



DON'T SHOP, ADOPT!

# PET FAIR & ADOPTION DAY



FREE  
@ MCC SPORTS & EXPO CENTER  
SATURDAY MARCH 2ND  
9AM-4PM

# 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)

**Why:** What is the item's job?

**Why:** What is the value to the audience?

Followers of the Pets shop  
digital channels, flyers  
inform about the oneday event

### Plan

**Where** will the item be located?

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

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

**How** will you create the item?

optional: storyboard when timeline

Website, store flyers, flyers  
throughout metro area,

8.5 x 11 in

Canva

### Design

**Attach**

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

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

animals

- dog
- cat

bright

yellow & blue + black