

Content for the Web

Justin Becker

Target	Who is the item for? (audience)
Why: What is the item's job?	history of main PKMN games
Why: What is the value to the audience?	Knowledge of PKMN history
Plan	Where will the item be located? Where will the infographic be located? <i>canva</i>
Design	Attach layout wireframes – simple squares design thumbnails – graphic detail
	<ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images

Business Type and Name:	Nintendo
Company Profile:	
Marketing Plan: Use Timeline	info graph to insight extention for next PKMN game
Select the problem	Who is the audience?
	People interested in pokemon
	Frame the Question that is to be answered? when did all the pokemon games come out
Plan	Where will the infographic be located? <i>canva</i> How will the infographic be created? <i>canva</i>
Design	What Data will be used? (Use the mind map and research table included in this worksheet)
	What is the infographic type? <i>Time-line</i>
	What is the goal of the data visual? <i>history of pokemon main releases</i>
Design	Attach layout wireframes – simple squares design thumbnails – graphic detail
	<ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images

Worksheet Infographic

Content

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TARGET

Company:

Profile:

Marketing Campaign:

Problem:

Audience:

Framed Question

PLAN

Data Collection:

See data mind map and research results

Data Visual Goal:

Infographic Type:

DESIGN

Layout Elements: Wireframe

Select styling elements:

color, type, shapes, graphics, icons, etc.



Worksheet

Infographic

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Worksheet

Infographic

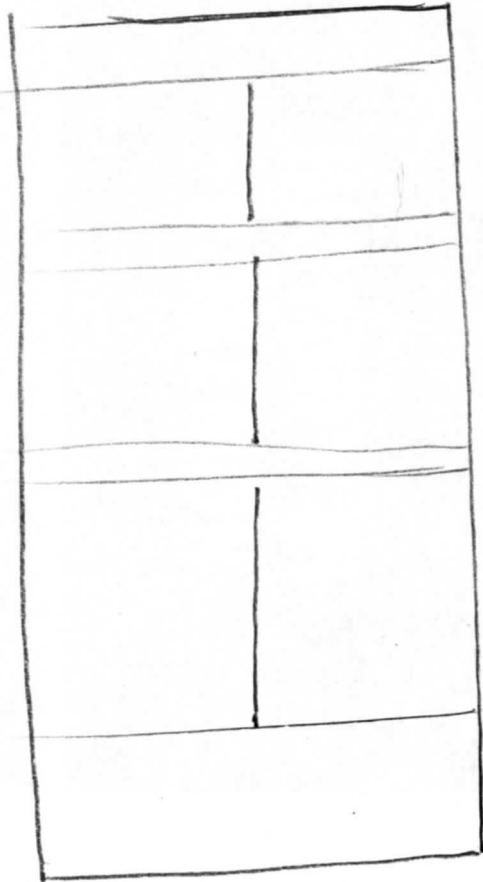
Results to use in the infographic

<p>1998 - PKM yellow, Blue, Red 2000 - silver & gold 2001 - crystal 2003 - Ruby & sapphire 2005 - Emerald 2007 - Diamond & pearl 2009 - Platinum 2011 - Black & white 2012 - B&W 2 2013 - X & Y 2016 - Sun & moon 2018 - Let's go Pikachu & Zeeve 2019 - sword & shield</p>	<p>1998 - yellow/blue/red 2000 - silver/gold 2003 - Ruby/sapphire 2005 - Emerald/Pokemon XD 2006 - Ranger, mystery Dungeon 2007 - Diamond/pearl, battle 2008 - Ranger, shadows of Almia 2009 - Platinum, Rumble 2010 - HG&SS, poke park 2011 - Black & white, Rumble Blast 2012 - conquest, B&W 2 2013 - X&Y, Rumble U 2014 - Art academy, Omega Ruby/ Alpha Sapphire 2015 - shuffle, p-pass 2016 - Poken, Detective Pikachu, sm/ moon 2017 - Ultra Sun/moon 2018 - Let's go Pikachu/Zeeve 2019 - sword/shield</p>
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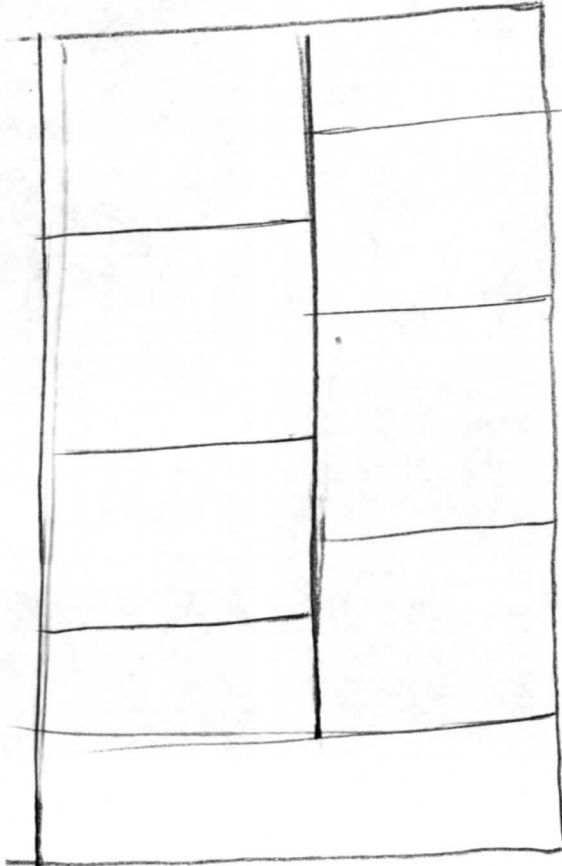
Data Research
 Polygon - American

1996 - original red & green
 1998 - yellow
 2000 - crystal
 w.k. - Japanese

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Content Layout - Wireframe Area



Worksheet
Infographic