

# Content

## for the Web

EA

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Worksheet

## Content Discovery: Mapping

Product Story of the Sims

### Target

**Who** is the item for? (audience)

**Why:** What is the item's job?

**Why:** What is the value to the audience?

- gamers / non gamers
- to educate and get people to play the sims for 19 anniversary of the franchises
- to entice them to play or interested

EA

Electronic Arts Inc is a global leader in digital interactive entertainment. Develops and delivers games, content, and online services for consoles, mobile devices, and PC.

### Plan

**Where** will the item be located?

**What** elements will the content item have? (ex: title, image, date, description, etc. / outline)

**What** are the delivery specifications? examples: aspect ratio / dimensions

**How** will you create the item?

- located on the web
- Title: Behind the doors: A brief history of the Sims.
- It will be created in spark

Outline

- The Start ①
- The Sims ②
- The Sims 2 ③
- The Sims 3 ④
- The Sims 4 ⑤
- Community ⑥
- youtube ⑦

### Design

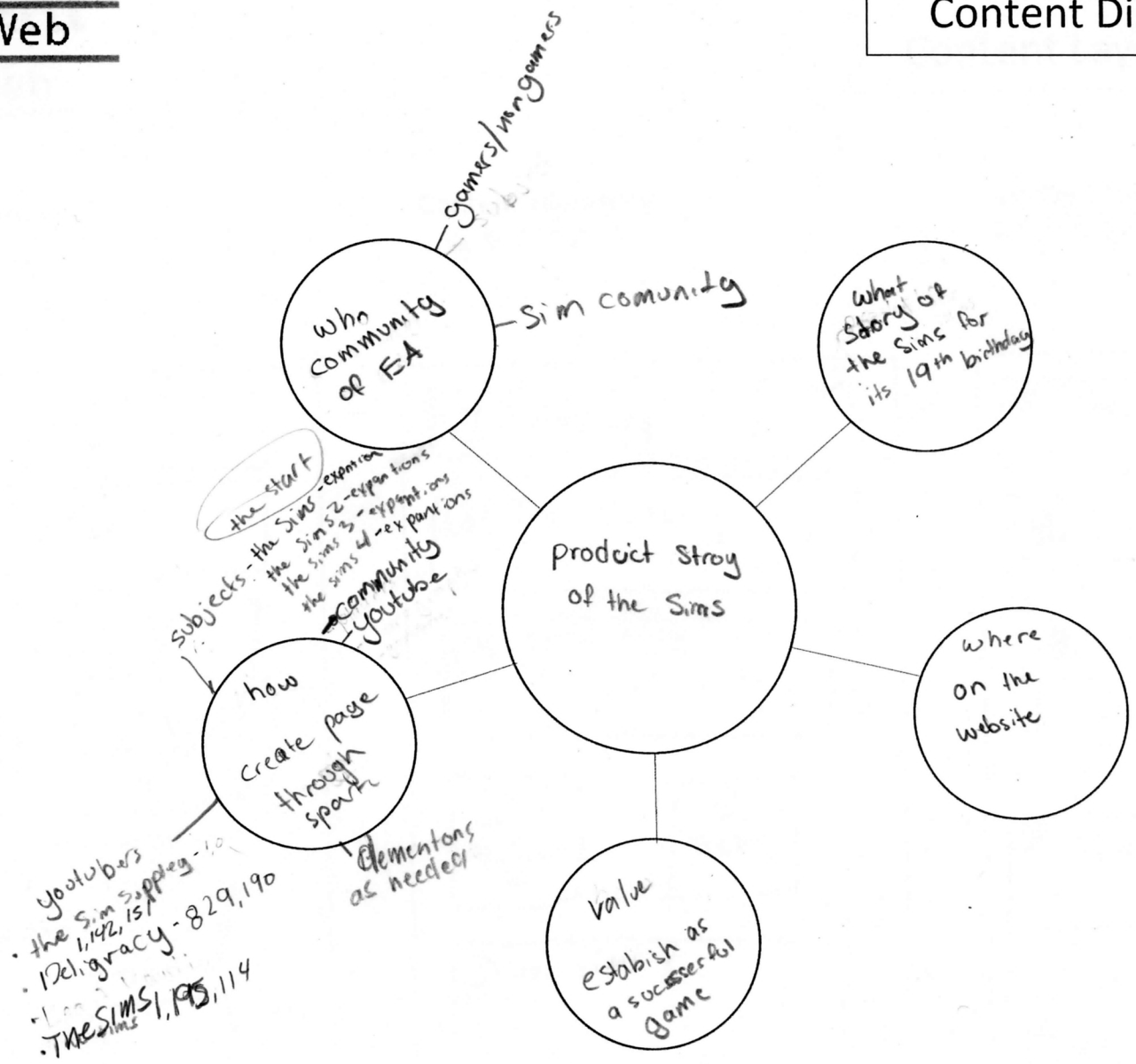
Attach layout wireframes - simple squares  
design thumbnails - graphic detail

- tone - fun, play ful
- Existing brand items - Plumbob, sims modles and screenshots
- sim green?
- Images: Shots from each game

- tone / personality
- existing brand items
- color scheme
- typography
- graphics
- images

# Content

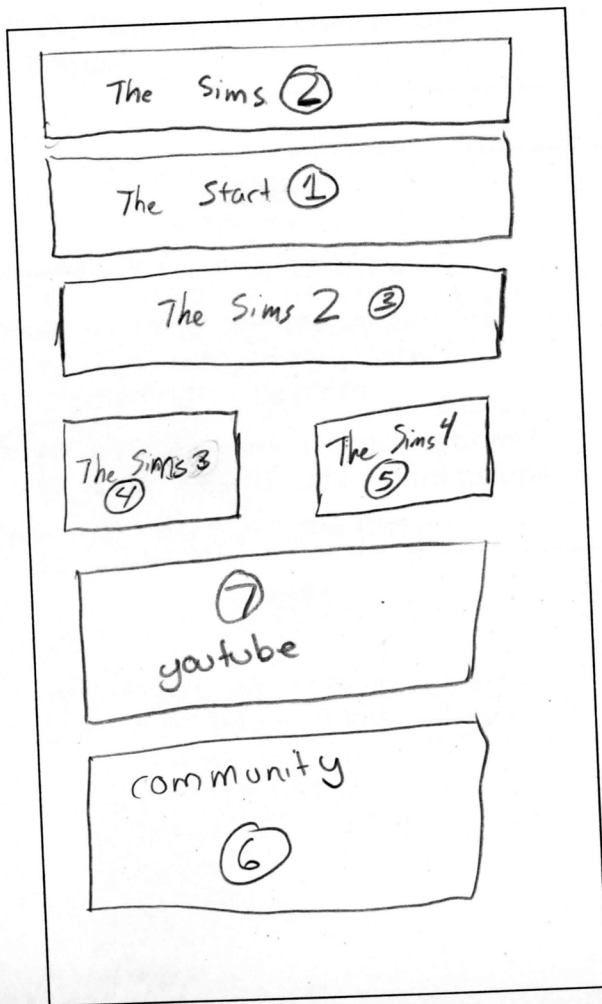
for the Web



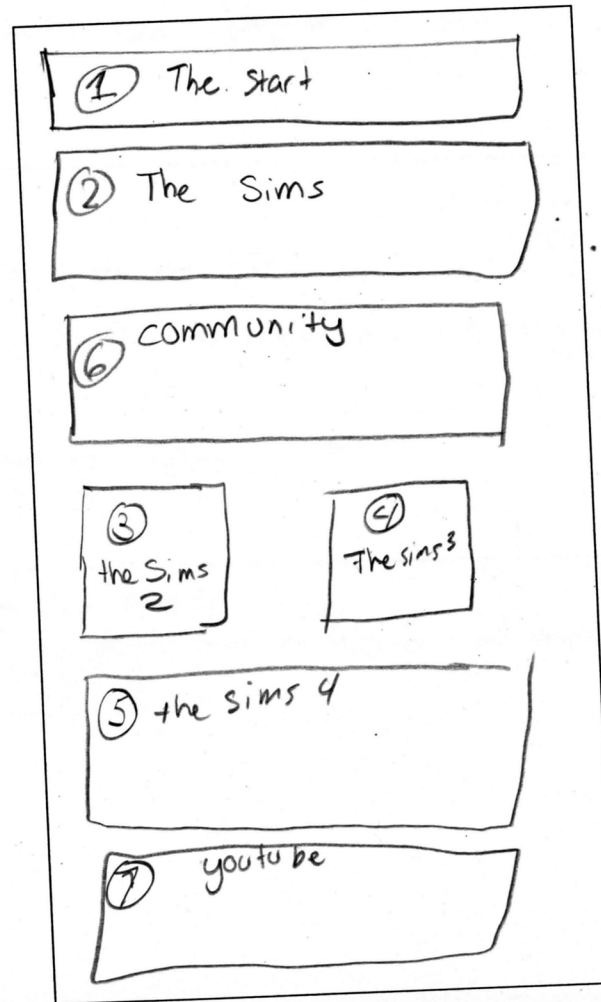
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## Worksheet Content Layout: Wireframing

Content Hierarchy:  
2, 1, 3, 4, 5, 7, 6



Content Hierarchy:  
1, 2, 6, 3, 4, 5, 7



Content Hierarchy:  
5, 1, 2, 3, 4, 6, 7

