

# Content for the Web

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## Website Plan

<p><b>Target</b></p> <p><b>Who</b> is the item for? (audience)</p> <p><b>Why:</b> What is the item's job?</p> <p><b>Why:</b> What is value to the audience?</p>	<p><b>What is the website for?</b></p> <p>Presentation of Work from MACA 2725</p> <p><b>Audience:</b></p> <p>maca-web.com website</p> <p>Range: students in MACA, prospective internships</p>	<p><b>Project guidelines:</b></p> <p>Straightforward presentation of the class, self, and class projects.</p> <p>Each project page will include the plan pdf and an image display or link to the build.</p>
<p><b>Plan</b></p> <p><b>Where</b> will the item be located?</p> <p><b>What</b> elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <p><b>How</b> will you create the item?</p>	<p>a) Website purpose</p> <p>b) MCC logo</p> <p>c) About (self-introduction)</p> <p>d) References apps used Adobe Spark</p>	<p><b>Use Content Map on next page to organized content</b></p> <p>e) Class projects</p> <ul style="list-style-type: none"> <li>AS-1 Design Elements - Pet fair</li> <li>AS-2 Spark Story Page - Cedar Point</li> <li>AS-3 Infographic</li> <li>AS-4 Spark Video Story</li> <li>AS-5 Blog</li> <li>AS-6 Social Media Posts</li> <li>AS-7 Online Ad and Landing Page</li> <li>AS-8 Website Planning</li> </ul>
<p><b>Design</b></p> <p>Attach layout wireframes - simple squares</p> <p>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><b>Page Wireframes</b></p> <p>Home</p> <p>About Me</p> <p>References</p>	<p><b>Style Tile</b></p> <p>brand elements</p> <p>adjectives (tone /personality)</p> <p>typography</p> <p>color scheme</p> <p>image style</p> <p>background patterns</p> <p>icons</p> <p>graphics</p>
<p><b>Prototype - XD</b></p> <p><b>Follow-along</b></p> <p>Use wireframes to create a website prototype.</p>	<p><b>Link, site, image, pdf?</b></p> <p>image link</p> <p>image link or site link</p> <p>image link</p> <p>images and link</p> <p>style tile image</p>	