



COME JOIN US!

**ONE DAY ONLY**

Macombs Adoption Day and Pet Fair

**SATURDAY MARCH 2ND FROM 9AM-4PM  
AT MCC SPORTS & EXPO CENTER**

For all Pet lovers in the metro area, come join us for one day only and help give these adorable animals a loving home.

# Content for the Web

## Target-Plan-Design Worksheet

SAMANTHA

Minchey

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?

TARGET

Why? Goal of the item

TARGET

Content Item

Pet Fair and  
Adoption Day  
Event Flyer

PLAN

PLAN

What are the item details?

DESIGN

How will it be created?

layout & style  
details

The flyer page will be created in the Canva

PDF

8.5 in x 11in / 612px x 792px

Event Details:

Sat March 2<sup>nd</sup>

9am - 4pm

MCC Sports & Expo Center

Free

Description: [ get info from client ]

Headline: [ you create one ]

**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.

### Target

**Who** is the item for? (audience)

PET SHOP FOLLOWERS

**Why:** What is the item's job?

Inform local people about one day event

**Why:** What is the value to the audience?

the time & what its about

### Plan

**Where** will the item be located?

MCC SPORTS & EXPO

**What** elements will the content item have? (ex: title, image, date, description, etc. / outline)

SAT March 2nd  
MCC SPORTS EXPO center

**What** are the delivery specifications?  
examples: aspect ratio / dimensions / file type /

8.5 x 11

**How** will you create the item?

CANVA

optional: storyboard when timeline

### Design

Attach

layout thumbnails – simple squares  
design thumbnails – graphic detail  
wireframe – adds dimensions

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