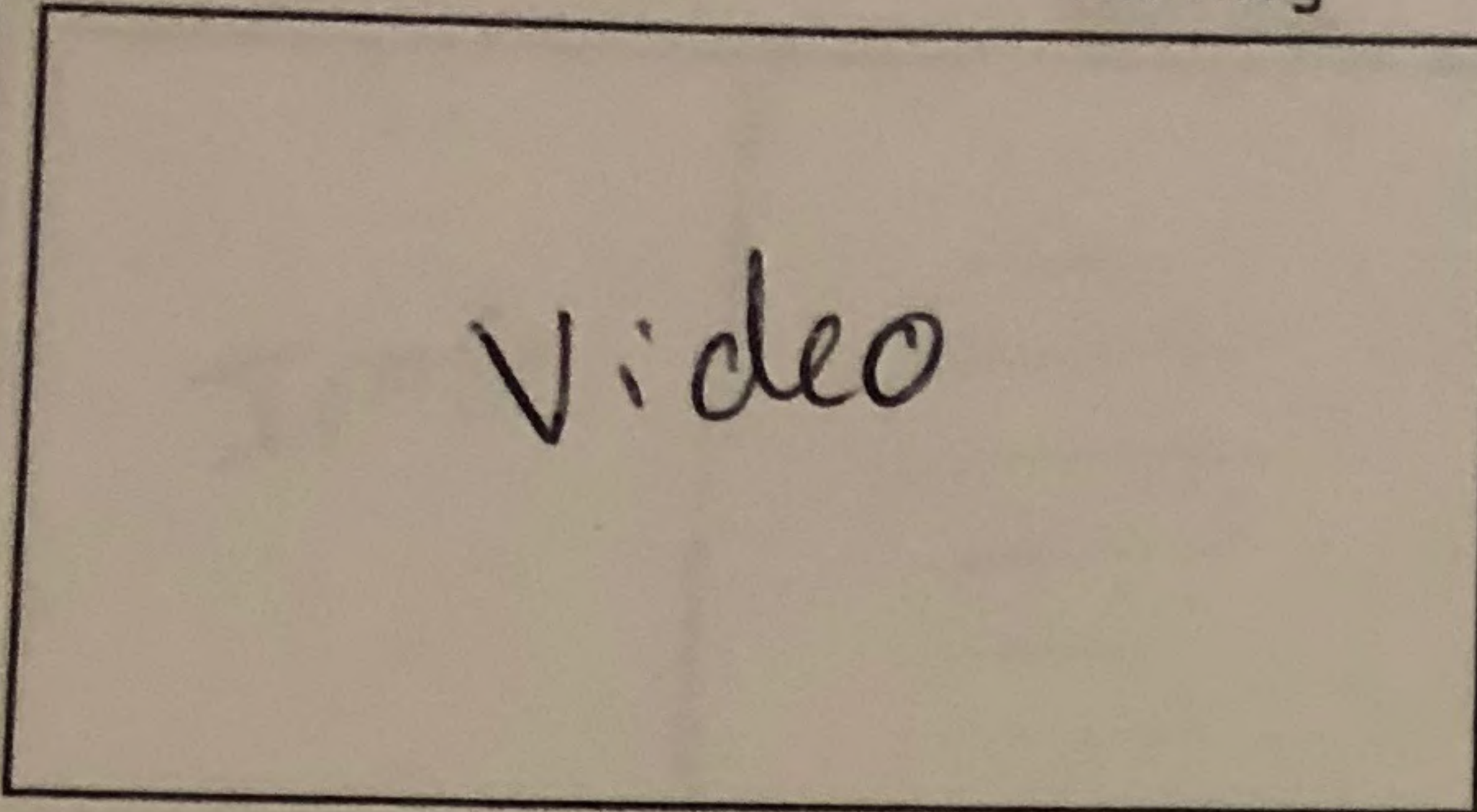
Fullscreen Photo



Thing + Caption

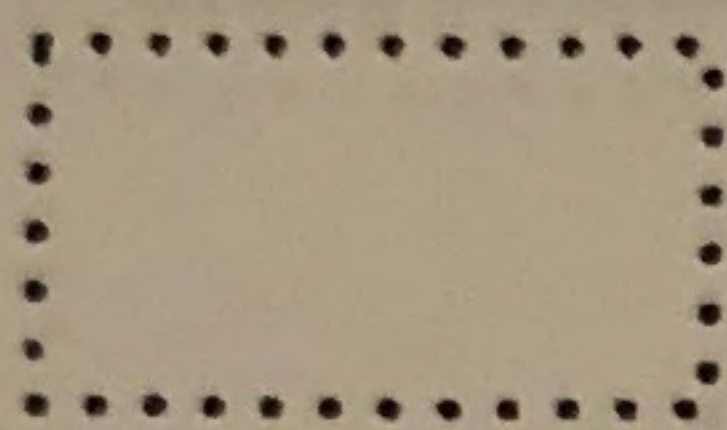


Thing + Full Photo

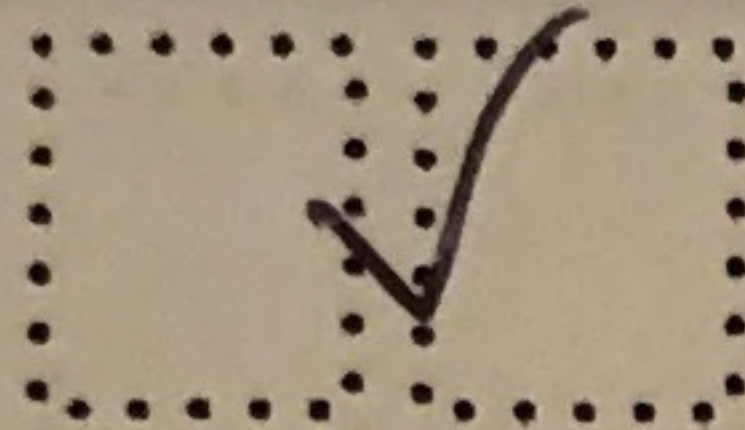


Speech: _____

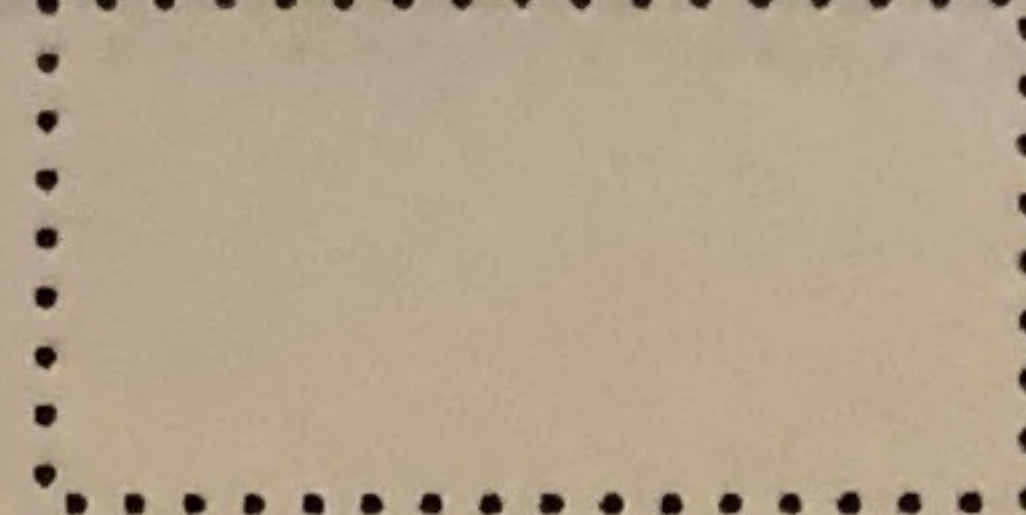
Slide # 5



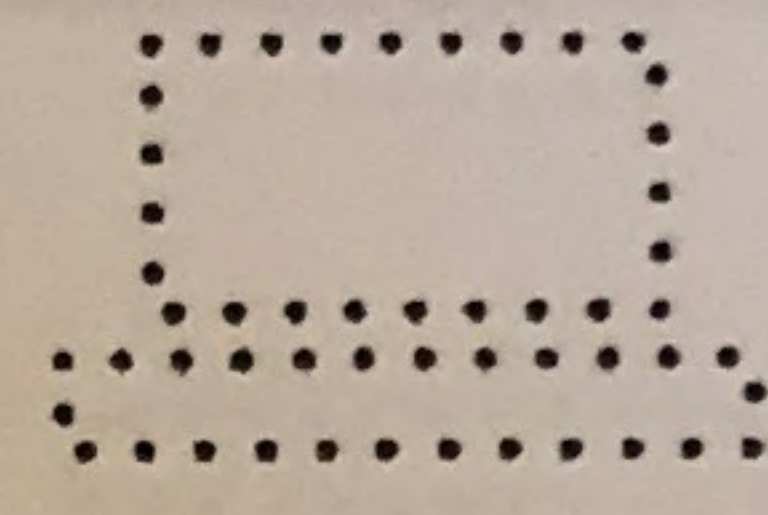
One Thing



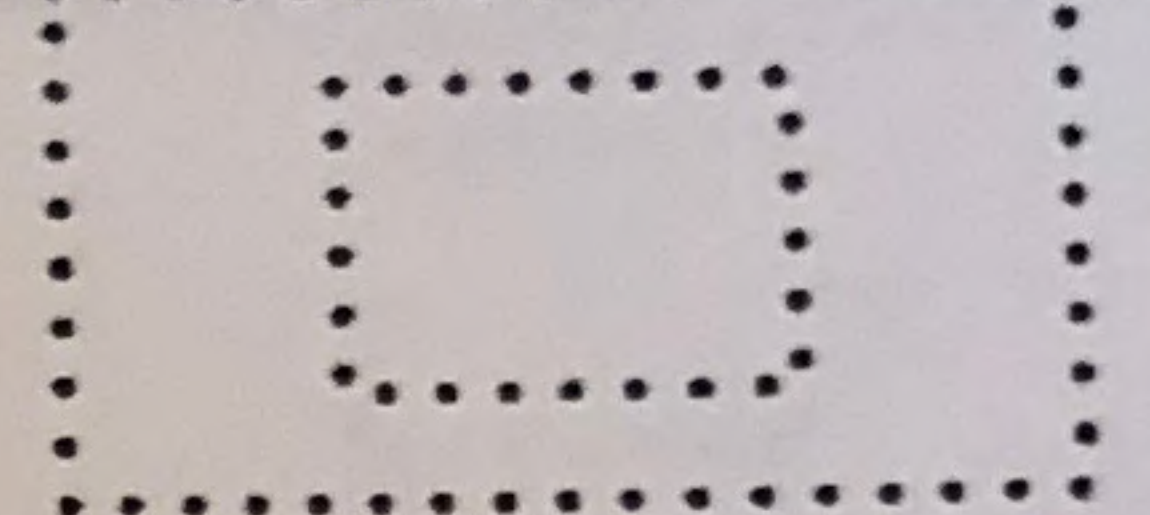
Two Things



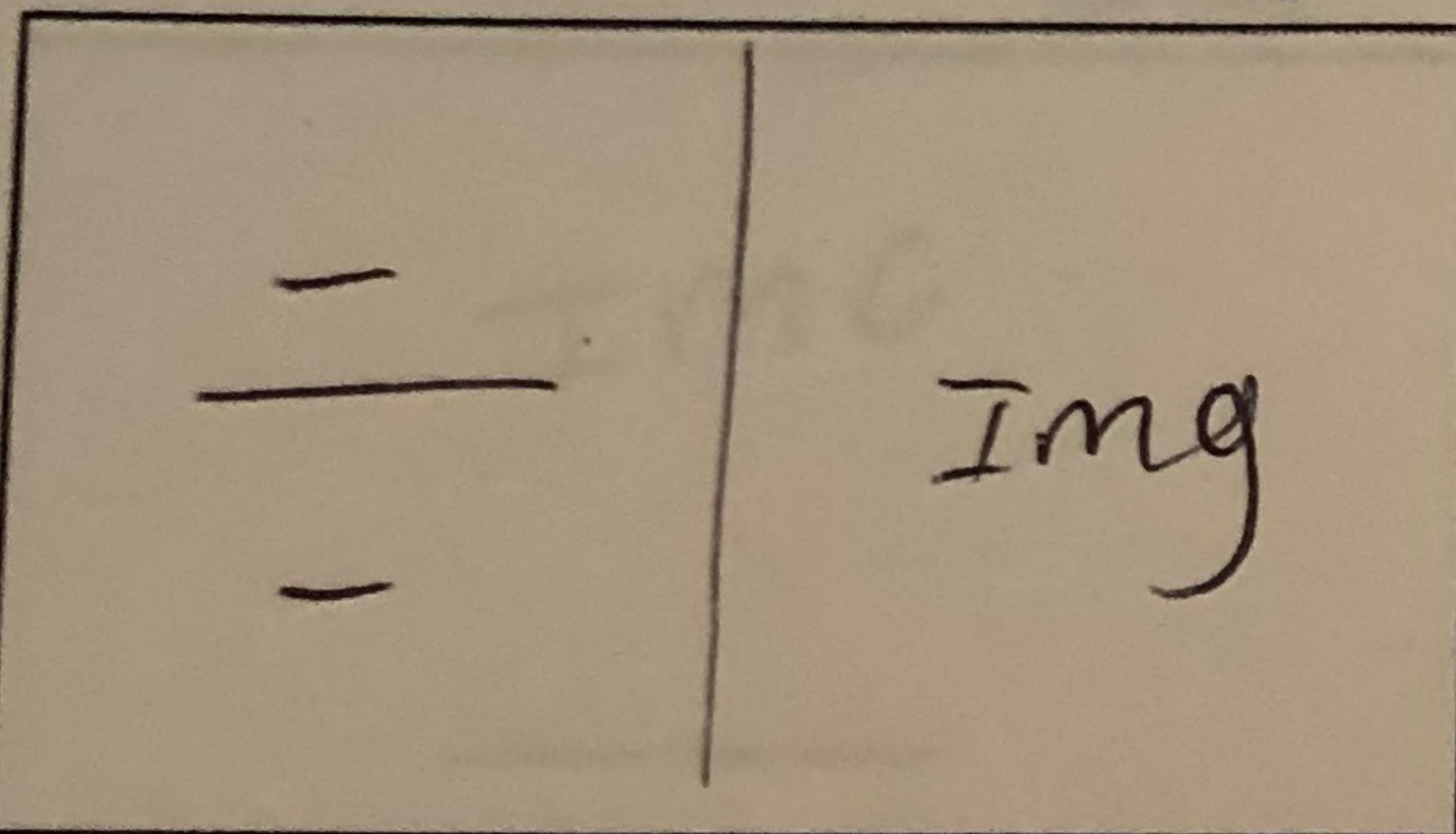
Fullscreen Photo



Thing + Caption



Thing + Full Photo

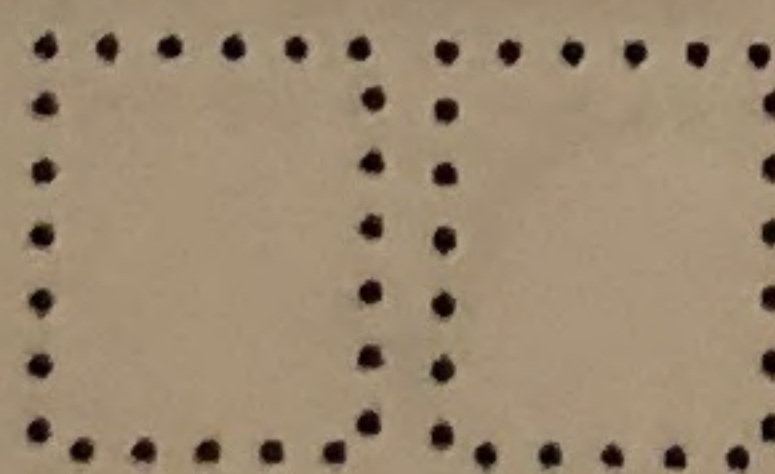


Speech: Steps for finding "the one!"

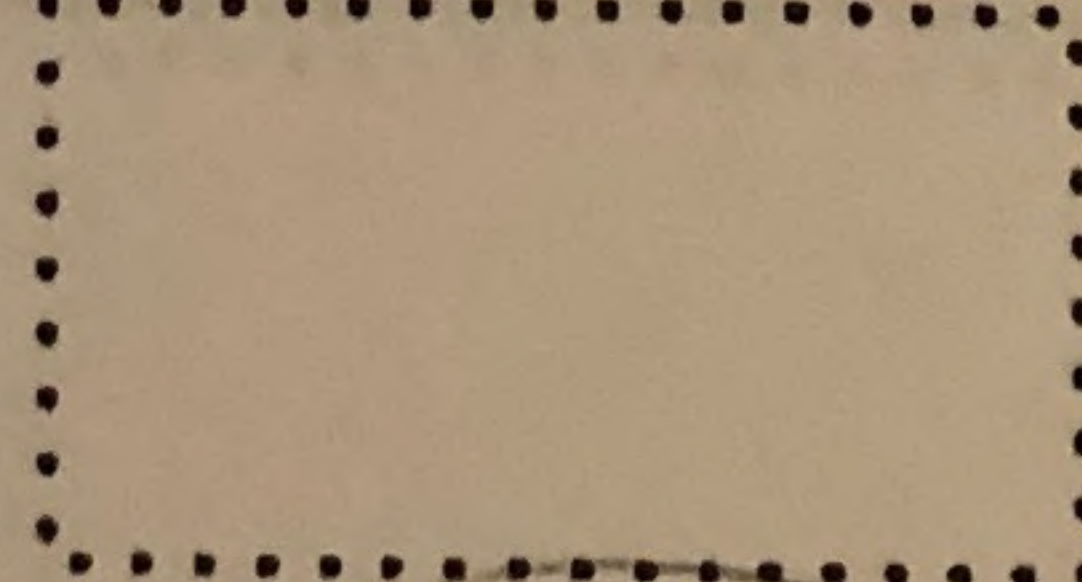
Slide # 6



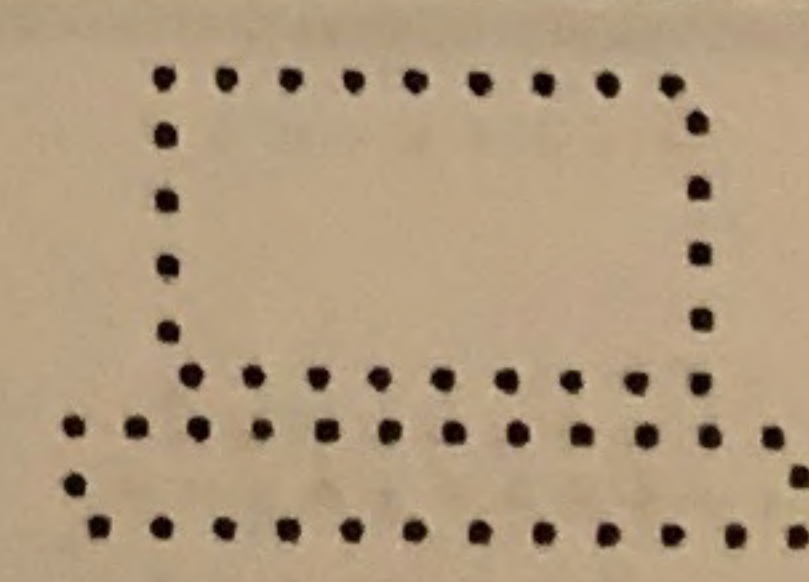
One Thing



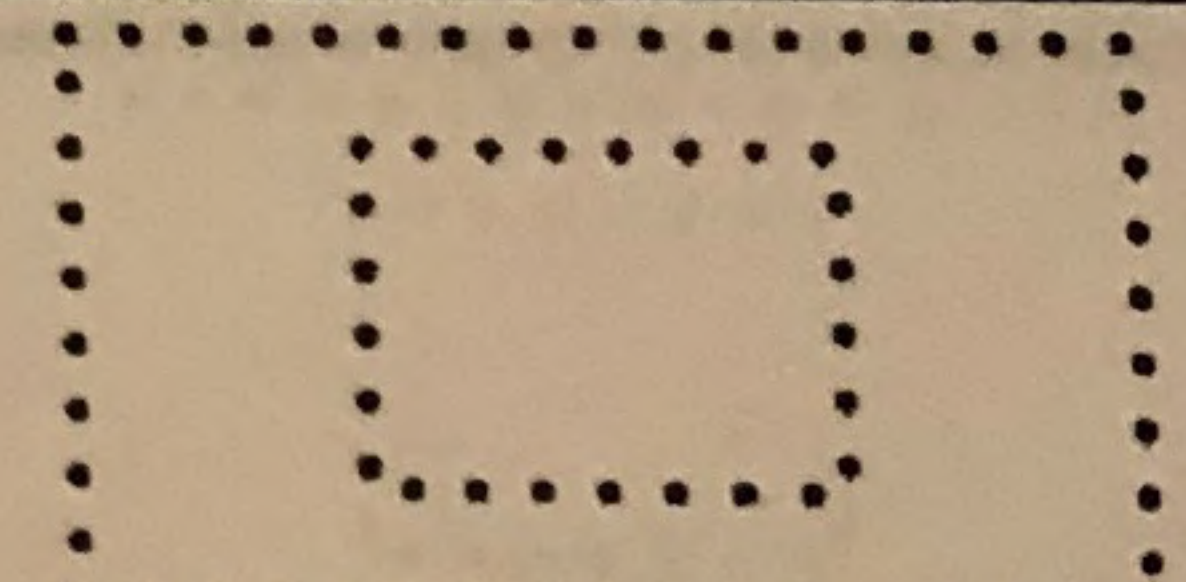
Two Things



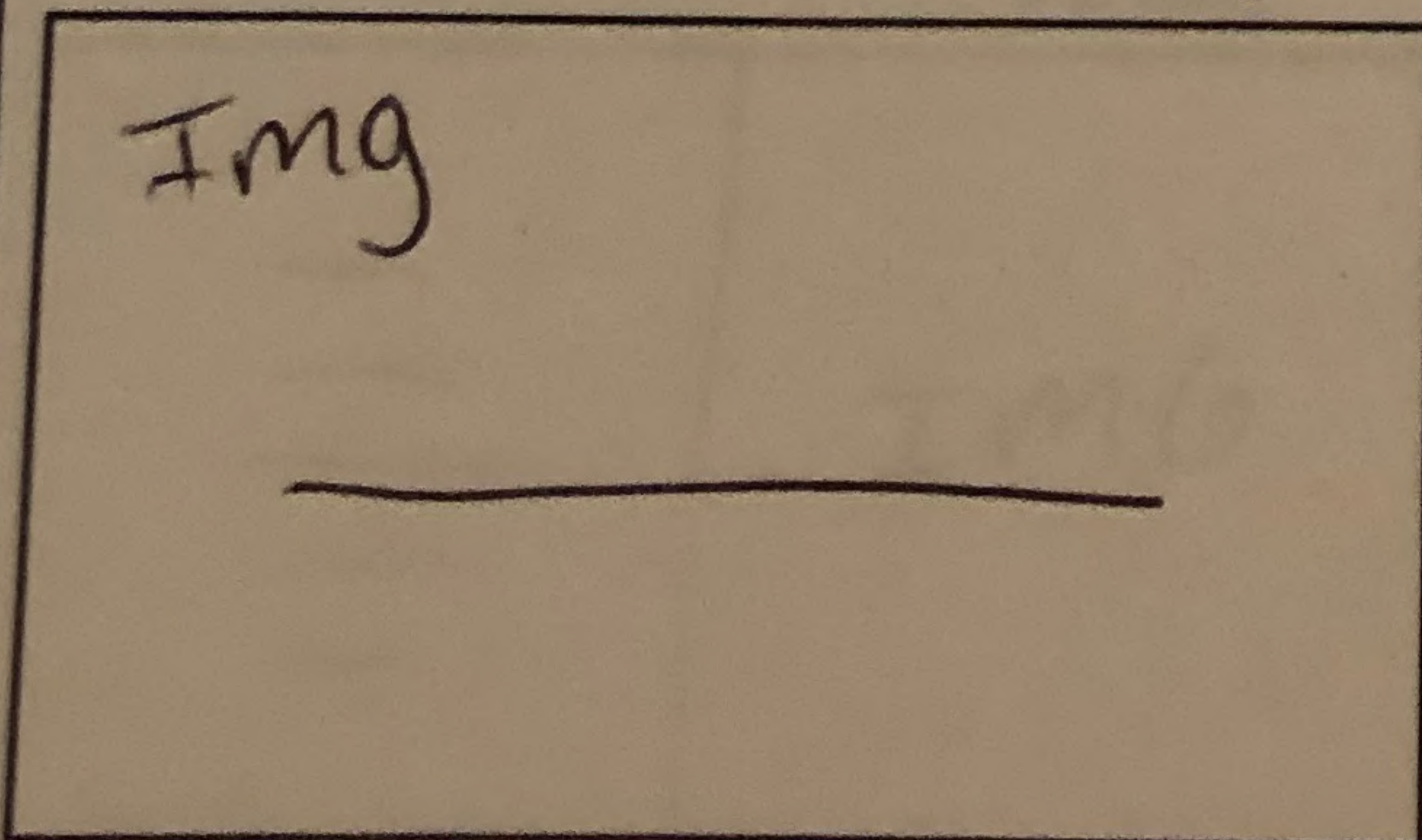
Fullscreen Photo



Thing + Caption

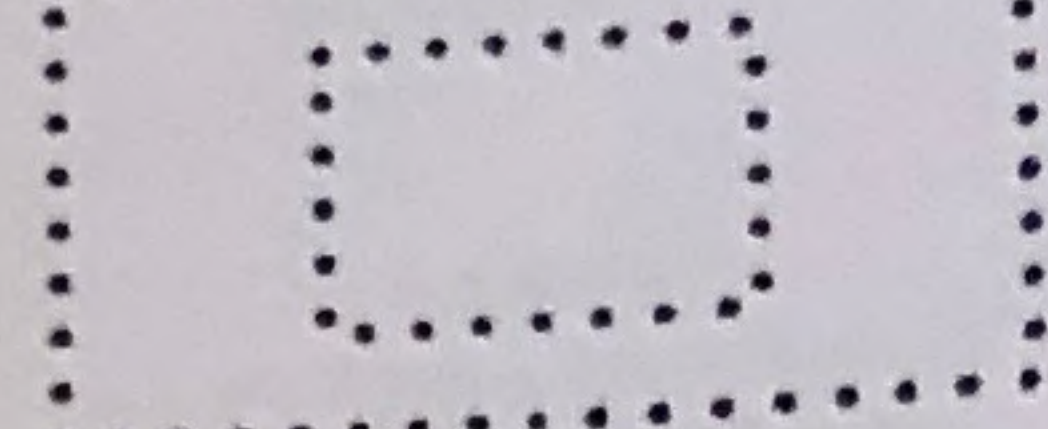
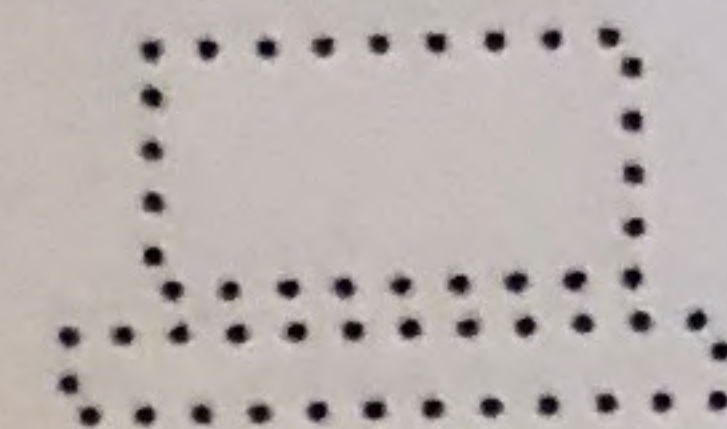
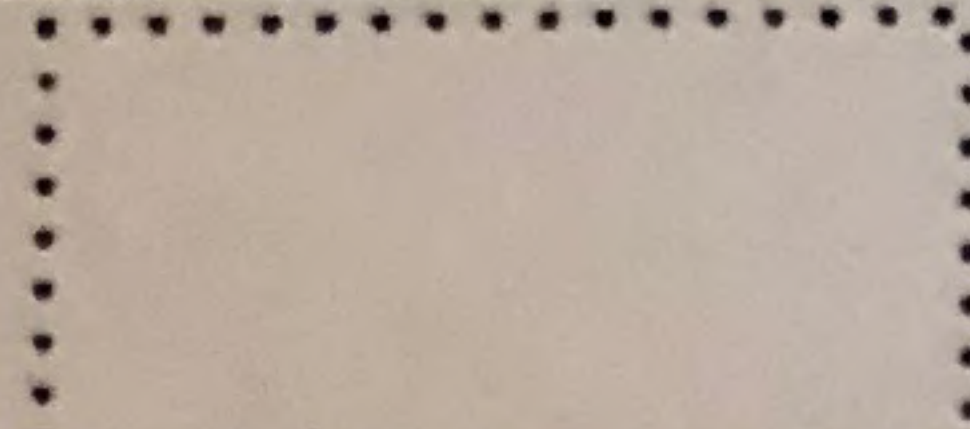
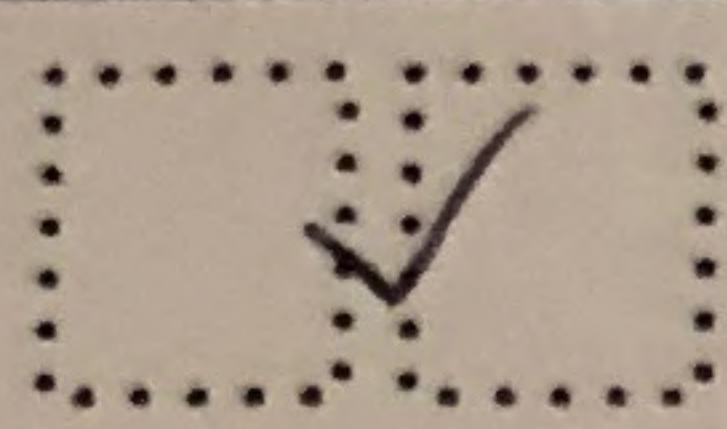
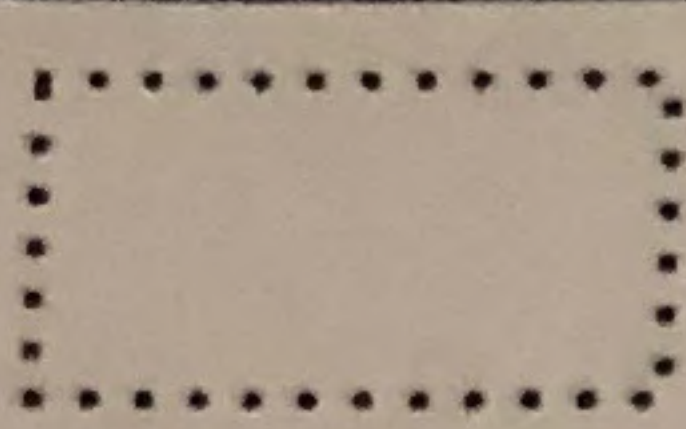


Thing + Full Photo



Speech: Use pinterrest for inspiration!

Slide # 7



One Thing

Two Things

Fullscreen Photo

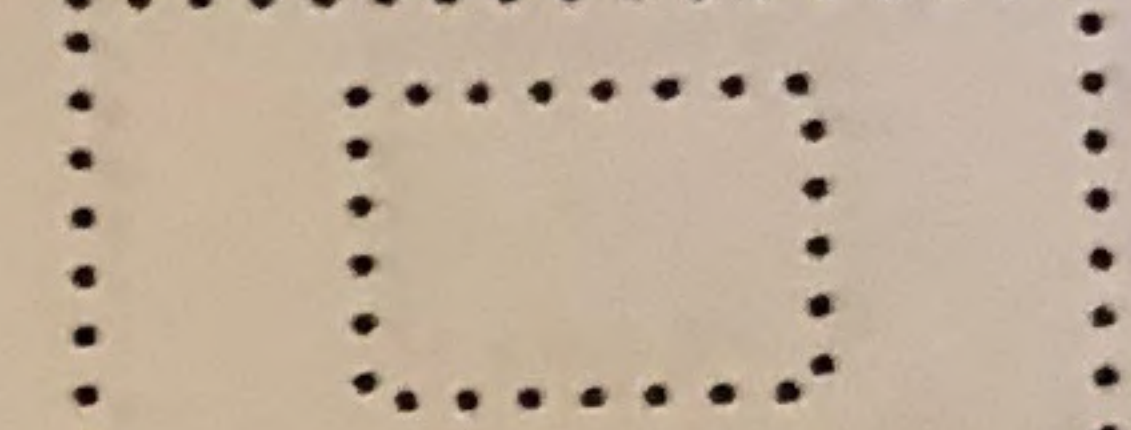
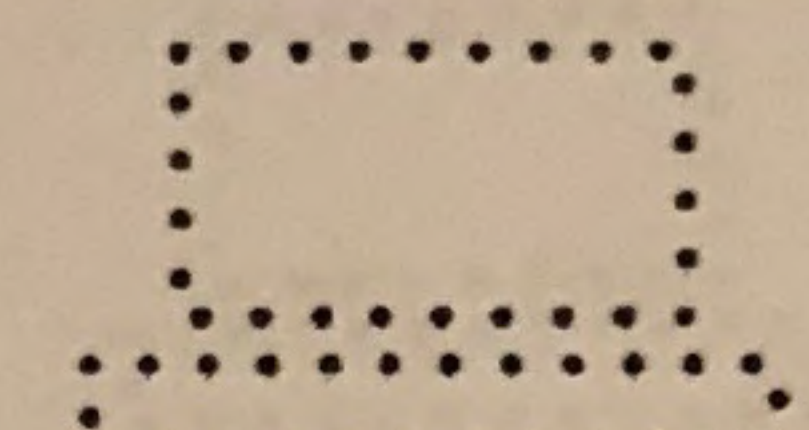
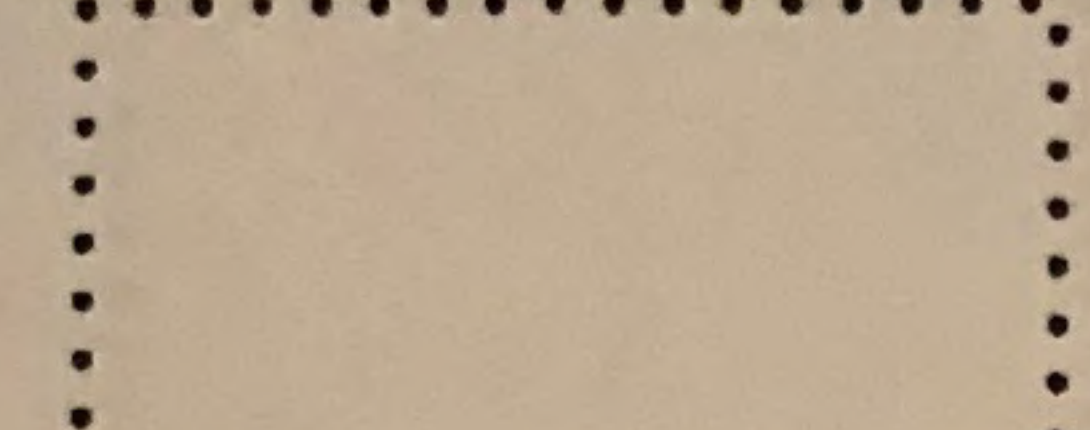
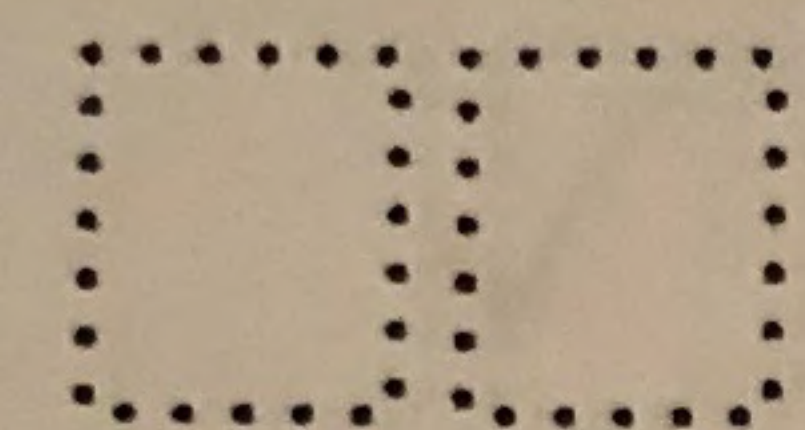
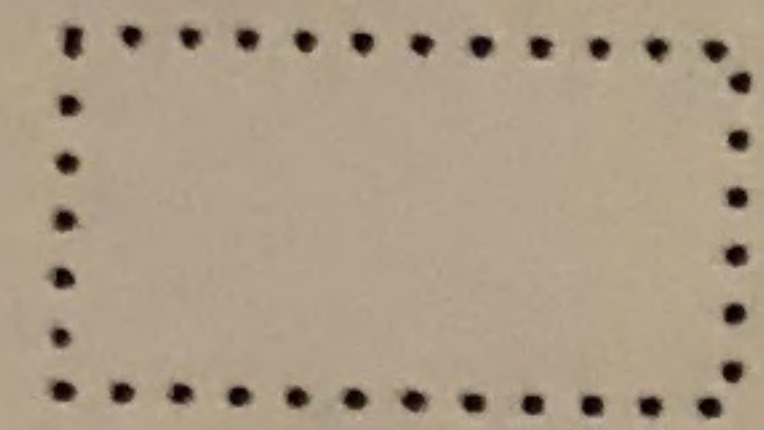
Thing + Caption

Thing + Full Photo

IMG	<hr/> <hr/> <hr/> <hr/>
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Speech: Yes, the amount of wedding dresses on Pinterest can be intimidating...

Slide # 8



One Thing

Two Things

Fullscreen Photo

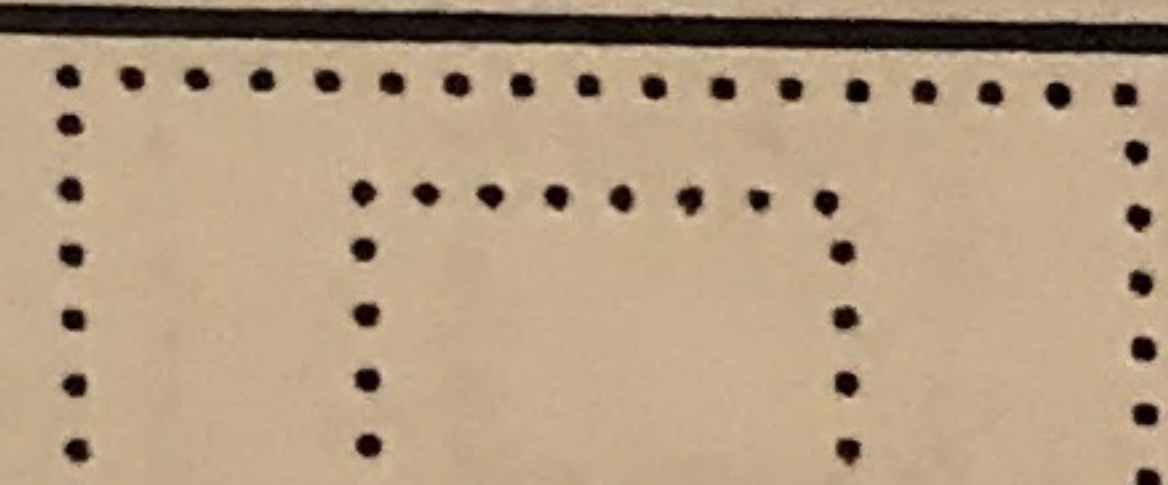
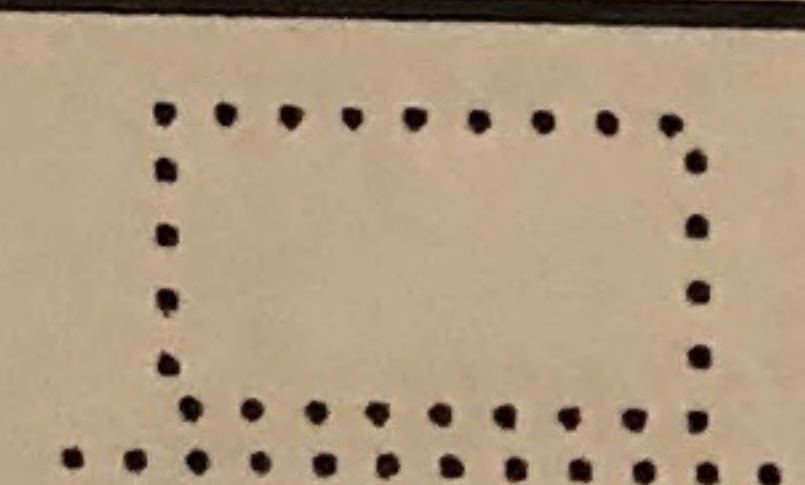
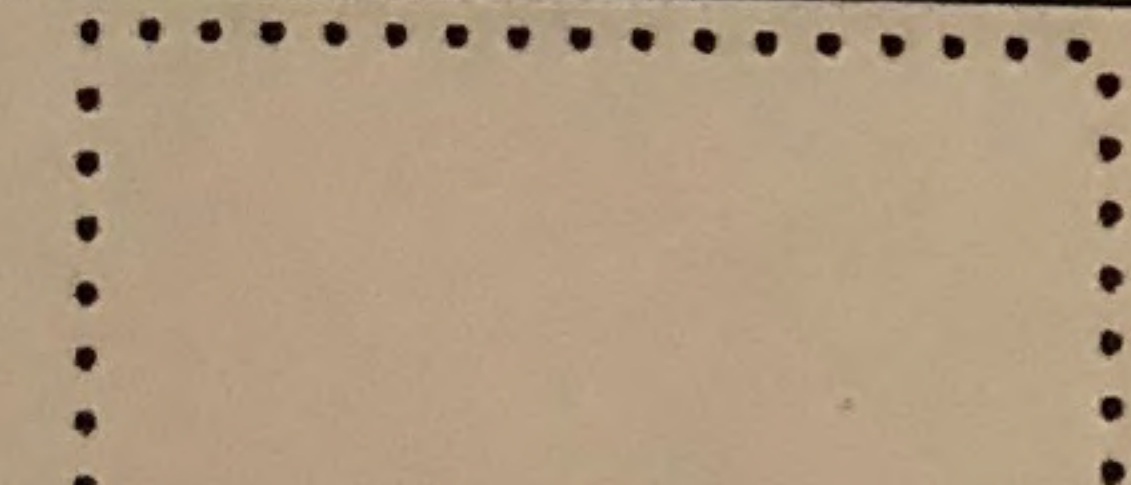
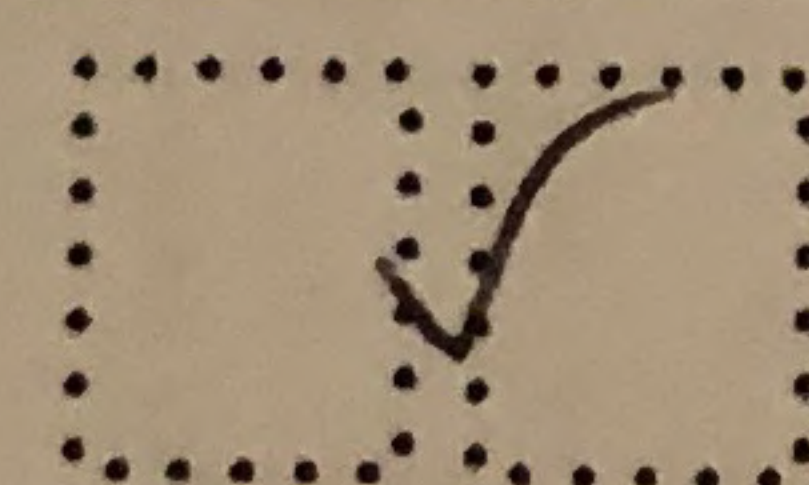
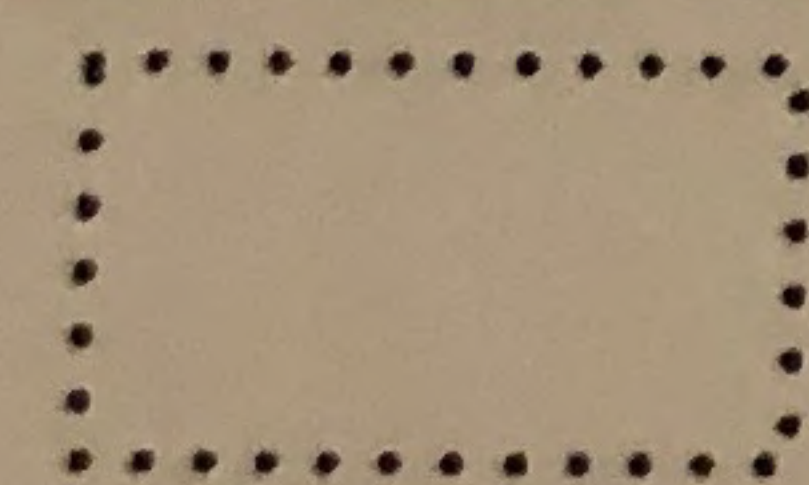
Thing + Caption

Thing + Full Photo

IMG	<hr/>
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Speech: Mood Matters

Slide # 9



One Thing

Two Things

Fullscreen Photo

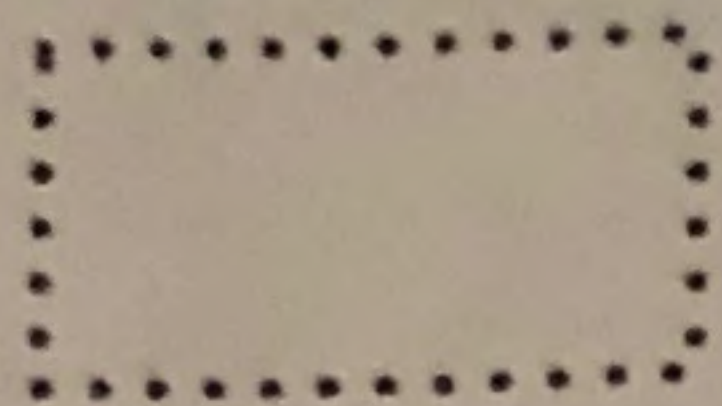
Thing + Caption

Thing + Full Photo

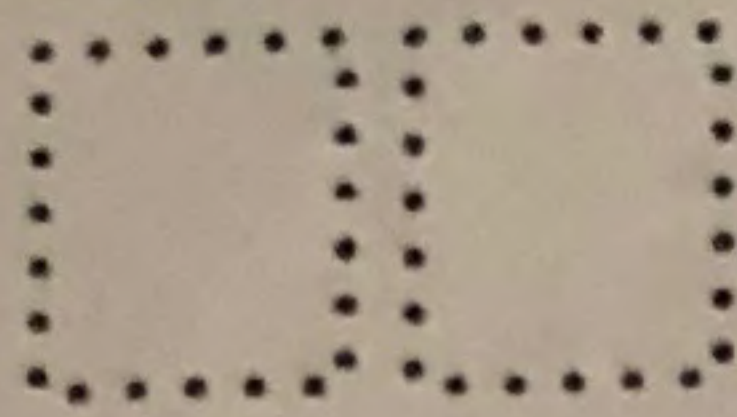
<hr/> <hr/> <hr/> <hr/>	IMG
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Speech: It's important to set the mood and feel of your wedding before you start dress shopping...

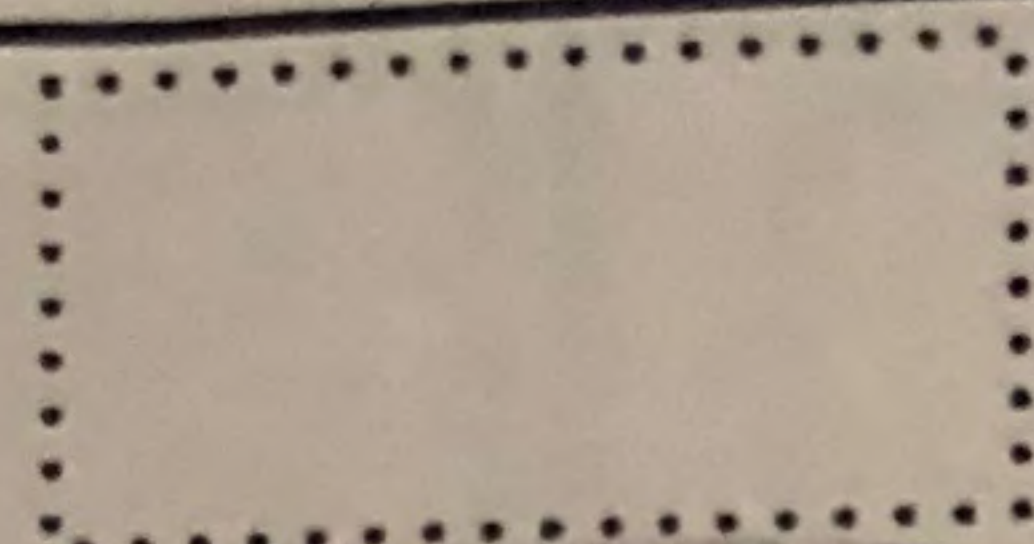
Slide # 10



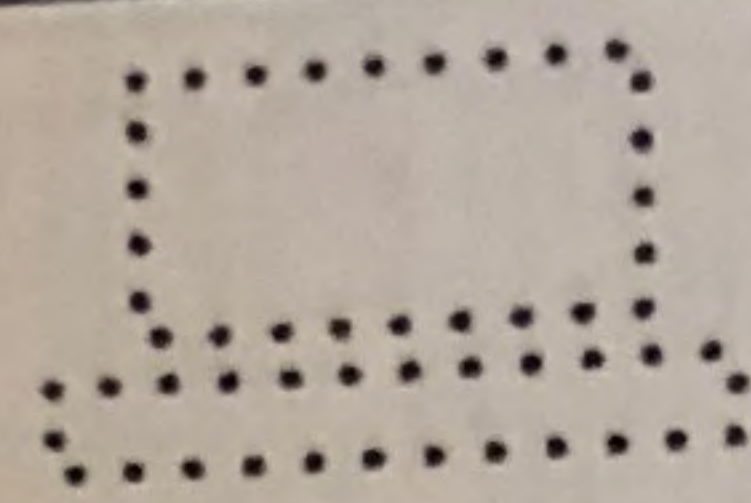
One Thing



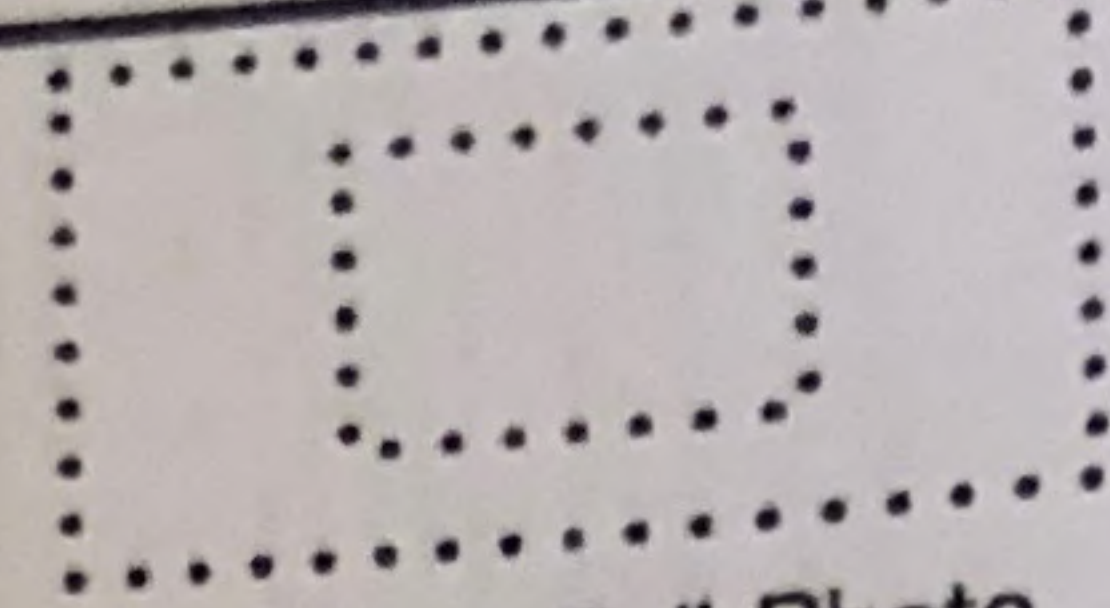
Two Things



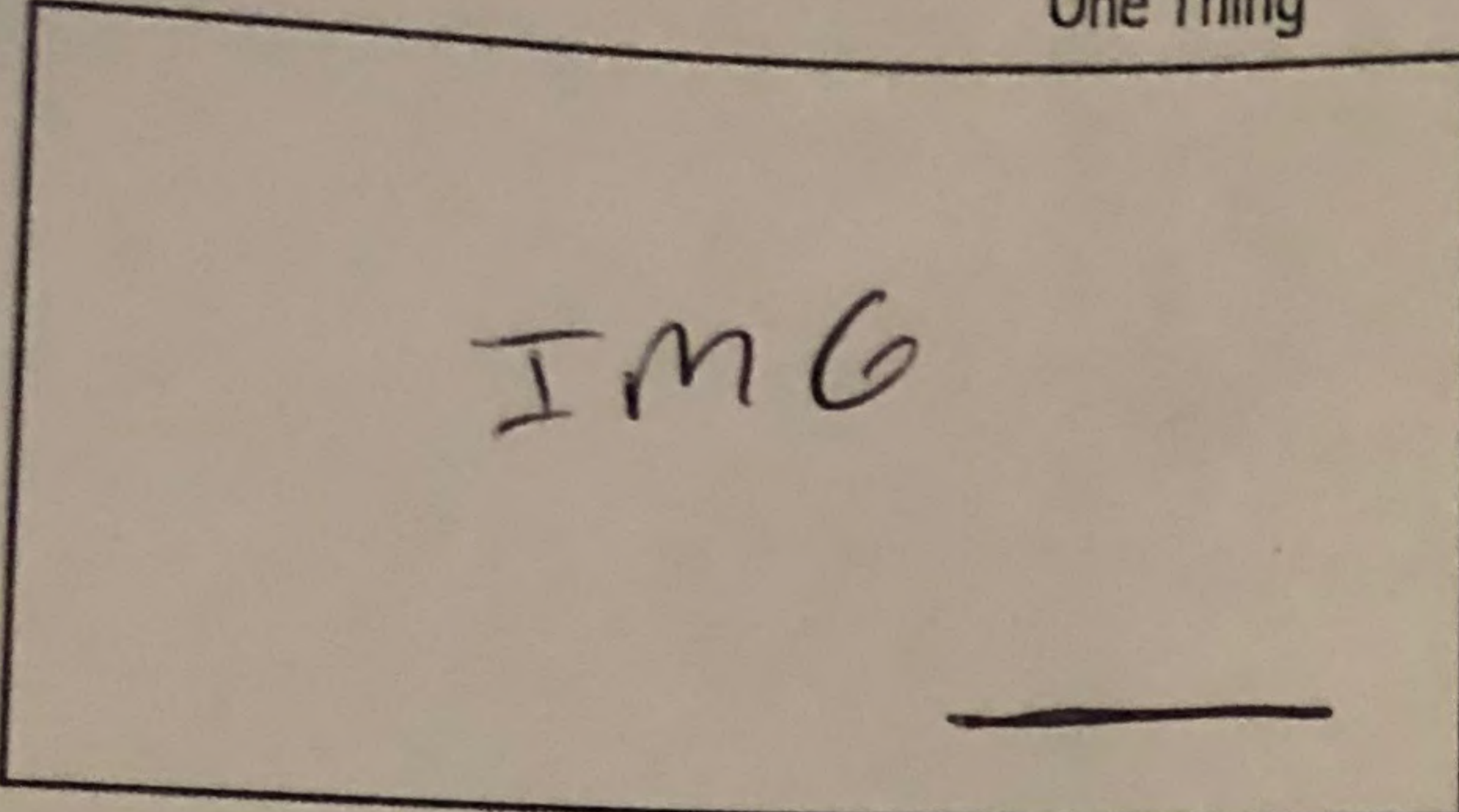
Fullscreen Photo



Thing + Caption

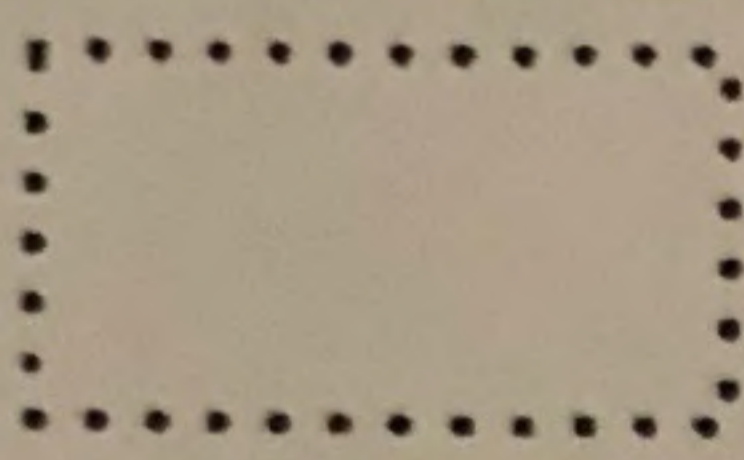


Thing + Full Photo

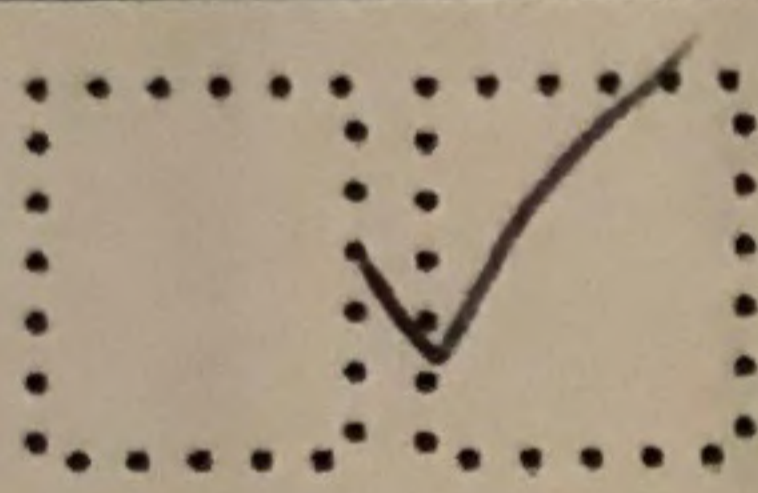


Speech: Think shape

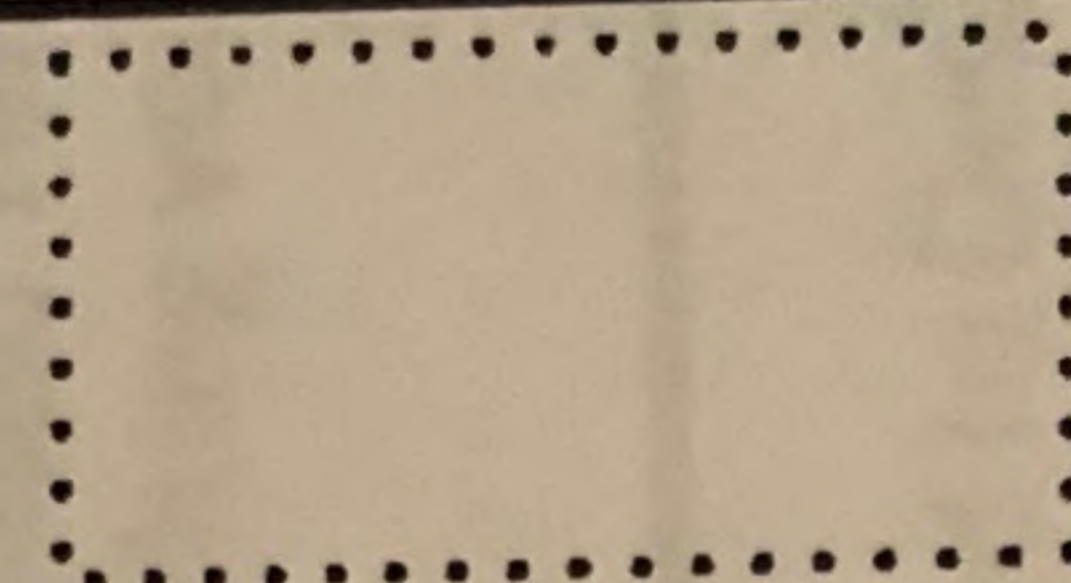
Slide # 11



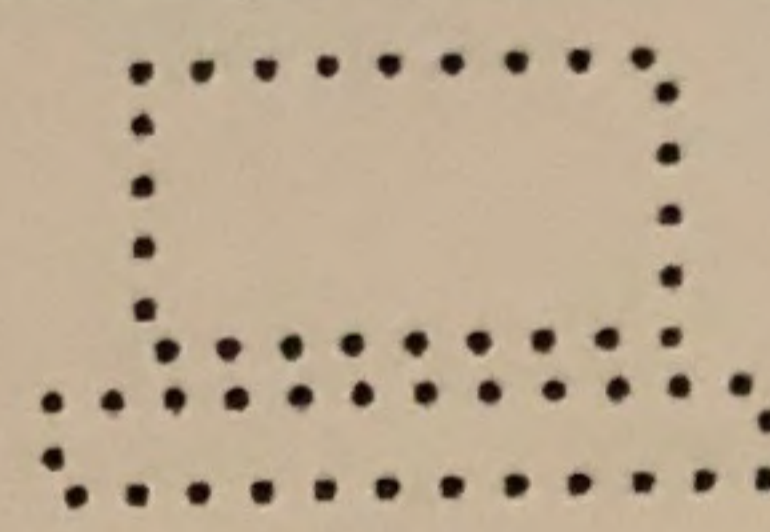
One Thing



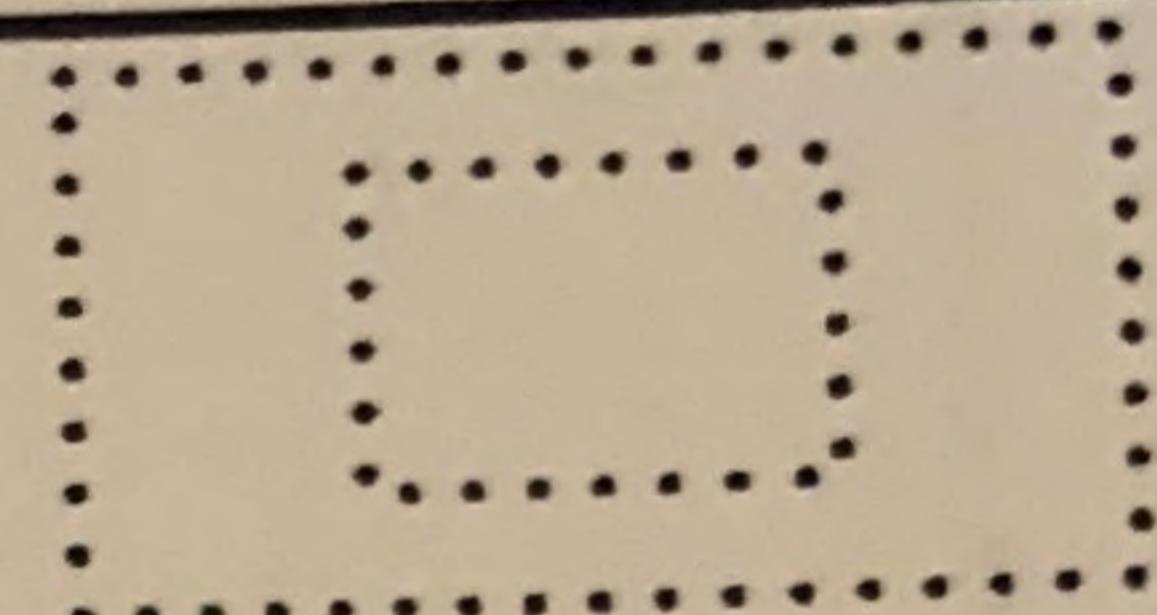
Two Things



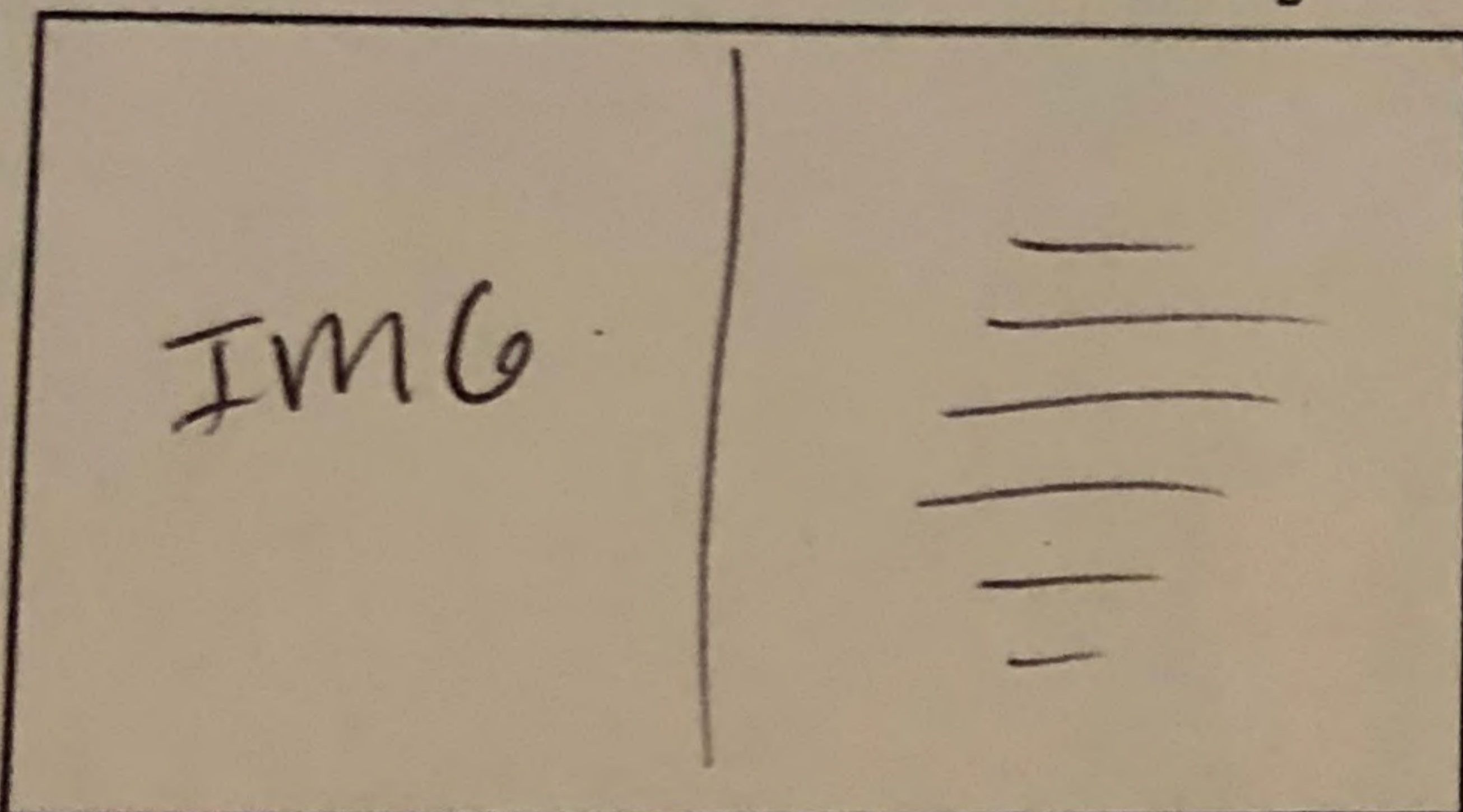
Fullscreen Photo



Thing + Caption

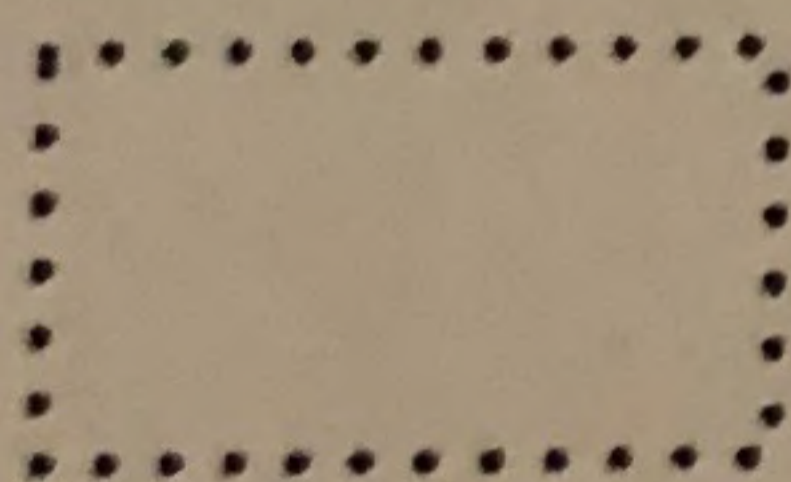


Thing + Full Photo

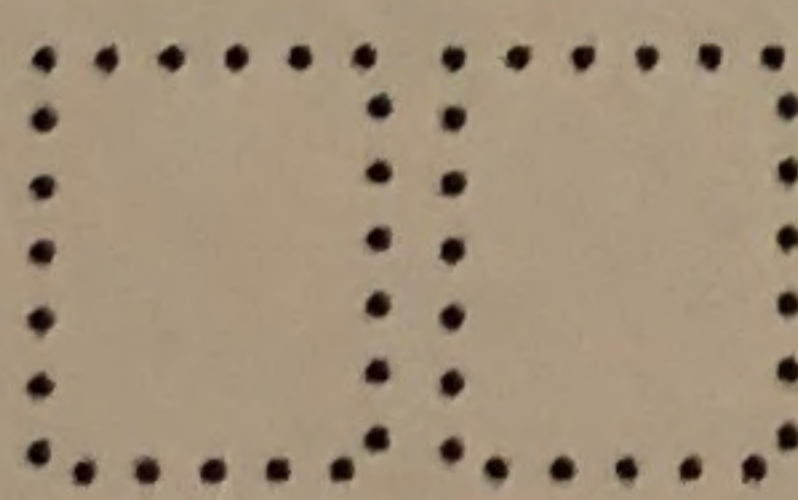


Speech: She suggests paying close attention to how the dress fits your body type...

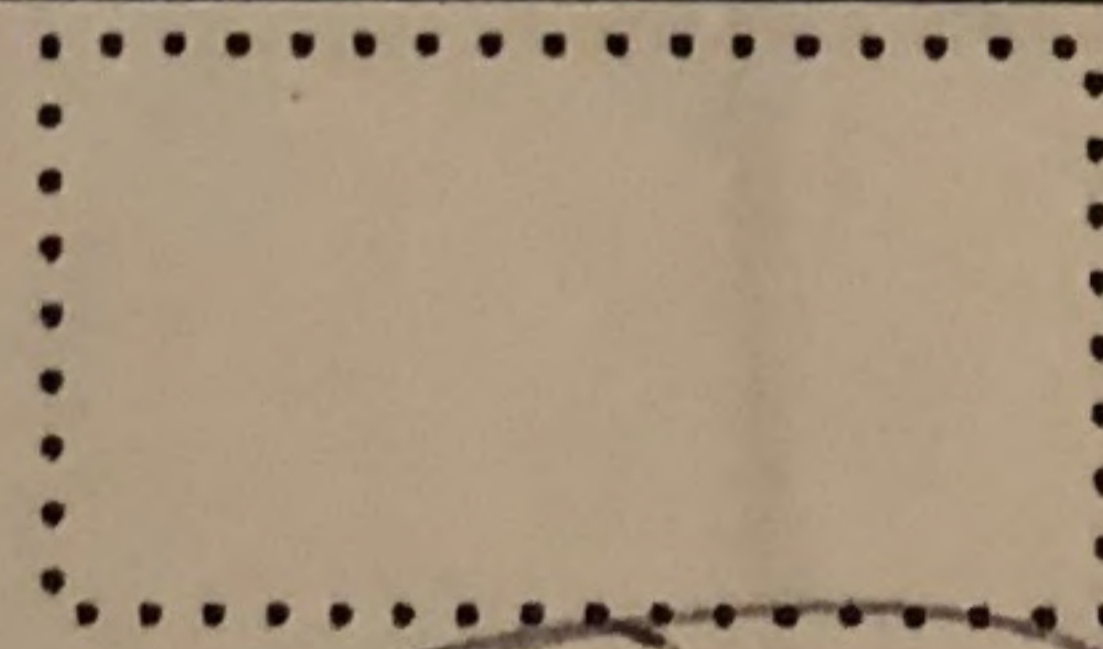
Slide # 12



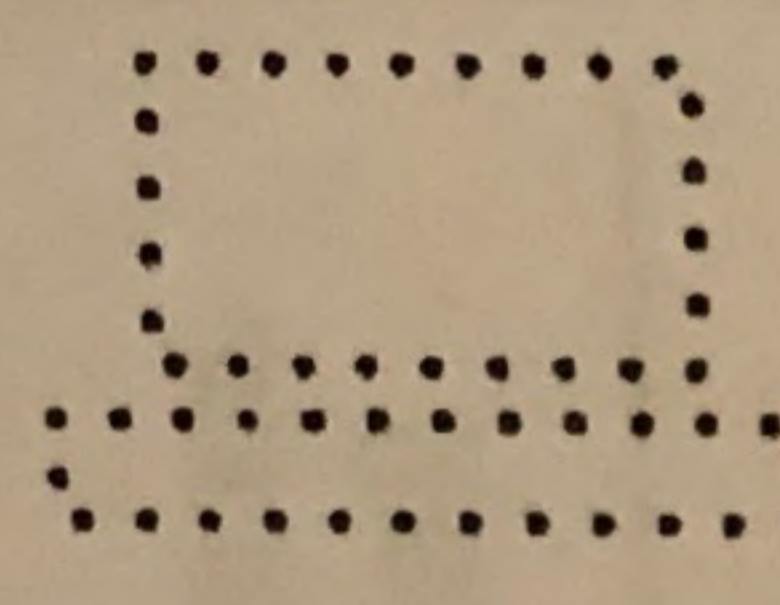
One Thing



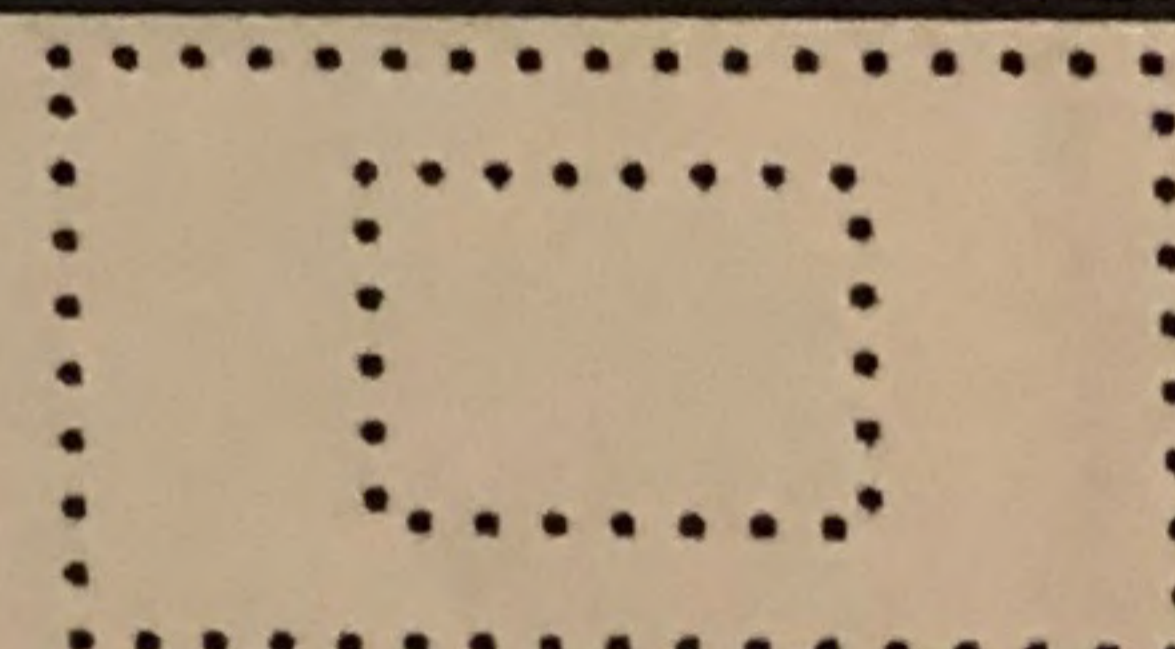
Two Things



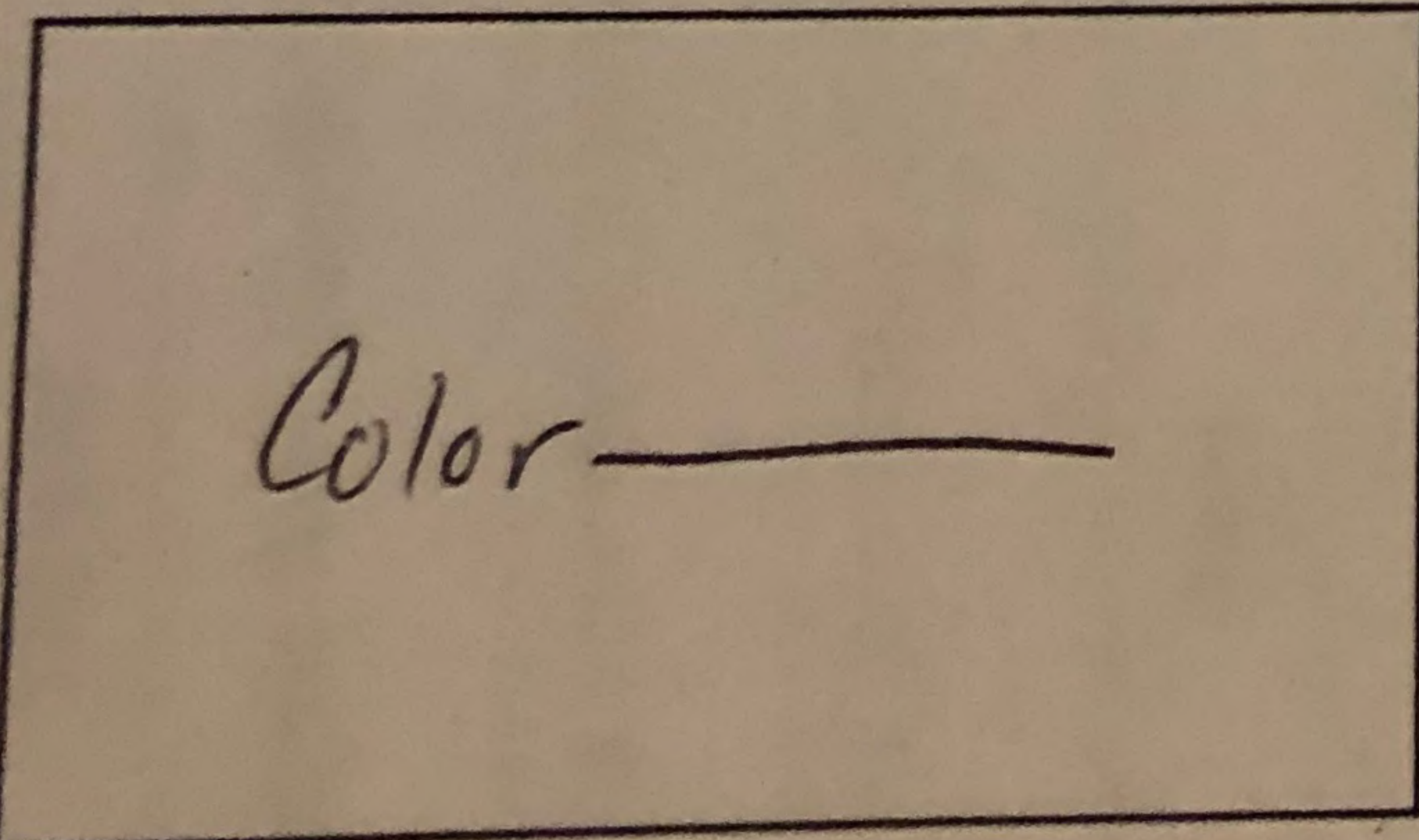
Fullscreen Photo



Thing + Caption



Thing + Full Photo



Speech: Color makes a difference