Content
for the Web

Website Plan

Target

Who is the item for? (audience)

Why: What is the item's job?

Why: What is value to the audience?

What is the website for?

Presentation of Work from MACA 2725
ABout page

Audience:

maca-web.com website

Range: students in MACA, prospective internships

Project guidelines:

Straightforward presentation of the class, self, and class projects.

Each project page will include the plan pdf and an image display or link to the build.

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?

Use Content Map on next page to organized content

a) Website purpose
b) MCC logo
c) About (self-introduction)
d) References
   apps used
   Adobe Spark

e) Class projects
- AS-1 Design Elements Pet Flyer
- AS-2 Spark Story Page Sims history
- AS-3 Infographic coffee
- AS-4 Spark Video Story HipsResale
- AS-5 Blog yoga con
- AS-6 Social Media Posts zoo
- AS-7 Online Ad and Landing Page
- AS-8 Website Planning Starbucks About me

Link, site, image, pdf?
image
link
image
link or site
link
image
images and link
style tile image

Design

Attach
layout wireframes – simple squares
design thumbnails – graphic detail

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

Page Wireframes

Home
About Me
References

Style Tile

brand elements
adjectives (tone /personality)
typography
color scheme
image style
background patterns
icons
graphics

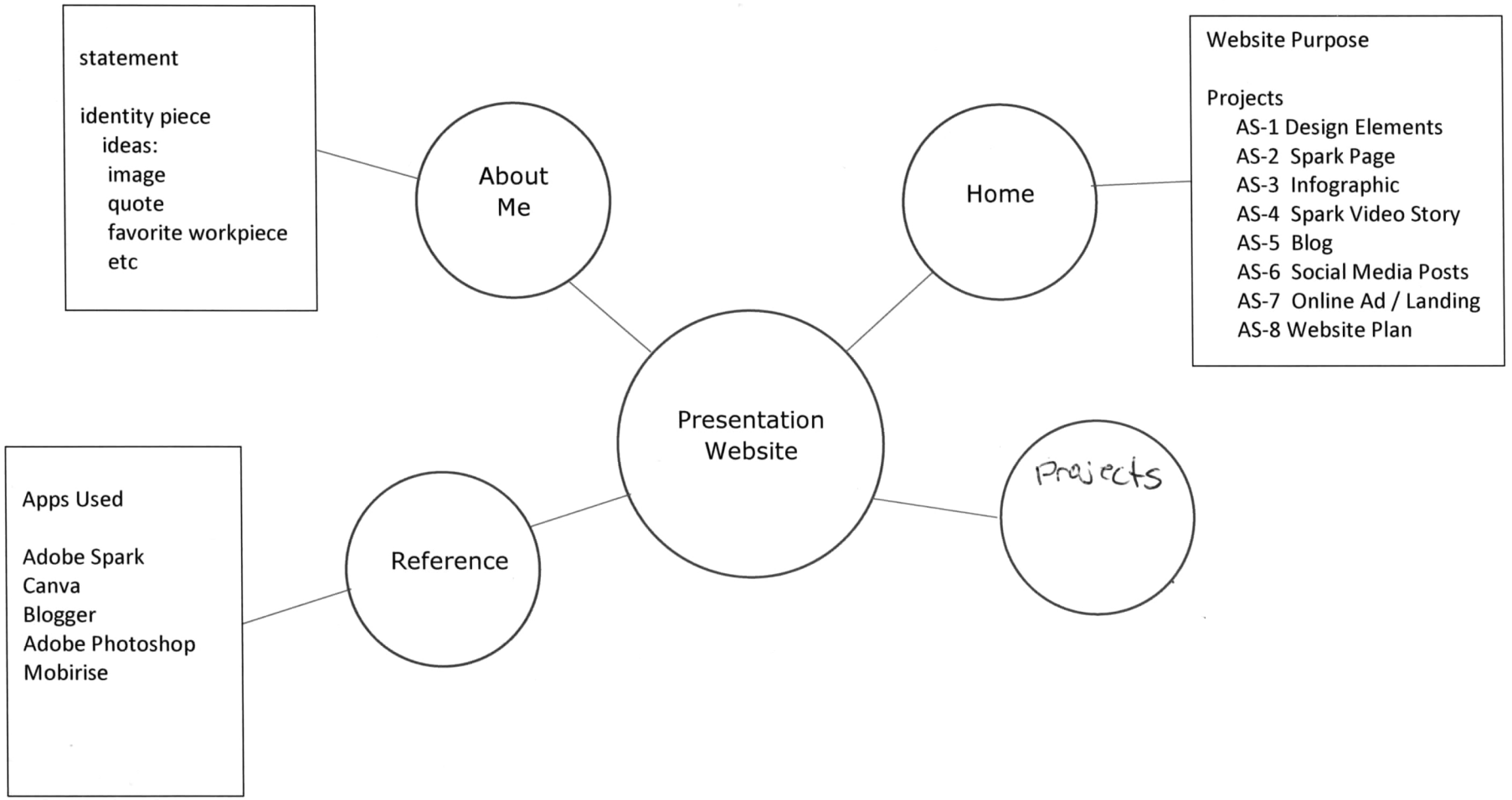
Prototype – XD

Follow-along
Use wireframes to create a website prototype.

Content
for the Web

Website Plan

Content Map
How is the content organized?



Content
for the Web

Website Plan

Page Wireframes
How are the page elements laid out?

HOME

Content for the Web
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Website Purpose
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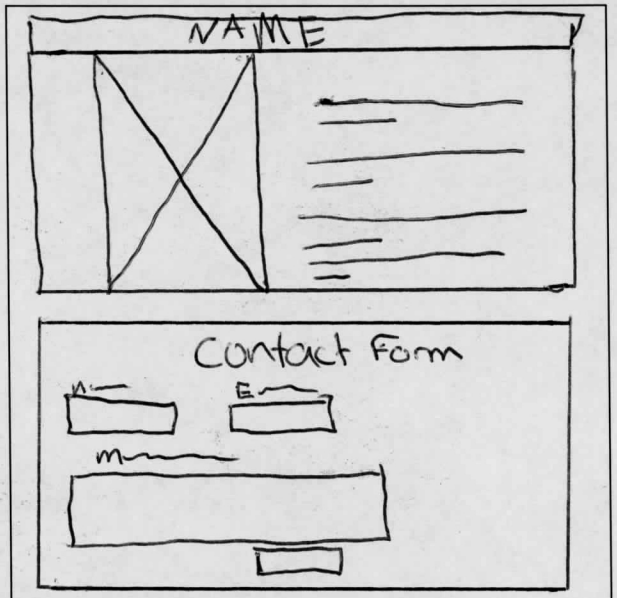
Proiects

Project
Project
Project
Project
Project
Project
Project
Project

ABOUT ME (Choose from Mobirise section selections)



REFERENCE

REFERENCE
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App Name
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App Name
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App Name
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App Name
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App Name
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App Name
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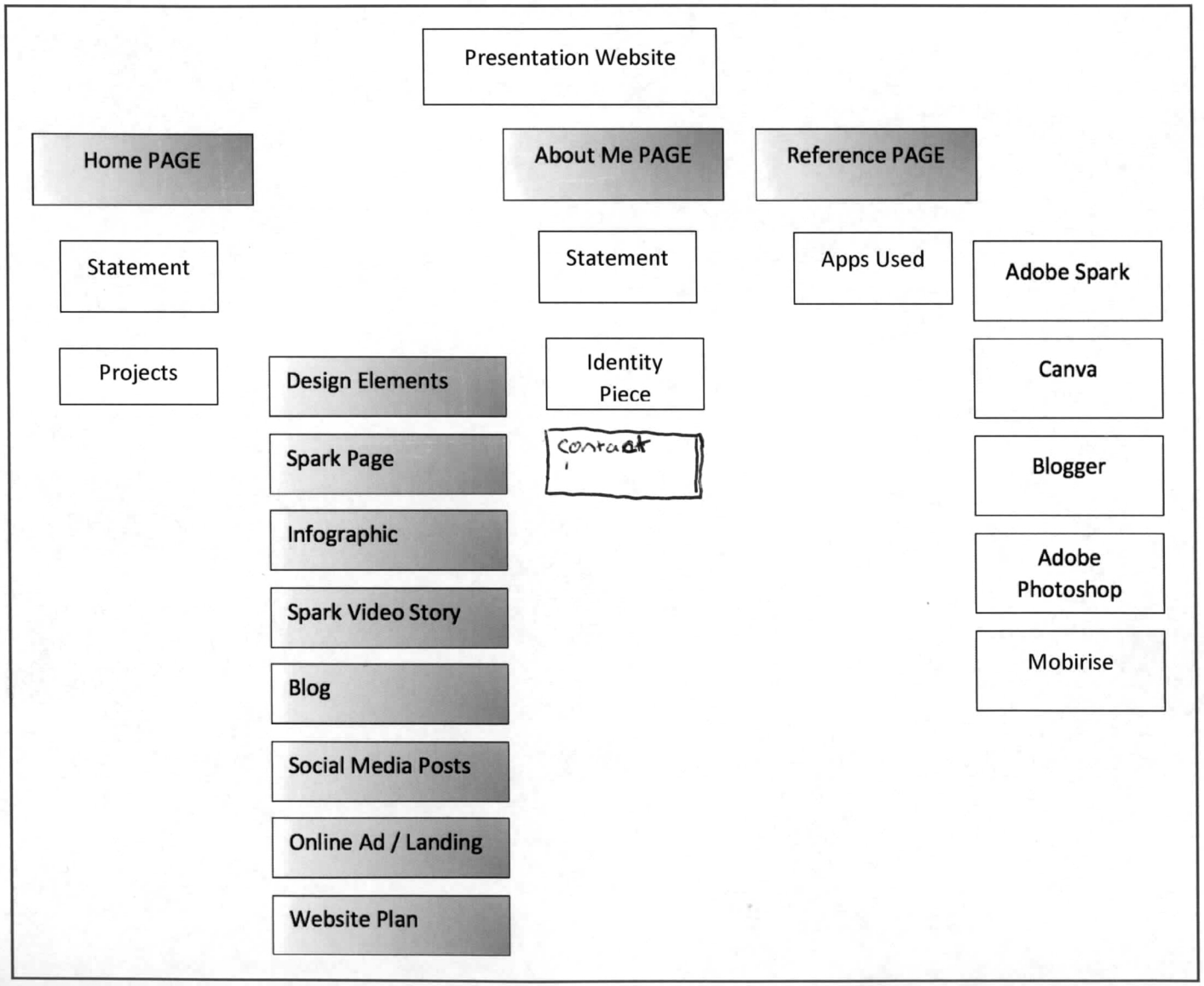
Content
for the Web

Website Plan

Sitemap with Content Sections Diagram

1) Create rectangle shapes for each page / linked site and connect with lines and arrows
2) Place a rectangle shape for each content section on the page

List your Pages
Home
Projects
AS-1 Design Elements
AS-2 Spark Page
AS-3 Infographic
AS-4 Spark Video Story
AS-5 Blog
AS-6 Social Media Posts
AS-7 Online Ad / Landing
AS-8 Website Plan
About
Reference