

Content

for the Web

Target-Plan-Design Worksheet

Tuesday
Zalenski
1122119
Jenna
ZALENSKI

Pet fair & adoption day

Audience: followers of the Pet shop's digital channels, website visitors, customers at the store and distributed throughout the metro area.

The flyer is to inform all local people about this one-day event. The flyer should excite both pet owners and those interested in adopting a pet

Who is the item for?

all ages families

Kids

TARGET

all people

PLAN

Content Item

Pet Fair and Adoption Day Event Flyer

TARGET



PLAN

Why? Goal of the item

promote event
get people to attend
Pets to get adopted

What are the item details?

DESIGN

How will it be created?

PDF
8.5 in x 11in / 612px x 792px

Event Details:

Sat March 2nd
9am - 4pm
MCC Sports & Expo Center
Free

Description: [get info from client]

Headline: [you create one]

layout & style details

2 fonts that mix well

picked out color palette w/ coordinating hero images/images

color palette
24 Fonts

cute image of animal

The flyer page will be created in the Canva

Saving a life will change youes

Content

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Business: Pet Shop

Item: Event Flyer

Description: The flyer will announce a Pet Fair and Adoption Day event sponsored by the Pet Shop. It should excite people to attend who already have pets and those who are interested in adopting a pet.

Target

Who is the item for? (audience)

customers @ store - throughout metro
Detroit area. website visitors / shops
Digital channels

Why: What is the item's job?

To promote the event & get people to
come out & checkout pets who need homes

Why: What is the value to the audience?

Gain proper information → time, date, location

Plan

Where will the item be located?

MCC Sports & Expo Center

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

PET FAIR & ADOPTION DAY *free entry*
SAT. MARCH 2ND 9AM-4PM

What are the delivery specifications?

examples: aspect ratio /
dimensions / file type /

8.5x11in / 612px X 792px

How will you create the item?

optional: storyboard when timeline

CANVA FILE

Design

Attach

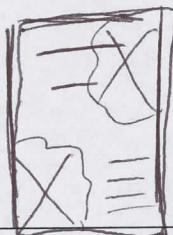
layout thumbnails - simple squares
design thumbnails - graphic detail
wireframe - adds dimensions

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



blue grays
simple clean

Try to
find image
w/ eyes looking
@ spots

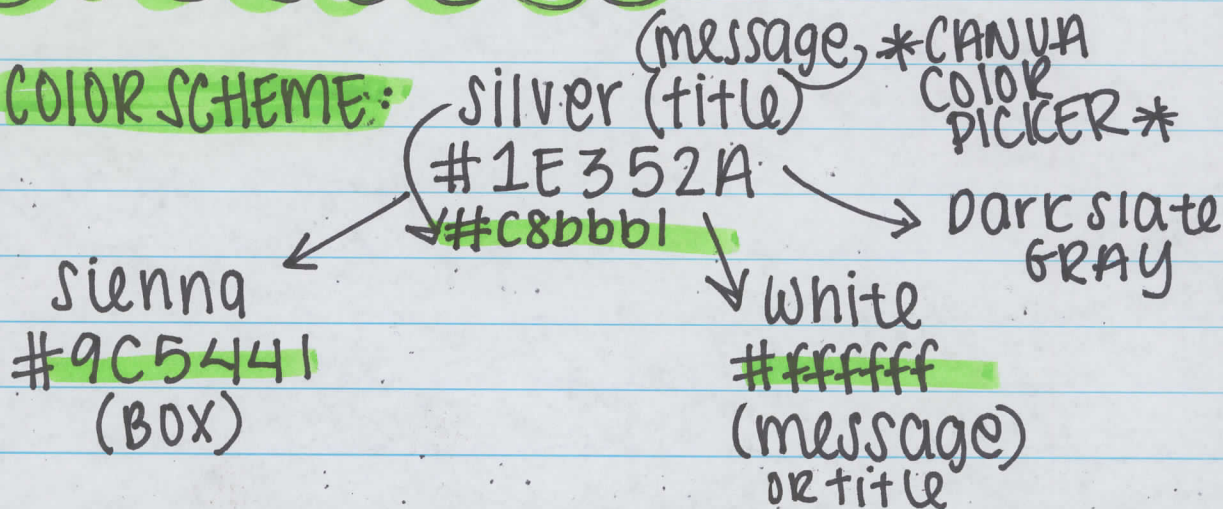


DOG

Jenna
Zarenski

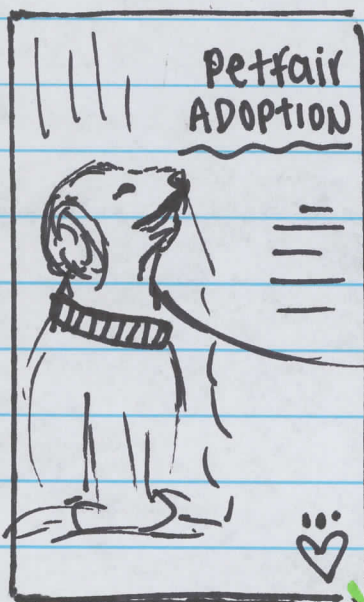
AS1 - CANVA FLYER *

COLOR SCHEME:



FONT: Julius sans one ⊕ League Gothic

Julius sans one has a fine stroke that creates a clean look. League Gothic is a perfect contrast that creates a strong separator.



- Dog sets direction in which viewer will follow.
- Grab colors from image for text + title.
- Clean look - clear message

small "logo"