

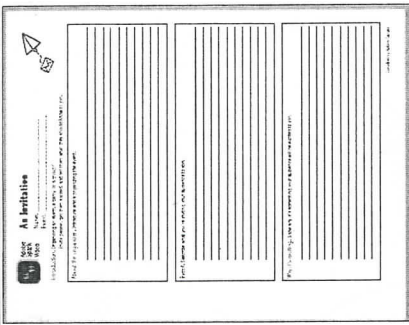
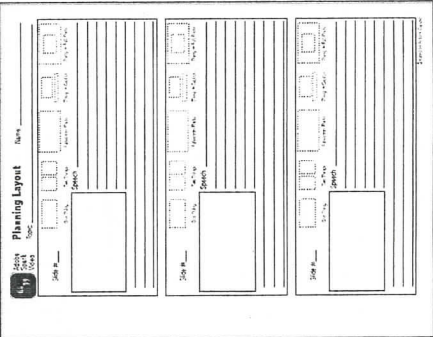
# Content

## for the Web

Baylee Malone

Worksheet

## Content Discovery: Video

<p><b>Target</b></p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p>	<p>Business Type and Name: Retail Express</p>	<p>Company Profile:</p>	<p>Marketing Plan:</p>
	<p>Select the problem Finding perfect pair of jeans</p>	<p>Who is the audience? Customers</p>	<p>Frame the Question that is to be answered by this video? What's your fit?</p>
<p><b>Plan</b></p> <p>Where will the item be located?</p> <p>What elements will the content item have?</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>	<p>Where will the video be located? on Express website</p>	<p>How will the video be created? Using spark</p>	
<p><b>Design</b></p> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<p>USE the Spark Video Layout Storyboard to Design the slides in the video.</p>		

# Content for the Web

Worksheet

Content Discovery: Video

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Content Mind Map

