

Content

for the Web

SPARK PAGE
AS-2
* PART 1 *

TAVENSKI

Worksheet

Content Discovery: Mapping

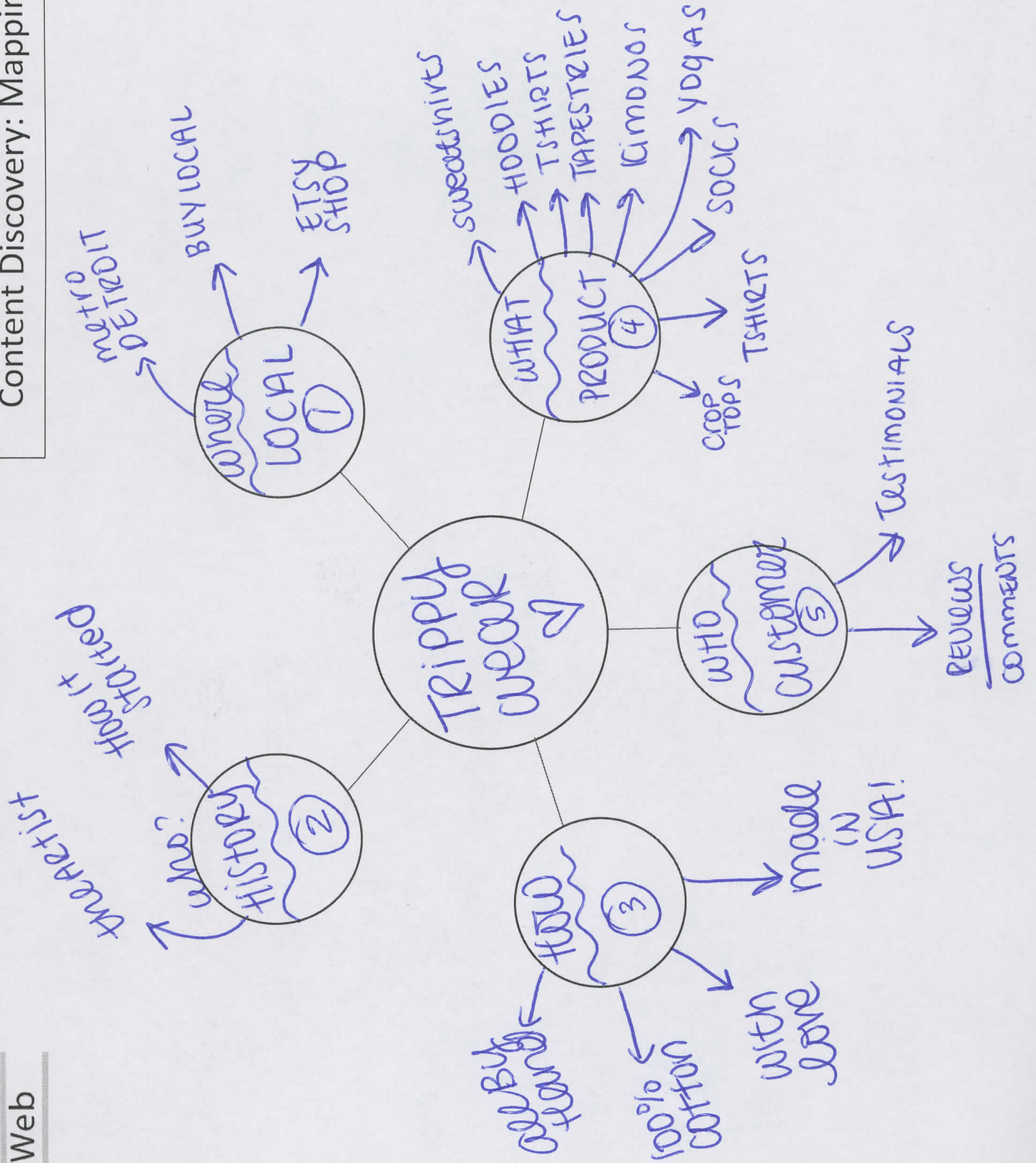
<p>Target</p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p> <p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p> <p>Design</p> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>Tedye lovers, mi locals, small shop shoppers</p> <p>promote company - small business who provides one of a kind apparel.</p> <p>learn more - STOP TUEDE</p> <p>links to be posted on FB/ETSY</p> <p>Trippywear ♡ all my images, logo, colors, overall feel *</p> <p>adobe SPARK PAGE!</p>	<p>SHOP LOCAL SHOP SMALL</p> <p>* ETSY *</p> <p>promote and give an overall 100K @ Trippywear</p> <p>use the preset sizes</p>
<ul style="list-style-type: none"> • promote all (Tw) product :) • Display all vibrant colors & cool patterns • FUN & inviting :) • links right to social media & SHOP <p>ETSY - FB - INSTAGRAM</p>		

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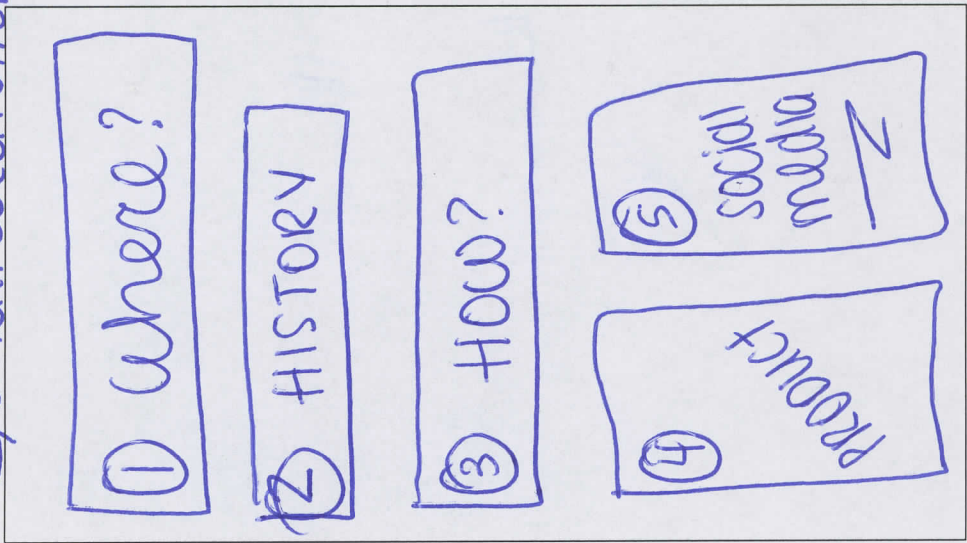
Worksheet

Content Layout: Wireframing

Content Hierarchy:

USER FOCUS

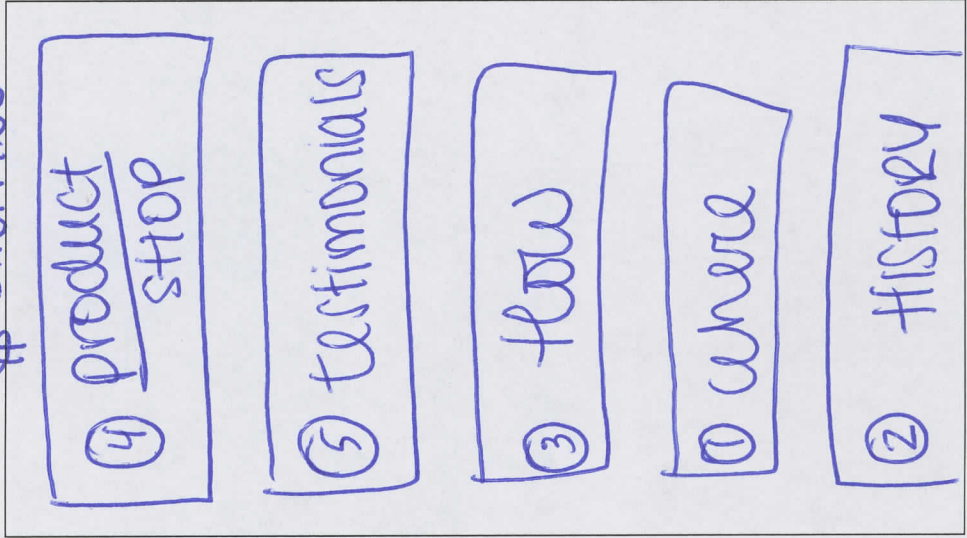
→ small/local/shop



Content Hierarchy:

USER FOCUS

\$ SHOPPING



Content Hierarchy:

USER FOCUS

HOW/PRODUCT

