

Content

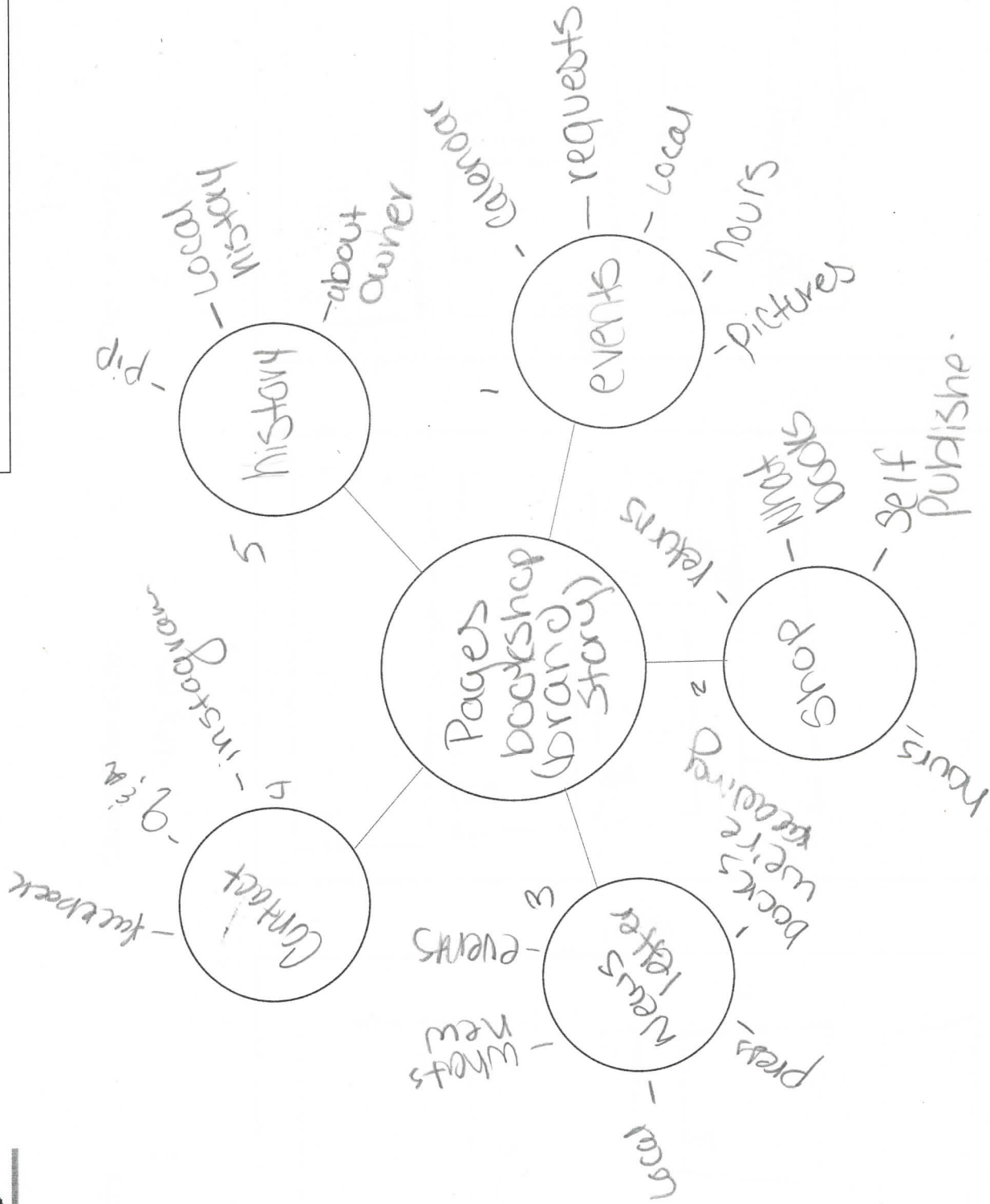
for the Web

Pages Bookshop
Baylee Malone

Worksheet

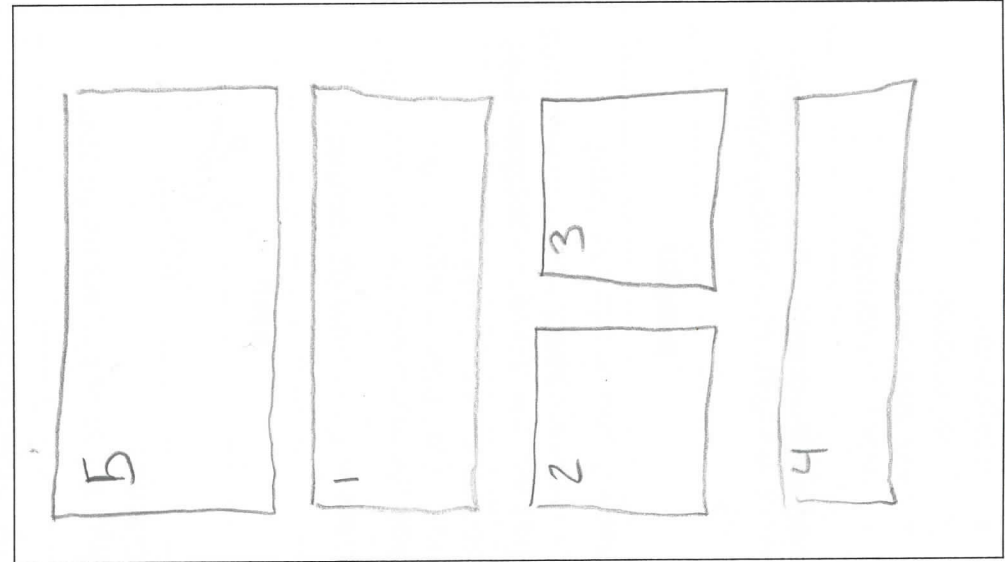
Content Discovery: Mapping

Target <hr/> Who is the item for? (audience) <hr/> Why: What is the item's job? <hr/> Why: What is the value to the audience? <th data-bbox="203 846 654 1615">book lovers looking to support small businesses showcase the book store & what it has to offer to know about the company & its events<th data-bbox="203 271 654 846"></th></th>	book lovers looking to support small businesses showcase the book store & what it has to offer to know about the company & its events <th data-bbox="203 271 654 846"></th>	
Plan <hr/> Where will the item be located? <hr/> What elements will the content item have? (ex: title, image, date, description, etc. / outline) <hr/> What are the delivery specifications? examples: aspect ratio / dimensions <hr/> How will you create the item? <th data-bbox="654 846 1057 1615">Detroit MI Outline: events shop history spark<th data-bbox="654 271 1057 846"></th></th>	Detroit MI Outline: events shop history spark <th data-bbox="654 271 1057 846"></th>	
Design <hr/> Attach layout wireframes – simple squares design thumbnails – graphic detail <hr/> <ul style="list-style-type: none">• tone / personality• existing brand items• color scheme• typography• graphics• images <th data-bbox="1057 846 1495 1615">hipster • coffee shop vibe Coffee (light) brown & blue images of store & books Logo of store</th> <th data-bbox="1057 271 1495 846"></th>	hipster • coffee shop vibe Coffee (light) brown & blue images of store & books Logo of store	

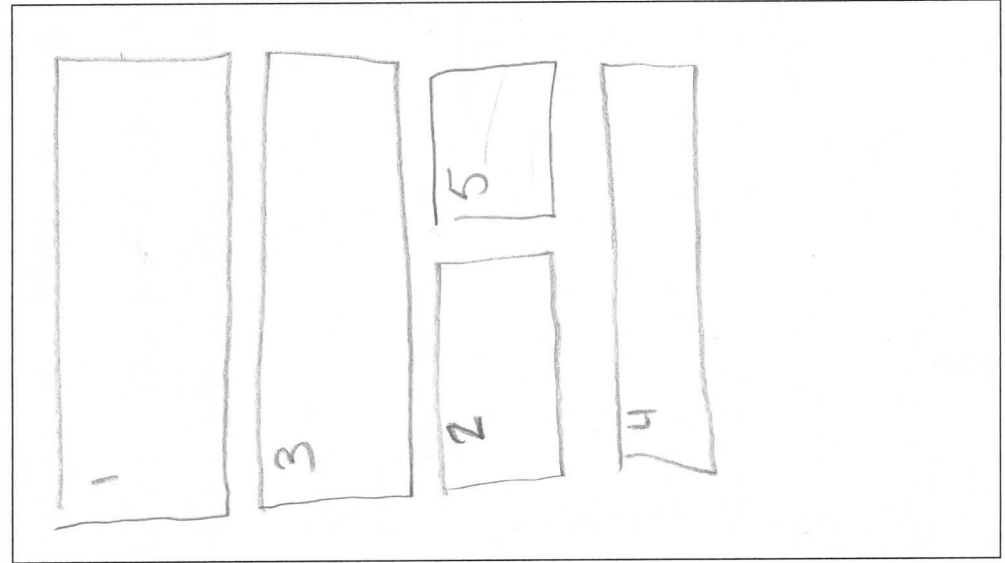


Content for the Web

Content Hierarchy:
History



Content Hierarchy:
Events



Content Hierarchy:
Shop

