

Content for the Web

How to Do: Spark
Justin Baker

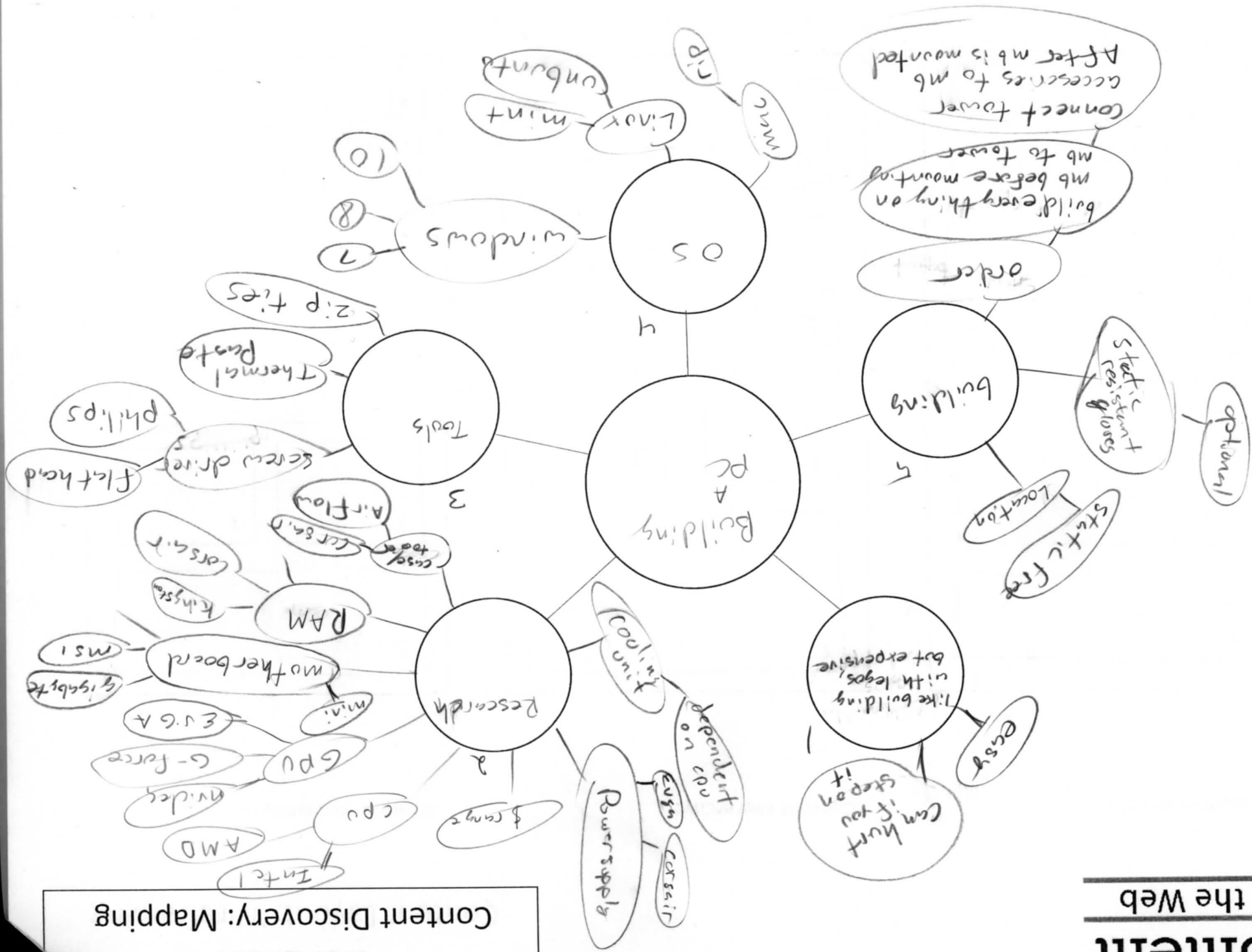
Content Discovery: Mapping

Worksheet

| Target | | Who is the item for? (audience) | Why: What is the item's job? 1 | Why: What is the value to the 2 audience? |
|--------|--|--|---|---|
| | | Who: people interested in how to build a pc | Why: 1. Teach how to build a pc | 2. The know how on pc builds |
| 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 |
| | | located on the web, will contain slide show, photo gallery, & video | | created in spark |
| Design | | Attach layout wireframes - simple squares design thumbnails - graphic detail | | |
| | | | | |

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

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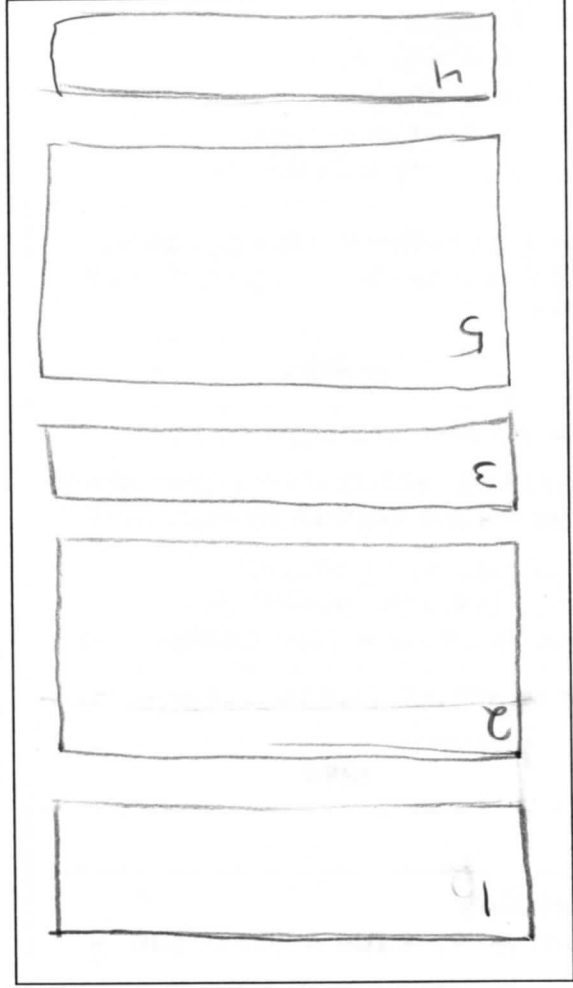


Worksheet
Content Discovery: Mapping

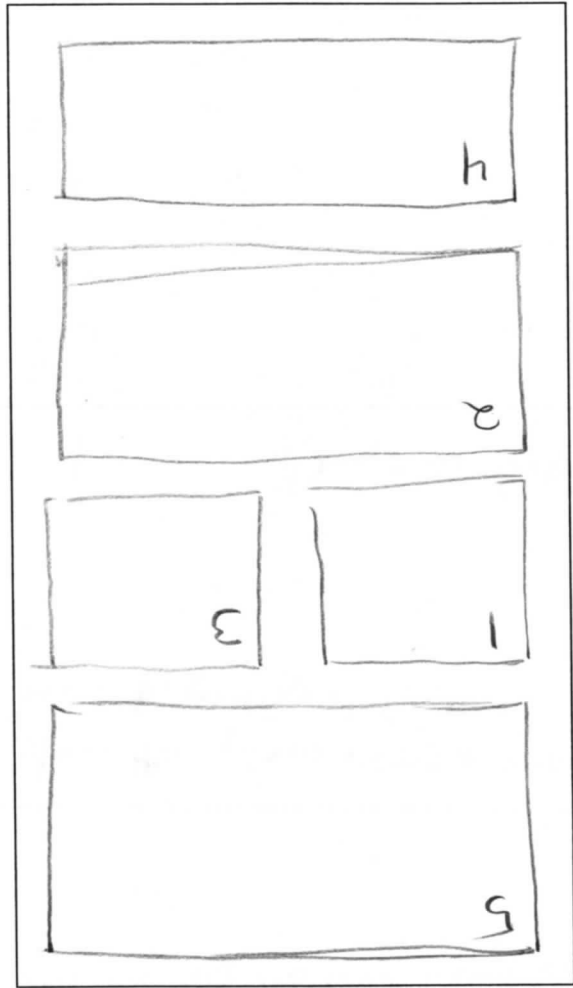
Content

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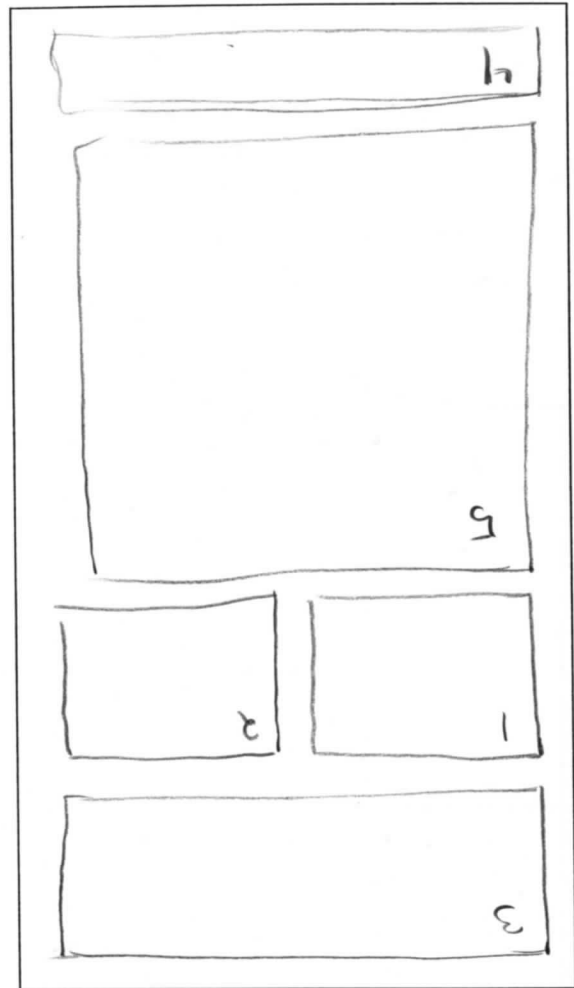
Content Hierarchy:



Content Hierarchy:



Content Hierarchy:



Worksheet
Content Layout: Wireframing