

Content

SARANTHA NUNDEBY
T/TT 11-2 pm

for the Web

Worksheet Infographic

Target		Business Type and Name:	Company Profile:	Marketing Plan:
Who is the item for? (audience)		MAKEUP CURRENCY VS. NON-CURRENCY BRANDS	COSMETIC COMPANIES	Simply inform Design on how many still test on animals
Why: What is the item's job?		Select the problem	Who is the audience?	Frame the Question that is to be answered?
Why: What is the value to the audience?		HOW UNRESPONSIVE CONSUMERS MAY BE AWARE OF	Anyone (mainly women) who use makeup / cosmetics frequently	There THERE ARE STILL BRANDS THAT DON'T
Plan		Where will the infographic be located?	Where will the infographic be created?	Where will the infographic be located?
Where will the item be located?		How will the infographic be created?	What is the infographic type?	What is the goal of the data visual?
What elements will the content item have?		What Data will be used? (Use the mind map and research table included in this worksheet)	RESEARCH	TO OPENS CONSUMERS EYES AND TO THINK ABOUT THE BRANDS THEY ARE USING
What are the delivery specifications? examples: aspect ratio / dimensions		How will you create the item?	Styling Elements:	
Design		Wireframe: content layout	<ul style="list-style-type: none"> • SIMPLE TEXT/FOUR • COLORS: BLACK, WHITE, PINK & GREY • BIG HEADINGS • LIST • COLOR BLOCKS • IMAGES / GRAPHICS? 	
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 		

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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:

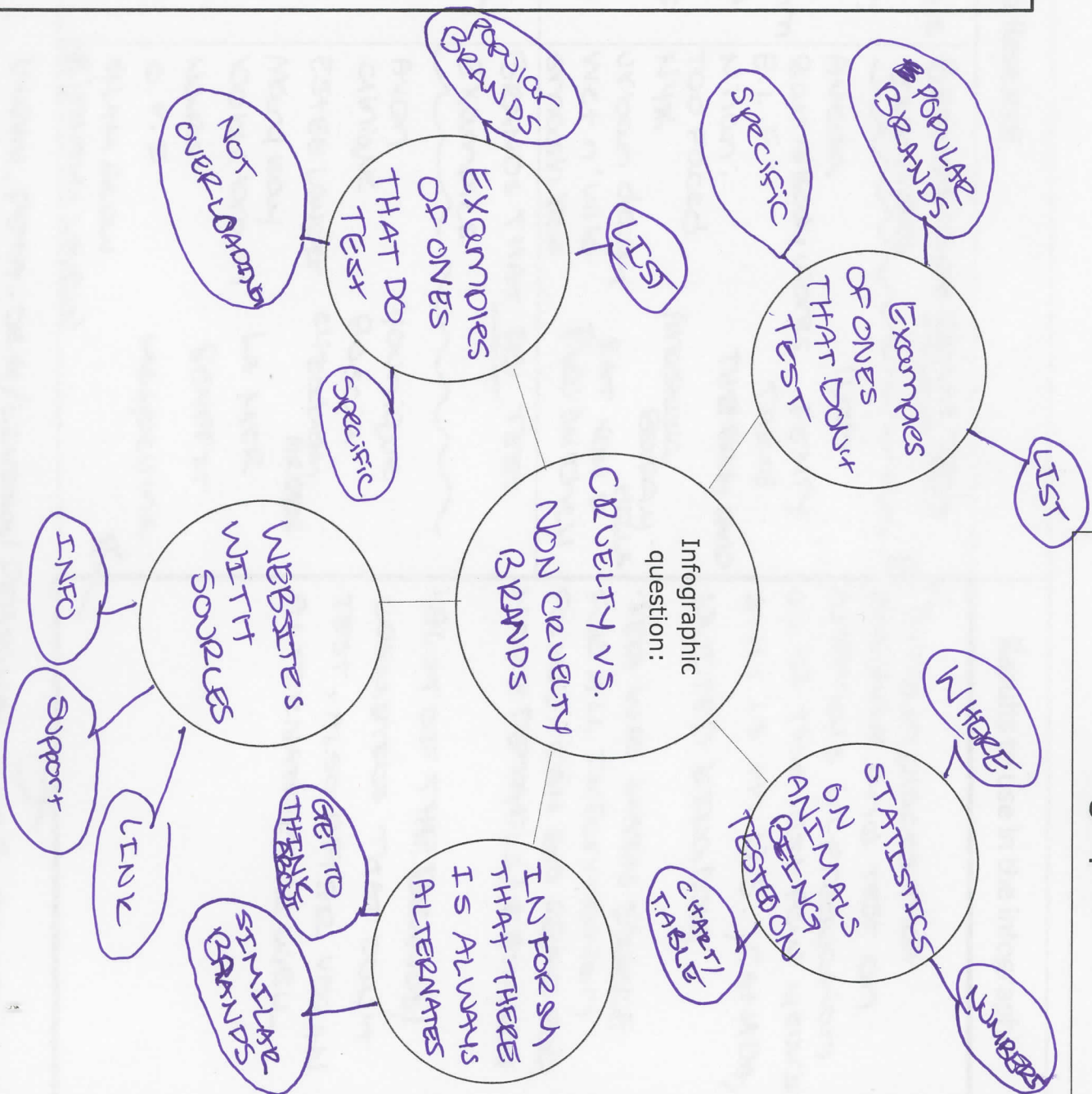
DESIGN

Layout Elements: Wireframe

Select styling elements:

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

Worksheet
Infographic



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Infographic

Data Research		Results to use in the infographic
<p>2017 U.S. - 1 million animals CANADA - 34.2 million United Kingdom 3.79 million</p> <p>on average they tested on.</p> <p>many of them animals suffered from side effects, even resulting in death</p> <p>ALot of COMPANIES may NOT TEST THE FINAL PRODUCT DIRECTLY, BUT SOMEWHERE IN THE CREATION / CHEMICAL PROCESS THEY DO.</p>	<p><u>BRANDS THAT DON'T TEST</u></p> <p>Examples</p> <p>Aveda Bath & Body works E.L.F Milani TOO FACED NYK Urban decay Wet n' wild smash box</p> <p>lush Fenty Tarte THE Body shop Anastasia GENERALLY KAT VON D HILLS Pia Mitchell</p> <p><u>BRANDS THAT DO TEST</u></p> <p>Examples</p> <p>AVON clinique ESTEE LAUDER Mary Kay Vobis brown NARS O.P.I GLAM GLOW Rimmel LONDON</p> <p>Younique Boscia Elizabeth ADON LA MER BENEFIT Maybelline</p>	<p>3 main places that produce and test on animals in production as of the last few years still is the U.S., CANADA, UNITED KINGDOM.</p> <p>PETA WAS MAIN SOURCE FOR ALL INFORMATION FOUND - CAN GO READ FOR MORE DETAILS / BRANDS</p> <p>ALot OF THE BRANDS / COSMETICS THAT DON'T TEST, ALSO OFFER VEGAN ALTERNATIVES AS WELL</p>

WWW.PETA.ORG/LIVING/PERSONAL-CARE-FASHION

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Content Layout - Wireframe Area

Worksheet
Infographic

