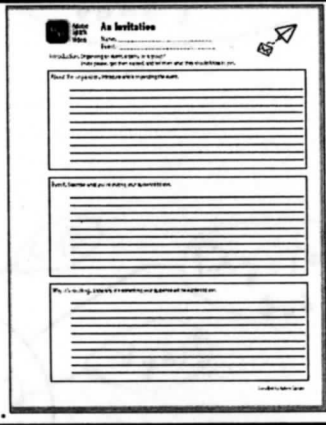
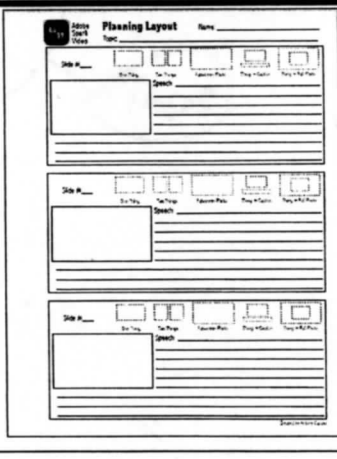


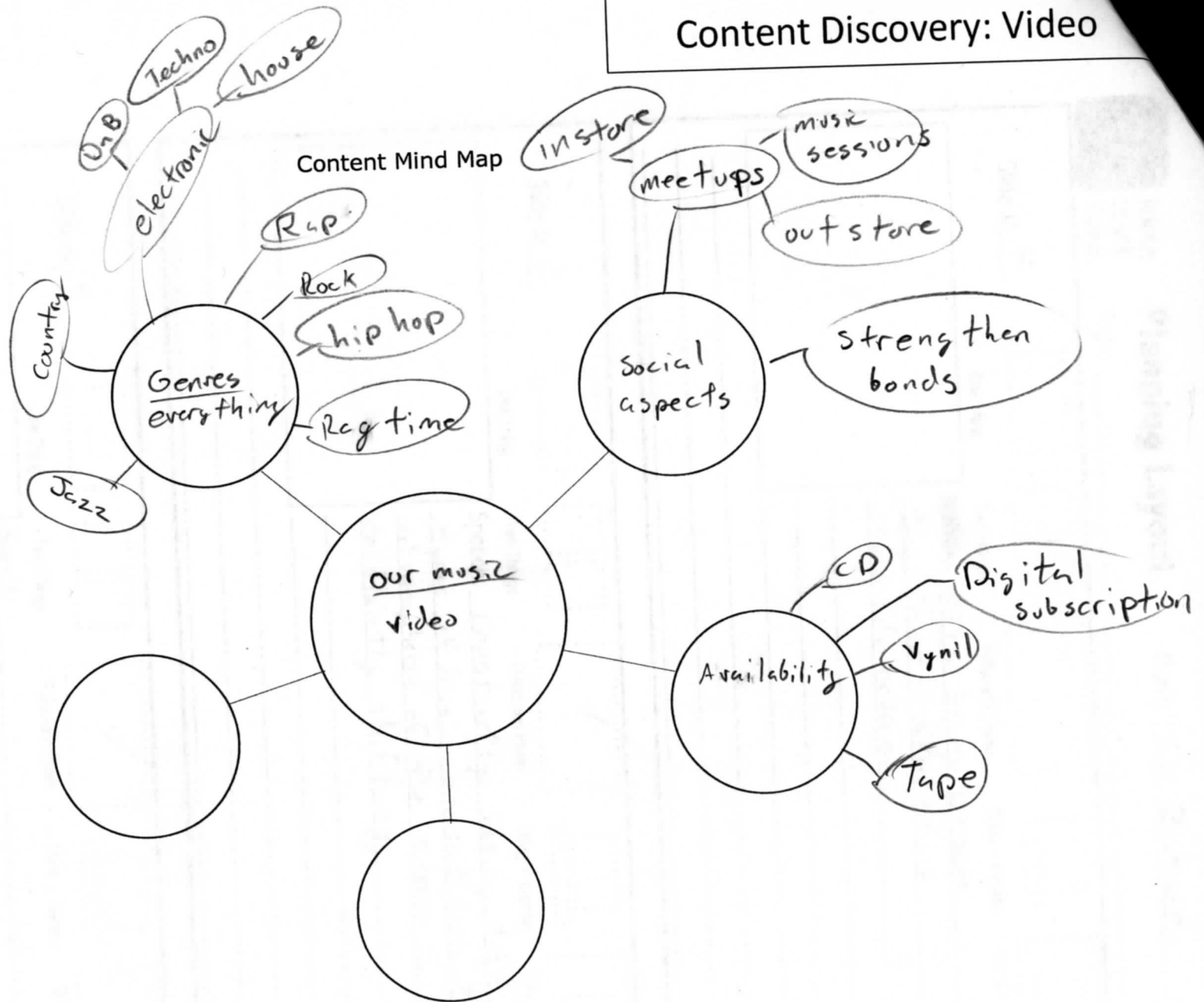
4^r Content for the Web

Justin Baker *Company: Spark Video Music Store*

Worksheet Content Discovery: Video

<p>Target</p> <hr/> <p>Who is the item for? (audience)</p> <hr/> <p>Why: What is the item's job?</p> <hr/> <p>Why: What is the value to the audience?</p>	<p>Business Type and Name:</p> <p>our music</p>	<p>Company Profile:</p> <p>music store</p>	<p>Marketing Plan:</p> <p>Promote Local gathering of music</p>
<p>Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p>How will you create the item?</p>	<p>Where will the video be located?</p> <p>How will the video be created?</p>	<ol style="list-style-type: none"> 1) Use the Mind Map worksheet to develop the video. 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>Design</p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 	<p>USE the Spark Video Layout Storyboard to Design the slides in the video.</p>		

Content for the Web





Adobe Spark Video

Planning Layout

Name: JP Baker

Topic: _____

Slide # 4

One Thing



Two Things



Fullscreen Photo



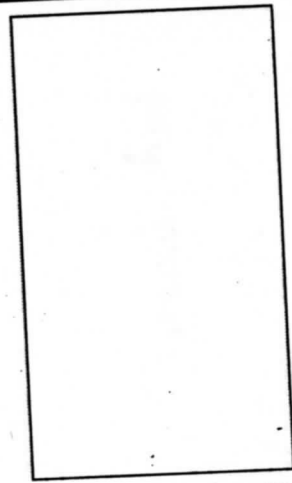
Thing + Caption



Thing + Full Photo



~~speech~~ music bring people together - statistics show (do research)

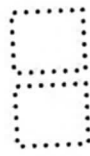


Slide # 5

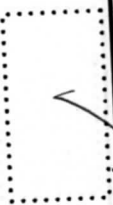
One Thing



Two Things



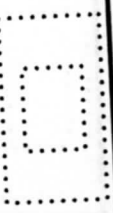
Fullscreen Photo



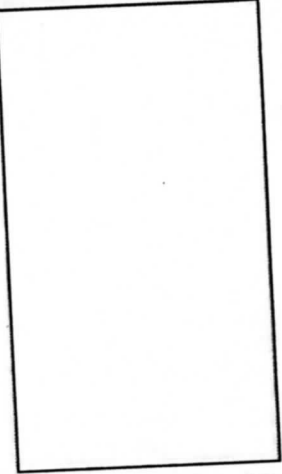
Thing + Caption



Thing + Full Photo



Speech: constantly having diff. types of music on rotation, the atmosphere of the store is constantly shifting.

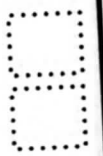


Slide # 6

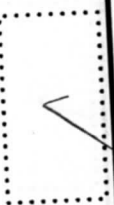
One Thing



Two Things



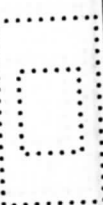
Fullscreen Photo



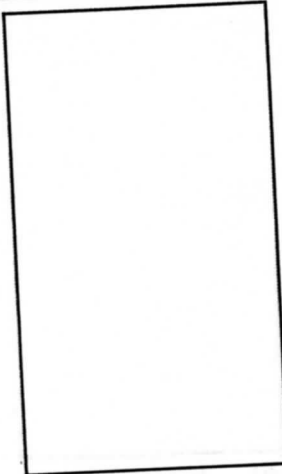
Thing + Caption



Thing + Full Photo



Speech: _____





Adobe Spark Video

Planning Layout

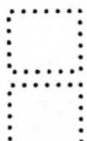
Name: Sust'n Becker

Topic: music store / my music

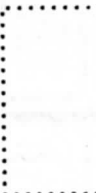
Slide # 1



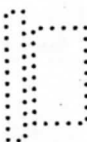
One Thing



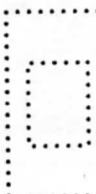
Two Things



Fullscreen Photo



Thing + Caption

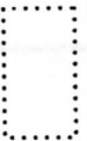


Thing + Full Photo

Speech: _____

my music

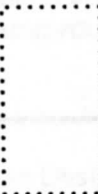
Slide # 2



One Thing



Two Things



Fullscreen Photo



Thing + Caption



Thing + Full Photo

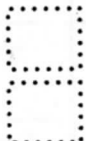
Speech: store that spans from

All generations & genres

Slide # 3



One Thing



Two Things



Fullscreen Photo



Thing + Caption



Thing + Full Photo

Speech: exists to bring people

together to talk & experience

new types of music together