

Content

for the Web

PLANNING → INFOGRAPHIC

Infographic

Jenna Zelenksi
Worksheet
Infographic

| | | | |
|---|---|---|---|
| <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>Business Type and Name:</p> <p>Small Business</p> <p>Select the problem</p> <p>BUYING Small vs.</p> <p>Big manufacturing companies</p> | <p>Company Profile:</p> <p>Who is the audience?</p> <p>• Shoppers (online instore)</p> | <p>Marketing Plan:</p> <p>Get people to shop small and support small businesses</p> |
| <p>Plan</p> <p>Where will the item be located?</p> <p>What elements will the content item have?</p> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <p>How will you create the item?</p> | <p>Where will the infographic be located?</p> <p>How will the infographic be created?</p> <p>canva</p> | <p>What Data will be used? (Use the mind map and research table included in this worksheet)</p> <p>my research</p> <p>articles / my opinion</p> | <p>What is the infographic type?</p> <p>What is the goal of the data visual? Sat?</p> <p>• Compare Both</p> <p>• Give a look into the real about shopping small</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>Wireframe: content layout</p> | <p>Styling Elements:</p> <ul style="list-style-type: none"> • charts / diagrams • Bright colors vs. dull (Big) | <p>Frame the Question that is to be answered?</p> <p>Why is supporting small businesses better than Big companies?</p> <p>QNA why shop small business</p> <p>Small</p> <p>Shop</p> |

Why shop small Business Saturday?

? Small Business VS. Big Corporation *

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TARGET

Company: Small Business

Profile: Small Business

Marketing Campaign: SUPPORT SMALL SHOPS!

Problem: HAVE MORE PEOPLE SHOP SMALL

Audience:

Framed Question
Why you should shop small?

PLAN Why support small shops?

Data Collection:
See data mind map and research results

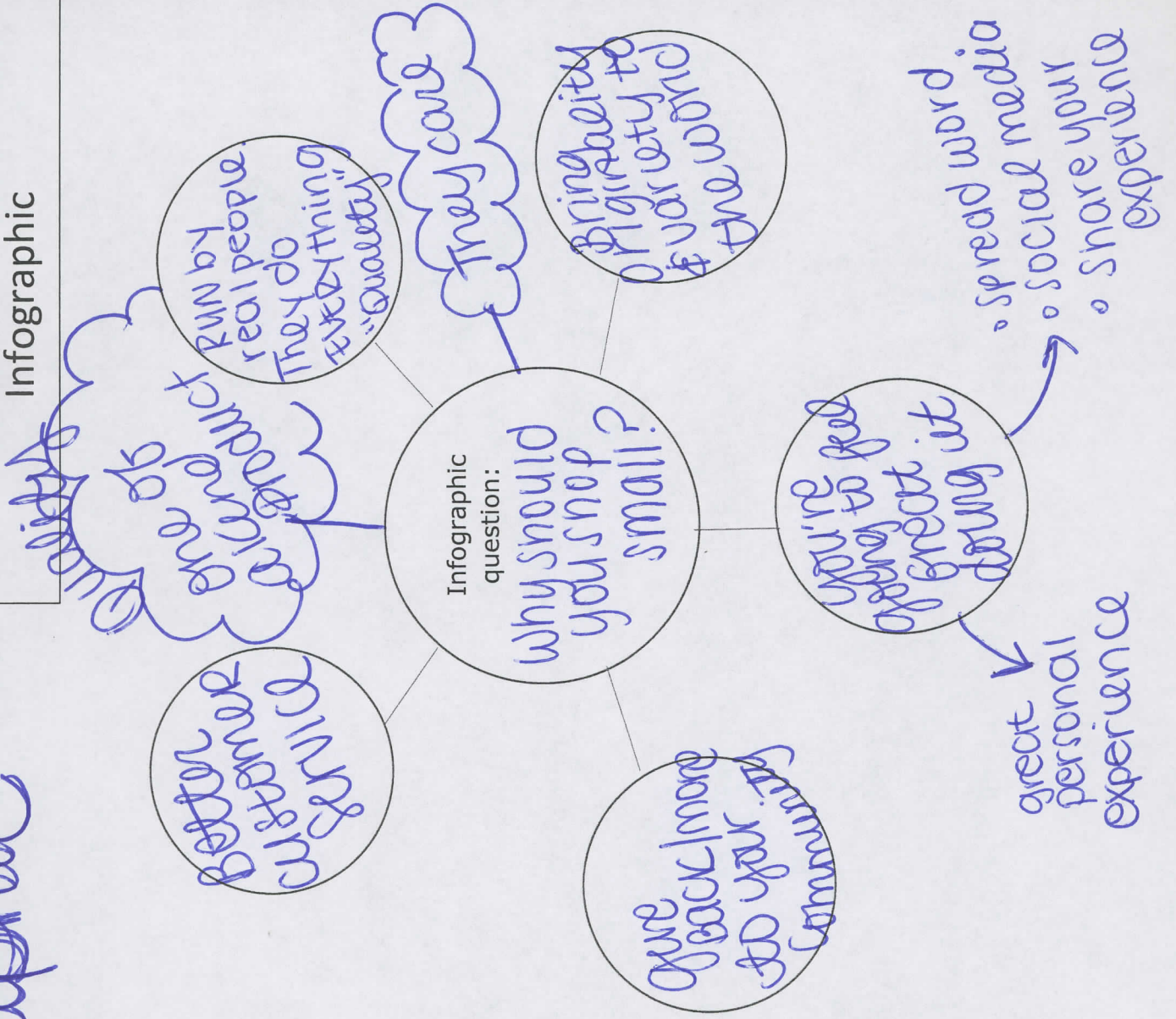
Data Visual Goal:

Infographic Type: icons/graph chart

DESIGN

Layout Elements: Wireframe

Select styling elements:
color, type, shapes, graphics, icons, etc.



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Small Business Saturday

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Annex's

Always

Data Research Authenticity & Hustle

- give back more to the community.
- make a major economic impact → adding more jobs
- Better customer service (personable, hands-on, memorable service)
- product diversity
- feel good about supporting a small local shop

- act of respect - acknowledge the risk of / and challenges
- runned by real people
- Not boards, stockholders -
- Bring originality and variety in the world - stand out -
- feel like home -
- real people behind it - production time etc.
- original work & they care

Results to use in the infographic

83% of customers find that shopping the holiday inspires them to "shop small" all year.

Small business create 2/3 new jobs in the U.S. & employ over 1/2 of the people in the workforce.

Helping your local comm. improvement projects. pay tax - support local projects that impact your daily life!

Always

Content Layout - Wireframe Area

