

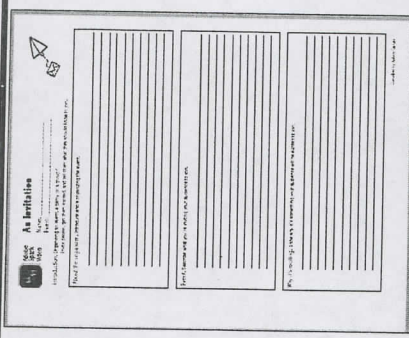
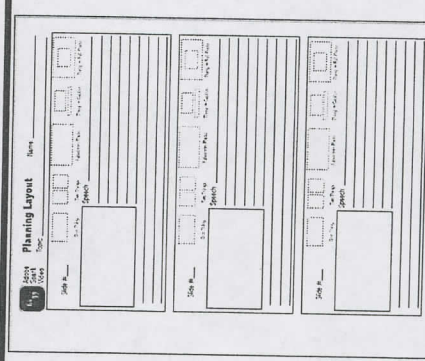
# Content for the Web

Zawenski

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Worksheet

Content Discovery: Video

<p><b>Target</b></p> <p><b>Who</b> is the item for? (audience)</p> <p><b>Why:</b> What is the item's job?</p> <p><b>Why:</b> What is the value to the audience?</p>	<p>Business Type and Name: <b>TRIPPY WEAR</b></p> <p>Company Profile: <b>online shop</b></p> <p>Marketing Plan: <b>Show process! A look inside of what we do</b></p>	<p>Select the problem</p> <p>Who is the audience? <b>shoppers all ages crafters</b></p> <p>Frame the Question that is to be answered by this video? <b>How does Tw do the ic dye swirl?</b></p>
<p><b>Plan</b></p> <p><b>Where</b> will the item be located?</p> <p><b>What</b> elements will the content item have?</p> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <p><b>How</b> will you create the item?</p>	<p>Where will the video be located? <b>LINK → SHARE</b></p> <p>How will the video be created? <b>SPARK</b></p> <p>1) Use the Mind Map worksheet to develop the video.</p> <p>2) Use the Story Planning Worksheets provided that corresponds to the Spark Video Template that you are using to assist in writing your video story.</p>	
<p><b>Design</b></p> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<p>USE the Spark Video Layout Storyboard to Design the slides in the video.</p> <p><b>@tieluke</b> ✓ <b>w/ trippy wear</b></p>	

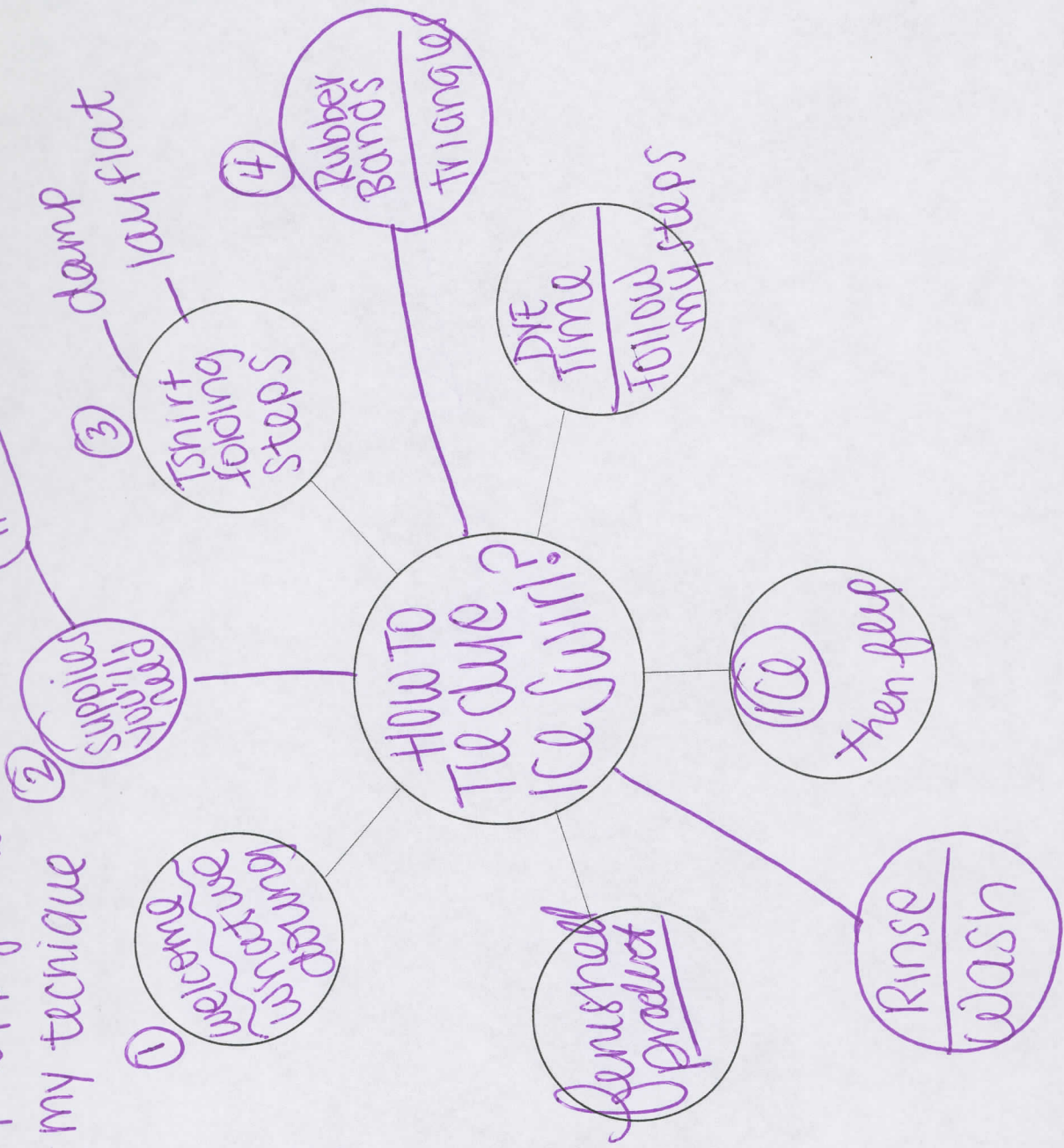
# Content for the Web

• Play it as "Tiedye w/ trippy wear"  
- I'm the "expert" of my technique

↳ insight on the process of tiedye zone!

Content Mind Map

list everything





# Planning Layout

Name: Jenna Zelenicki

Topic: Tiedye w/ trippywear

#1 title

(2)  
Slide # 1

One Thing      Two Things      Fullscreen Photo      Thing + Caption      Thing + Full Photo

image

about t.w

Speech: Today I'm going to walk you through what tools & techniques you will use to create your very own

\*ice dye t-shirt\*

some info on trippywear (short bio)

Slide # 2  
Supplies

One Thing      Two Things      Fullscreen Photo      Thing + Caption      Thing + Full Photo

Speech: First you need to gather up all your tools - so you're going to need...

- cotton t
- grate
- Bin
- tee-dye
- Rubber bands
- spoons

Slide # 3  
SWIRL

One Thing      Two Things      Fullscreen Photo      Thing + Caption      Thing + Full Photo

Speech: Start with a damp t-shirt, lay it flat out on a table - take your fingers and pinch the middle and turn clockwise

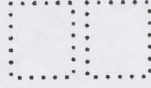
Topic: \_\_\_\_\_

Slide # 4

swirling



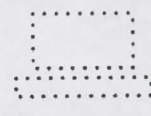
One Thing



Two Things



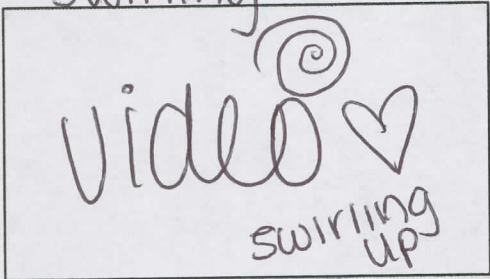
Fullscreen Photo



Thing + Caption



Thing + Full Photo



Speech: next you're going to split the t-shirt into 2 different parts by using rubberbands.

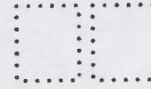
This will be a guide for when you start tying.

Slide # 5

dyeing



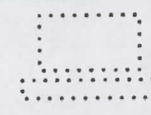
One Thing



Two Things



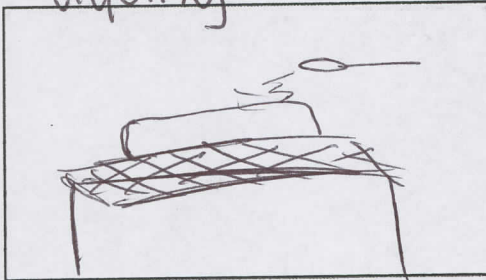
Fullscreen Photo



Thing + Caption



Thing + Full Photo



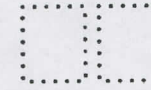
Speech: Place the t-shirt on the grate and start sprinkling dye into each triangle. Having each color (same color) across from each other.

Slide # 6

video



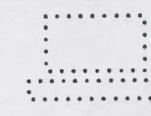
One Thing



Two Things



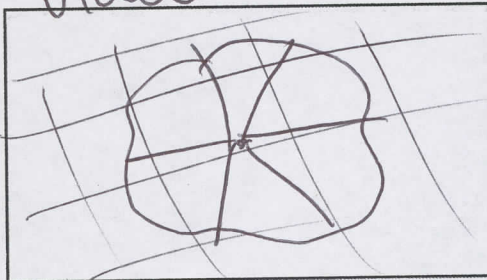
Fullscreen Photo



Thing + Caption



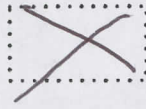
Thing + Full Photo



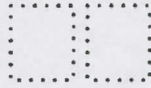
Speech: Evenly add the other colors to the other triangles until it's fully covered.



Slide # 7



One Thing



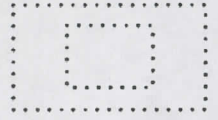
Two Things



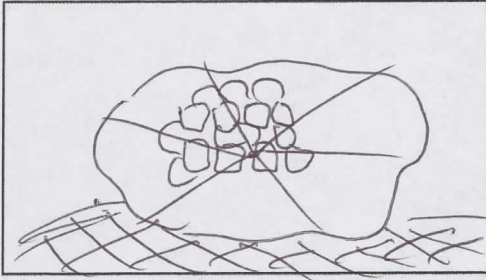
Fullscreen Photo



Thing + Caption



Thing + Full Photo



Speech: Next you're going to place ice cubes on top until it's completely covered

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Slide # 8



One Thing



Two Things



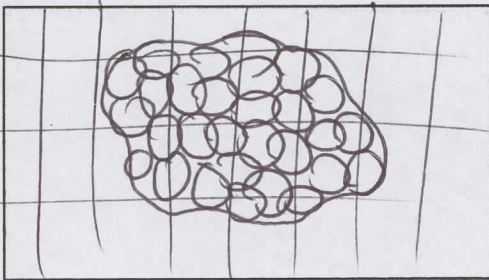
Fullscreen Photo



Thing + Caption



Thing + Full Photo



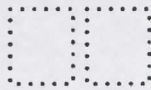
Speech: Next you're going to wait at least 8 hours or until the ice is completely melted. and then flip it over to apply the same technique to the other side.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

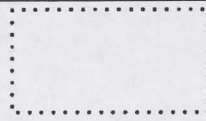
Slide # 9



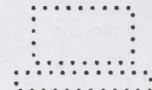
One Thing



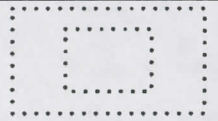
Two Things



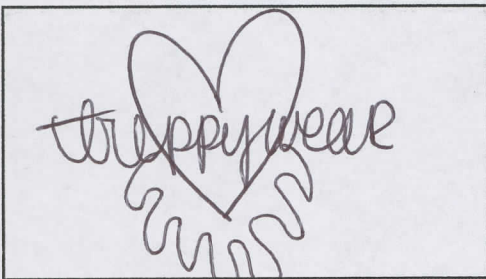
Fullscreen Photo



Thing + Caption



Thing + Full Photo



Speech: Applying the same technique to both sides ensures that the t-shirt will be completely covered with glue.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



# Planning Layout

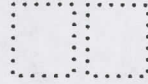
Name: Jenna Zaleski

Topic: \_\_\_\_\_

Slide # 10



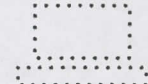
One Thing



Two Things



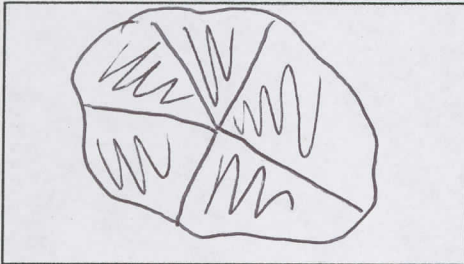
Fullscreen Photo



Thing + Caption



Thing + Full Photo

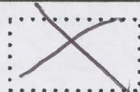


Speech: Once the ~~shirt~~ shirt has sat and ice has melted you're young to start rinsing

\_\_\_\_\_  
\_\_\_\_\_

Slide # 11

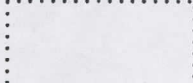
sink



One Thing



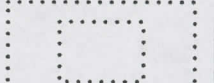
Two Things



Fullscreen Photo



Thing + Caption



Thing + Full Photo

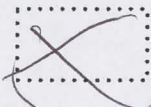


Speech: This allows all the access dye to come out of the shirt. Start removing the rubberbands and keep on rinsing until the water is somewhat clear.

\_\_\_\_\_  
\_\_\_\_\_

Slide # 12

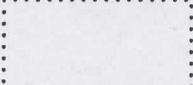
washing



One Thing



Two Things



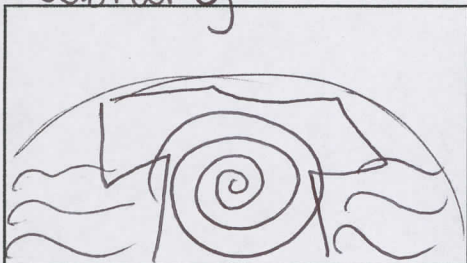
Fullscreen Photo



Thing + Caption



Thing + Full Photo



Speech: Once you're done rinsing start a load of wash with cold water, make sure you're washing the shirt by itself and throw it in.

\_\_\_\_\_  
\_\_\_\_\_



Adobe Spark Video

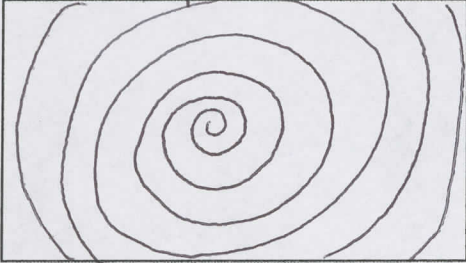
# Planning Layout

Name: Jenna Zaleski

Topic: \_\_\_\_\_

Slide # 13  
closeup


One Thing Two Things Fullscreen Photo Thing + Caption Thing + Full Photo




Speech: once the shirt is done washing, take it out and hang it to dry

Slide # 14  
finished

One Thing Two Things Fullscreen Photo Thing + Caption Thing + Full Photo

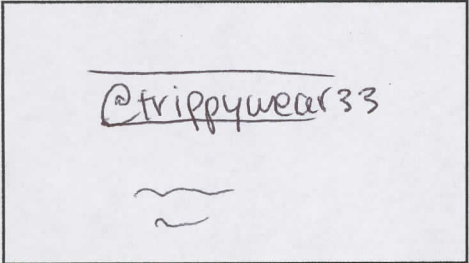


Speech: And you're done!  
You have your own  
100% t-shirt



Slide # 15

One Thing Two Things Fullscreen Photo Thing + Caption Thing + Full Photo



Speech: CREDITS  
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media