

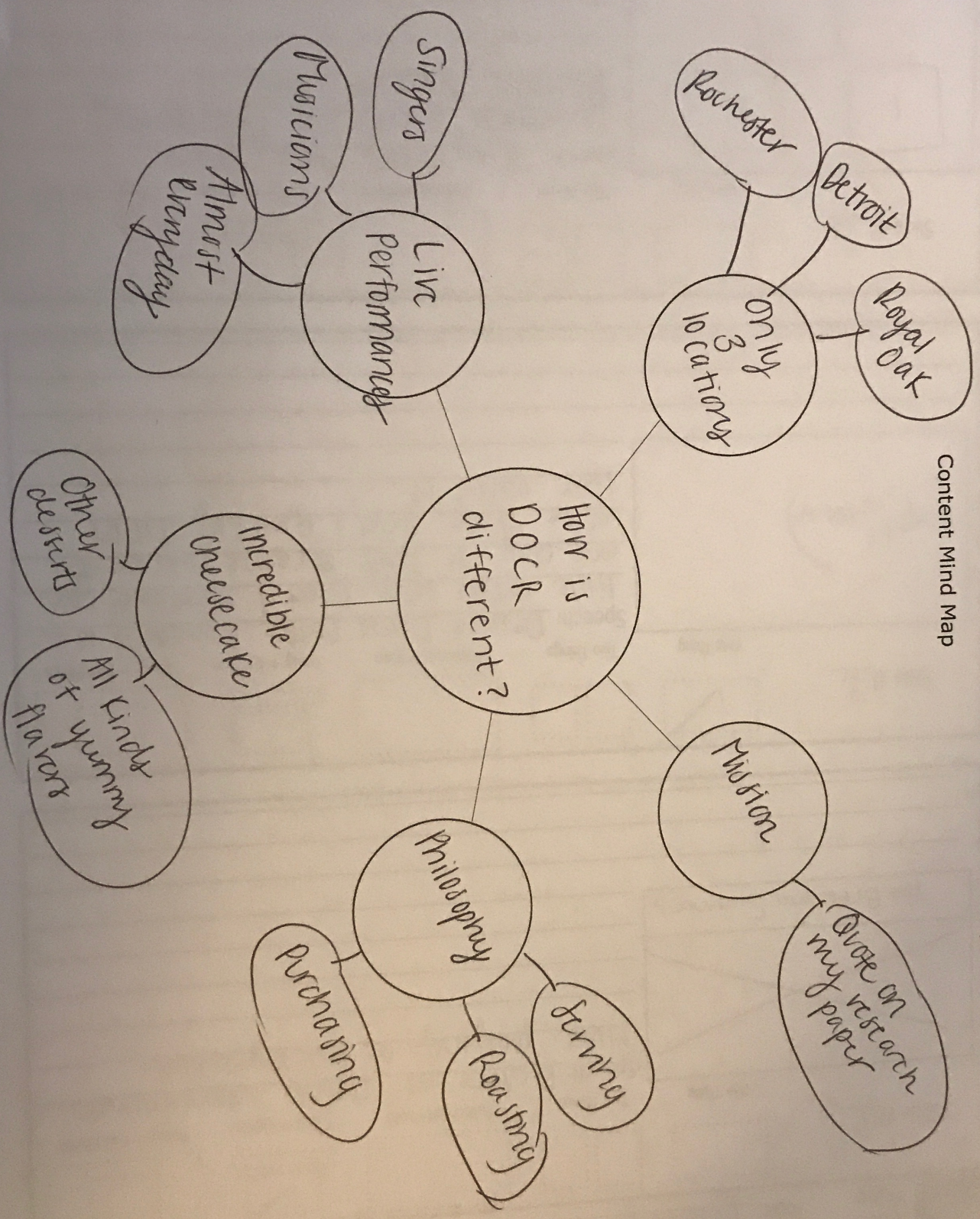
# Content

for the Web

Worksheet

Content Discovery: Video

Content Mind Map





Slide # 1

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Speech: Picture of DOOR storefront.  
 music playing in background.

By Breanna Simmens

Slide # 2

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Speech: Desert Oasis coffee Roasters is a little coffee shop that I stumbled upon one day. It soon became my go to coffee shop, and I quickly fell in love with it.

(cup of coffee)

Slide # 3

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Speech: They only have three locations including Rochester, Detroit, & Royal Oak.



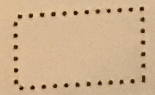
# Planning Layout

Name: \_\_\_\_\_

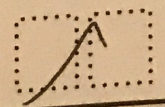
Topic: \_\_\_\_\_

Slide # 4

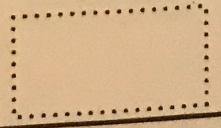
One Thing



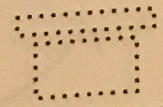
Two Things



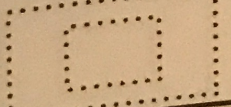
Fullscreen Photo



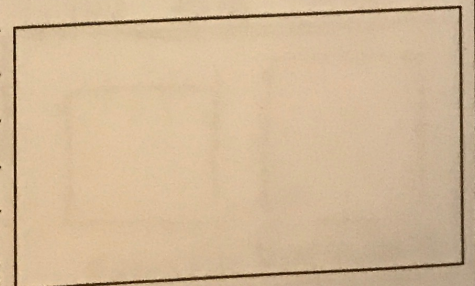
Thing + Caption



Thing + Full Photo

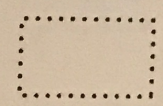


Speech: Other than their amazing coffee connections, they serve the best chocolate that comes in many deliciously, unique flavors.

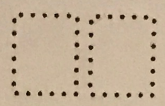


Slide # 5

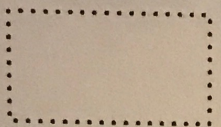
One Thing



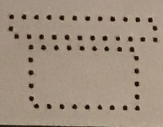
Two Things



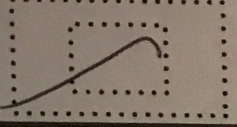
Fullscreen Photo



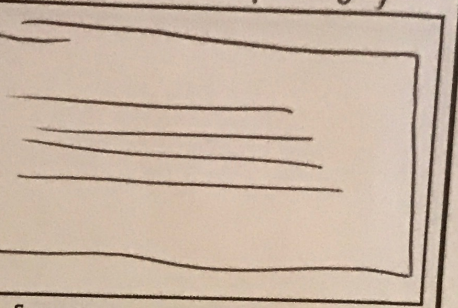
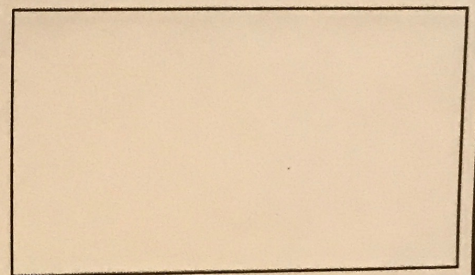
Thing + Caption



Thing + Full Photo



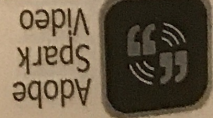
Speech: They also always have some kind of live performance or special event going on.



Speech: Their Philosophy: "Our goal is to serve you the best cup of coffee every second of every day. We're able to achieve this through careful planning & intense training from turn to cup."

(Read quote & display it.)





# Planning Layout

Name: \_\_\_\_\_

Topic: \_\_\_\_\_

Slide # 7

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Speech: The process they go through to choose their coffees is incredibly unique. They take their time to choose from a number of well-respected, quality driven & innovative coffee farms. They taste each of their given samples to then only select a few to add to their menu.

Purchasing the beans

Slide # 8

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Speech: \_\_\_\_\_

Slide # 9

One Thing

Two Things

Fullscreen Photo

Thing + Caption

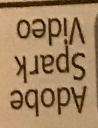
Thing + Full Photo

Speech: Quote: "We make sure to get our hands on incredible coffees, & from there our job is to ensure the resulting cup lives up to the incredible potential of that particular coffee."



# Planning Layout

Name: \_\_\_\_\_



Topic: \_\_\_\_\_

## Roasting

Slide #10

Speech: According to Dock, the roasting process is incredibly complex, + it relies on a delicate balance of art + science.

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

## Stunning

Slide #11

Speech: Roasting quote: "we roast because we love the process + having the ability to develop the potential locked within each unique lotte."

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Slide #12

Speech: Dock properly trains their staff to prepare + deliver each hand crafted beverage.

"As w purchasing + roasting, we possess an intricate for serving the customer a unique + unforgettable experience"

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo



# Planning Layout

Name: \_\_\_\_\_

Topic: \_\_\_\_\_

Slide # 18

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Speech: *Our mission: "we strive to deliver an unrivaled coffee, dessert, & entertainment experience through more attention to detail, an unbelievable knack for quality, & intense love for our community."*

Slide # 19

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Speech: *Our mission: "we strive to deliver an unrivaled coffee, dessert, & entertainment experience through more attention to detail, an unbelievable knack for quality, & intense love for our community."*

Slide # \_\_\_\_\_

One Thing

Two Things

Fullscreen Photo

Thing + Caption

Thing + Full Photo

Speech: \_\_\_\_\_