

Content for the Web

Target-Plan-Design Worksheet

Event flyer

Audience: followers of the Pet shop's digital channels, website visitors, customers at the store and distributed throughout the metro area.

The flyer is to inform all local people about this one-day event. The flyer should excite both pet owners and those interested in adopting a pet

Who is the item for?

Why? Goal of the item

TARGET

TARGET

Content Item
Pet Fair and Adoption Day Event Flyer

PLAN

PLAN

What are the item details?

How will it be created?

PDF
8.5 in x 11-in / 612px x 792px
Event Details:
Sat March 2nd
9am - 4pm
MCC Sports & Expo Center
Free

DESIGN

layout & style details

The flyer page will be created in the Canva

Text: 16px at least
20px at most

Description: [get info from client]
Headline: [you create one]

Content

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Target-Plan-Design

Worksheet

Business: Pet Shop

Item: Event Flyer

Description: The flyer will announce a Pet Fair and Adoption Day event sponsored by the Pet Shop. It should excite people to attend who already have pets and those who are interested in adopting a pet.

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| <p>Target</p> <p>Who is the item for? (audience)</p> <p>Why: What is the <u>item's job</u>?</p> <p>Why: What is the value to the audience?</p> | <p><u>who:</u> Followers of petshop's digital channels & customers at store</p> <p><u>why:</u> inform about one day event & excite pet owners & those interested in adopting a pet</p> <p><u>why:</u> informs them and can interest them in pets</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 / file type /</p> <p>How will you create the item?</p> <p>optional: storyboard when timeline</p> | <p><u>where:</u> center or corner looking towards the tag line</p> <p><u>what:</u> title: experience learn adopt <u>img:</u> farantula</p> <p><u>what:</u> 8.5 x 11, PDF</p> <p><u>how:</u> in canva</p> |
| <p>Design</p> <p>Attach</p> <p>layout thumbnails – simple squares</p> <p>design thumbnails – graphic detail</p> <p>wireframe – adds dimensions</p> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images | |