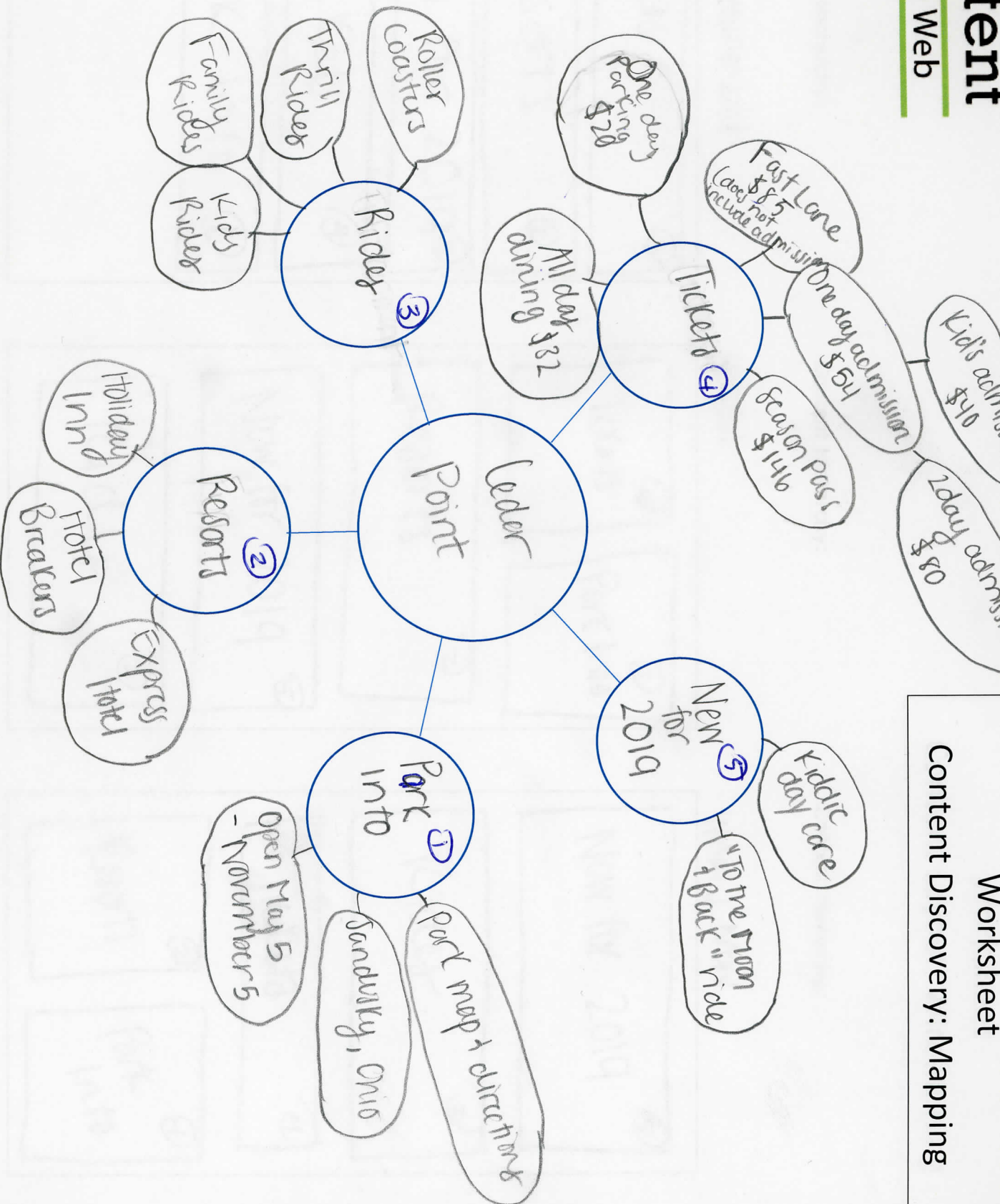


Content

for the Web

Cedar Point

<p>Target</p>	<p>Cedar Point in for everyone.</p>		<p>Kids ticket: \$40 (10yrs + under)</p>
<p>Who is the item for? (audience)</p>	<p>It is to provide entertainment, memories, and unique experiences to each person who comes in.</p>		<p>Include: - ticket prices - notes - calendar / hours - resorts - new for 2019</p> <p>Park info / Travel Planning</p>
<p>Why: What is the item's job?</p>	<p>To have a very fun, very enjoyable time.</p>		
<p>Why: What is the value to the audience?</p>	<p>You can visit the website to find all info and buy tickets. The Cedar Point park is located in Sandusky, Ohio.</p>		<p>Ticket price: \$54 for one day President's Day sale: \$73 for 2 tickets Season Pass: \$140 Fast Lane: \$85 (does not include admission) Single day parking: \$20 All day dining: \$32</p>
<p>Where will the item be located?</p>	<p>Cedar Point, images of people having a good time, May 5 November 5.</p>		
<p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p>	<p>Cedar Point, images of people having a good time, May 5 November 5.</p>		
<p>What are the delivery specifications? examples: aspect ratio / dimensions</p>	<p>Cedar Point, images of people having a good time, May 5 November 5.</p>		
<p>How will you create the item?</p>	<p>Cedar Point, images of people having a good time, May 5 November 5.</p>		
<p>Design</p> <p>Attach layout wireframes - simple squares design thumbnails - graphic detail</p>	<p>tone / personality</p> <ul style="list-style-type: none"> existing brand items color scheme typography graphics images 		



Content

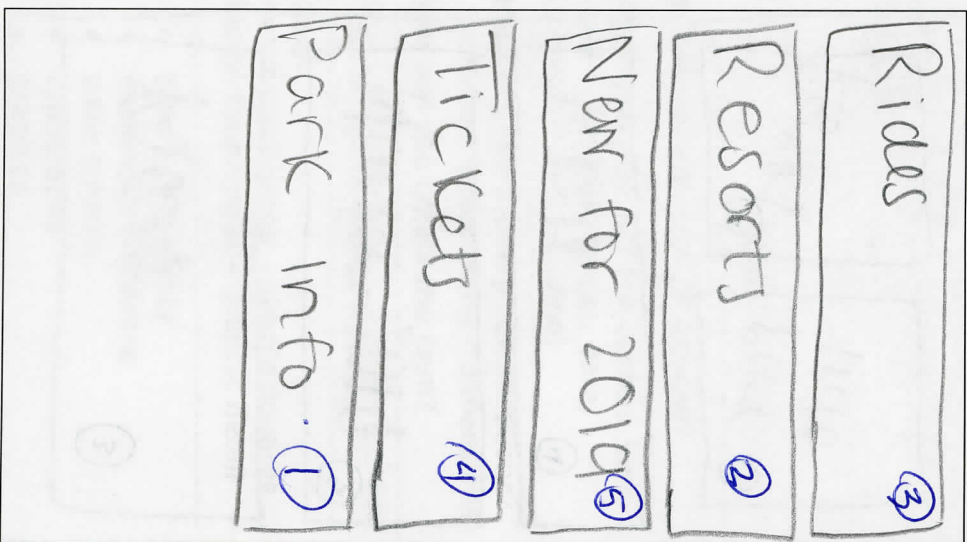
for the Web

Worksheet

Content Layout: Wireframing

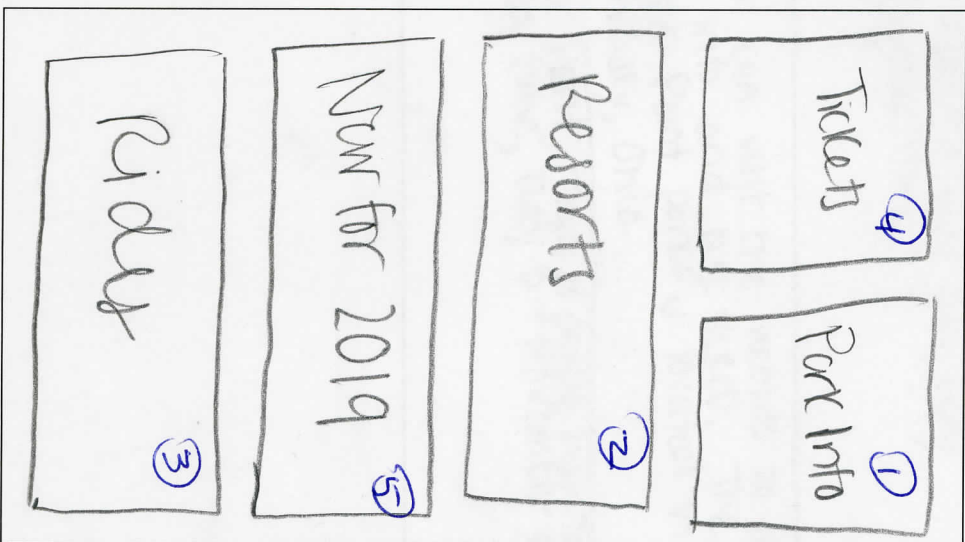
Content Hierarchy:

Entertainment



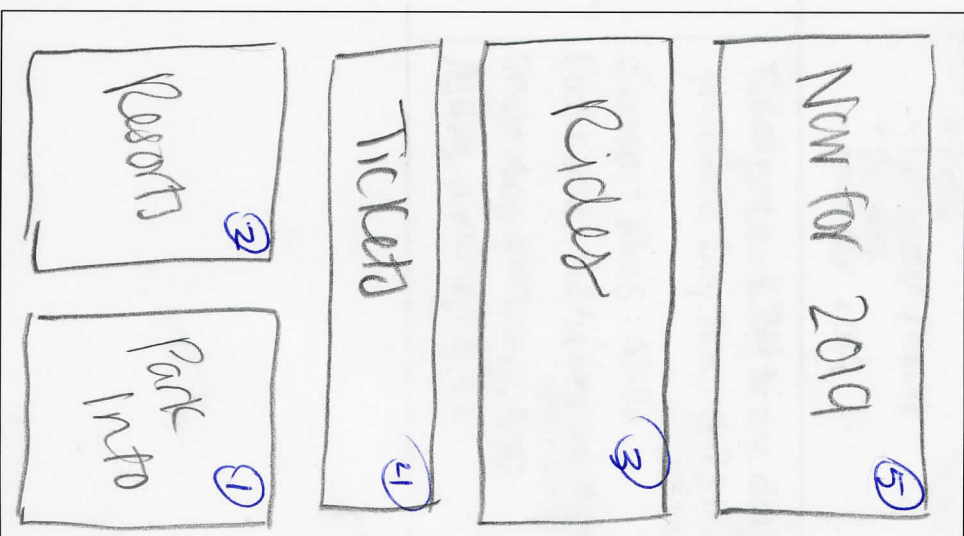
Content Hierarchy:

Helpful



Content Hierarchy:

What's New



Content

for the Web

2b

How to Do?

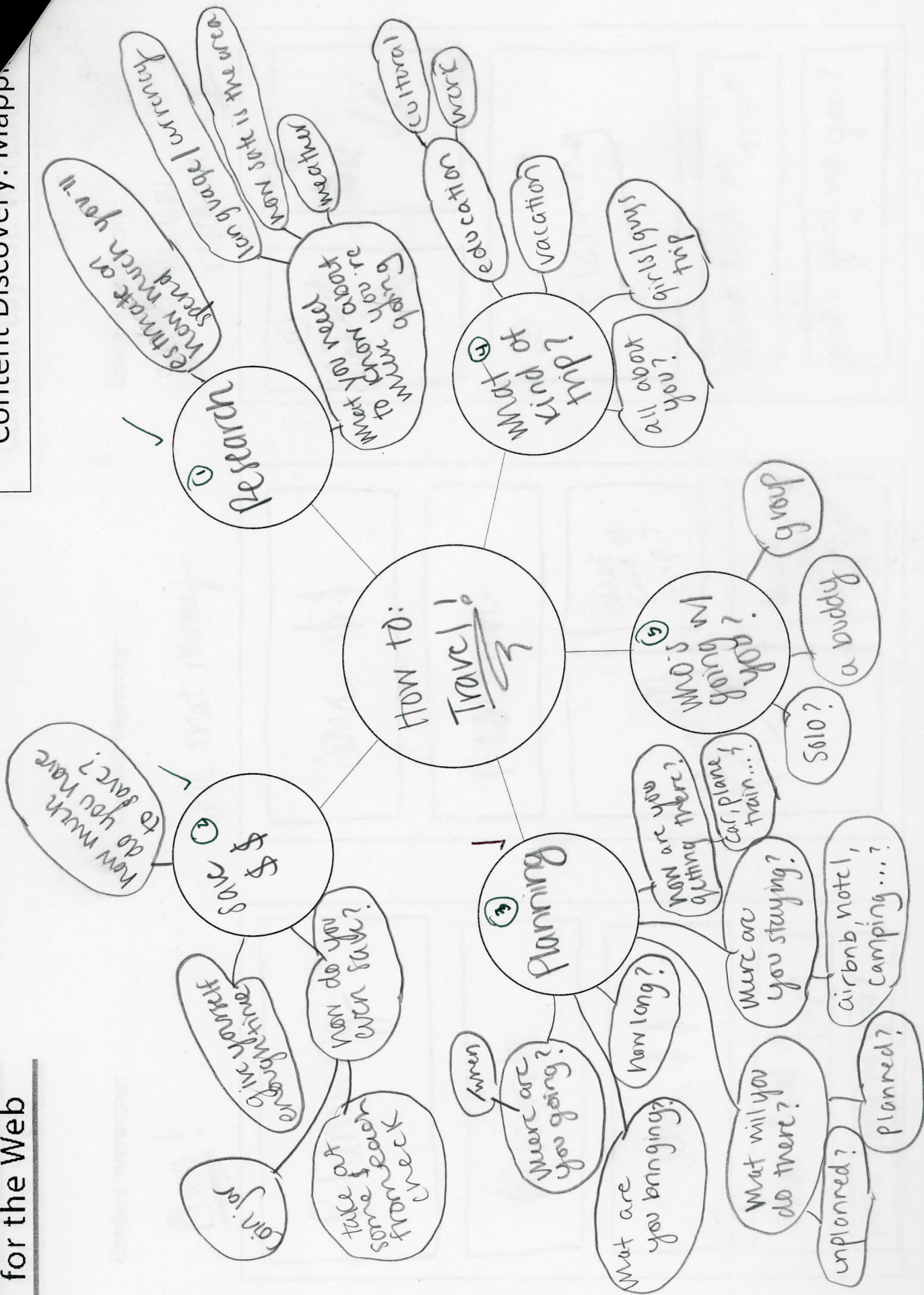
How to travel?

Worksheet

Content Discovery: Mapping

<p>Target</p> <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> <hr/> <p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p>	<p>People who want to travel.</p> <p>My site will explain my own personal ways that I've used to explain how to travel.</p> <p>Getting someone else's personal tips on how to travel.</p> <p>Online</p> <p>My website will include pictures of the world, and helpful, inspirational travel pictures.</p>	<p>How to travel?</p> <ul style="list-style-type: none"> • Save Money • Solo or w/ a buddy? • Planning <ul style="list-style-type: none"> - where / when are you going? - how long? - what are you bringing - what will you do there - unplanned or planned? - where will you stay? - Airbnb, hotel, camping...
<p>Design</p> <p>Attach layout wireframes – simple squares</p> <p>design thumbnails – graphic detail</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 		<ul style="list-style-type: none"> • save money <ul style="list-style-type: none"> - how much? - give yourself enough time - how do you even save? - put away a little per check - have a coin jar • What kind of trip?

Brannan Simmons



Content

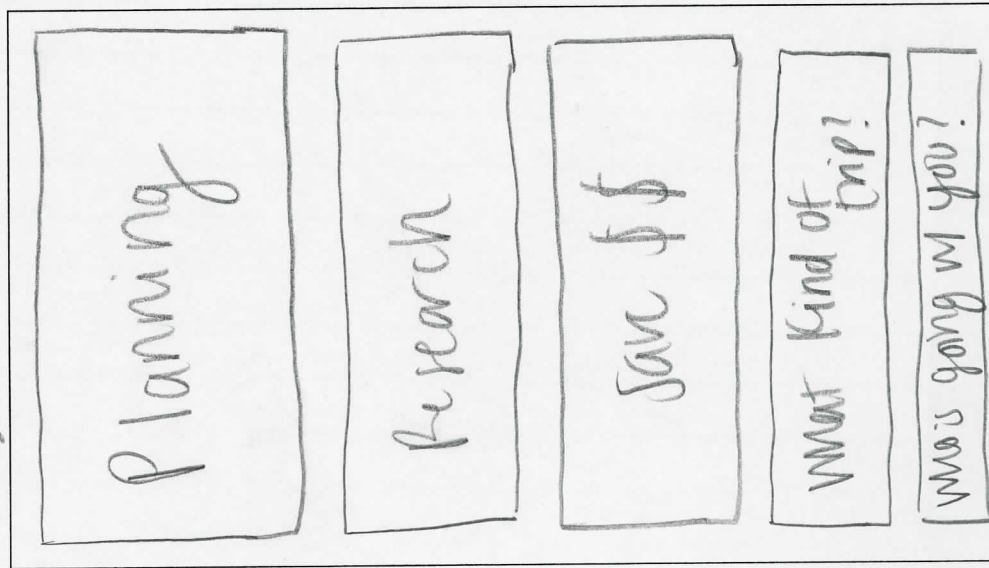
for the Web

Worksheet

Content Layout: Wireframe

Content Hierarchy:

Plan!



Content Hierarchy:

Save that money



Content Hierarchy:

Save while you research *

