

# Content

for the Web

Vol/m/vor bi

Worksheet

Content Discovery: Mapping

<p><b>Target</b></p> <p>Who is the item for? (audience)</p> <p>Why: What is the item's job?</p> <p>Why: What is the value to the audience?</p>	<p>who is the item for? (audience)          The news letter is targeting to tourists who plan to visit Europe or specially Albania</p>	<p>what is the <b>item's job</b>?          The news letters job is to inform the tourists to visit the beautiful landscape of Albania</p>
<p><b>Plan</b></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</p> <p>How will you create the item?</p>	<p>what is the value to the audience?          The audience will learn about Albania and potential will have another destination on their list of places for them to visit.</p>	<p>where will the item be located?          Albania</p>
<p><b>Design</b></p> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<p>what elements will the content item have.          heading, subhead, paragraph tops photos - jpg / gif and PNG. Background dimensions?          w: 11 inch          h: 0.5 inch needed margin 1 inch.</p>	