

Content

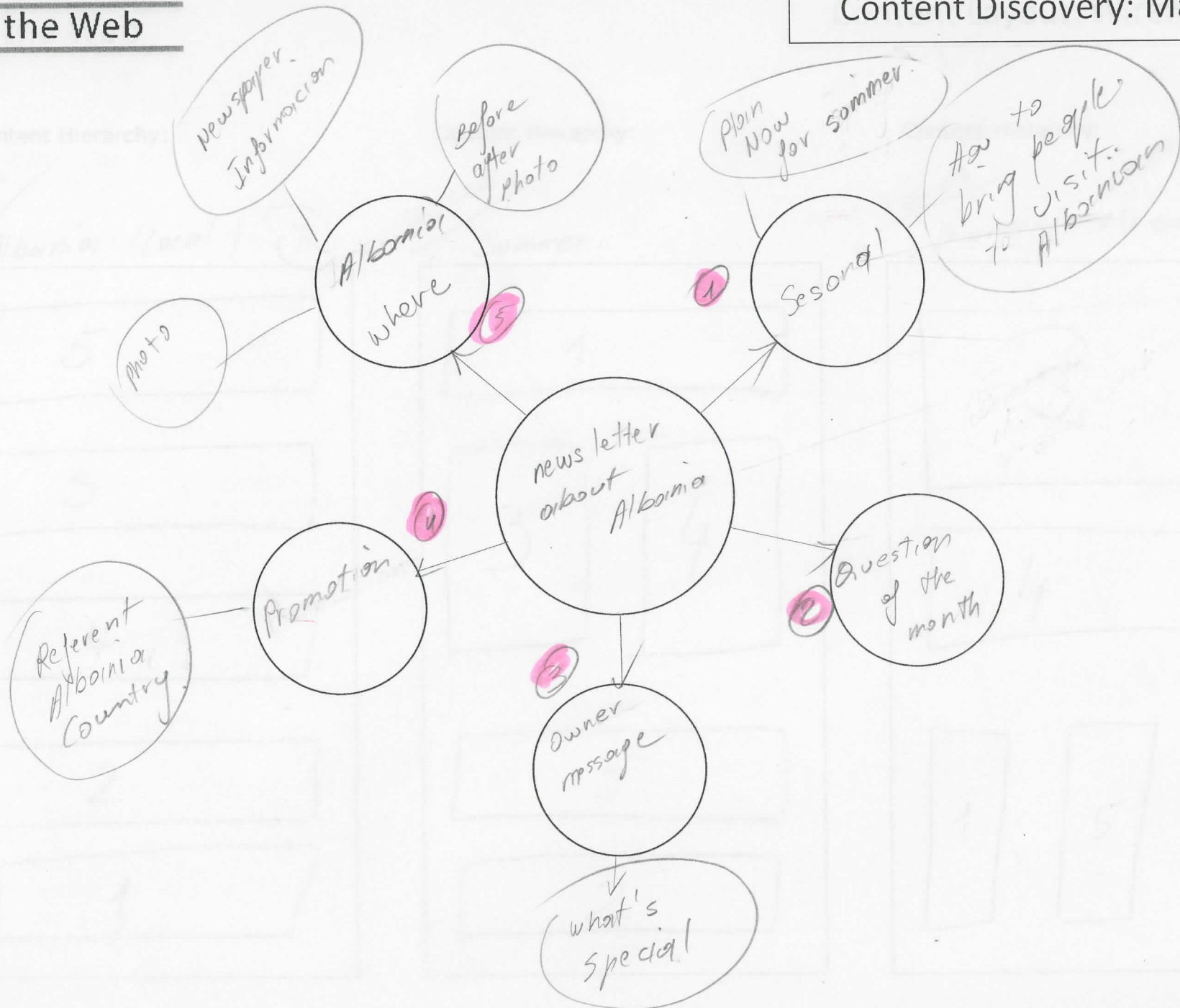
for the Web

Vollmire lbi

<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> <hr/>	<p>who is the item for? (audience) The newsletter is targeting tourists who plan to visit Europe or specially Albania</p>	<p>what is the item's job? The newsletters job is to inform the potential tourists of the beautiful unspoiled landscape of Albania</p>
<p>Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <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>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>what elements will the content item have. Headline, Subhead, Paragraph tops photos - JPG, Gif and PNG. Background. Dimensions? W: 11 inch H: as long as needed Margin 1 inch.</p>	

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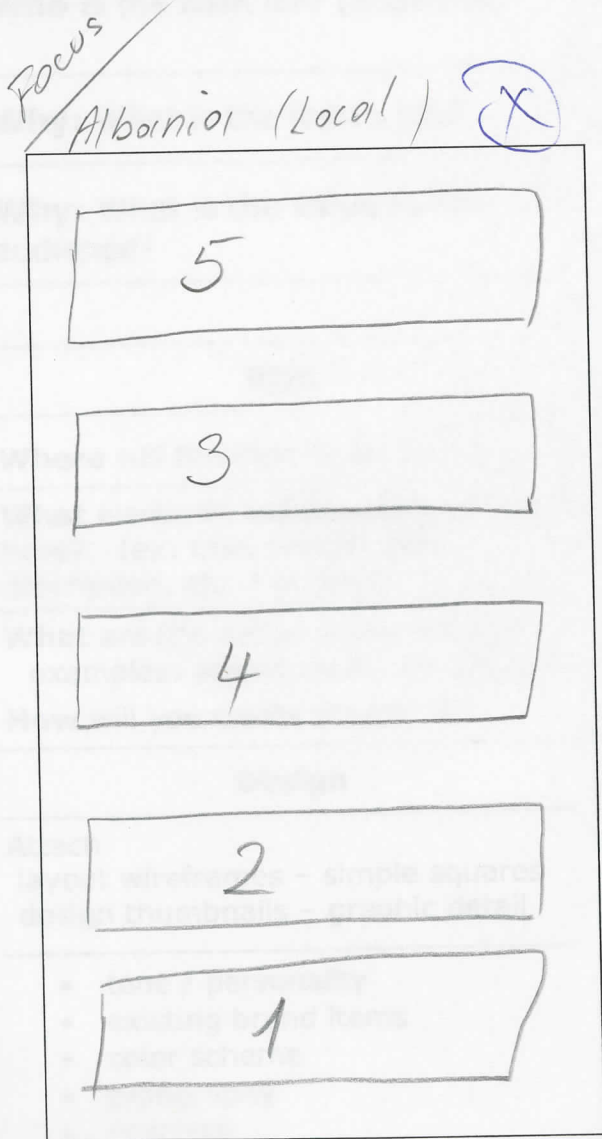
Worksheet Content Discovery: Mapping



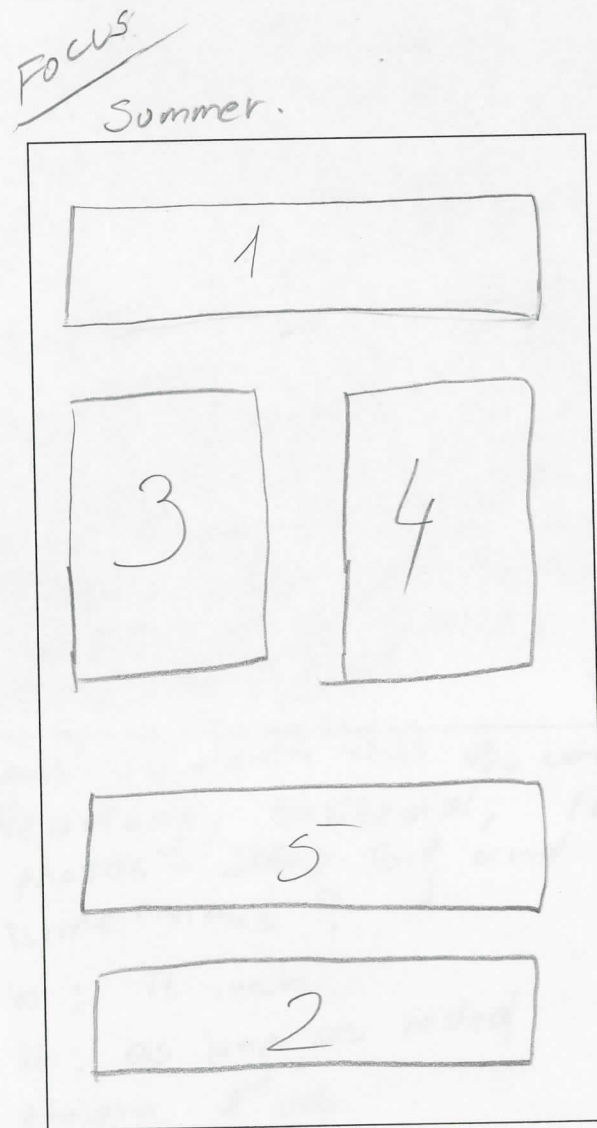
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Worksheet Content Layout: Wireframing

Content Hierarchy:



Content Hierarchy:



Content Hierarchy:

