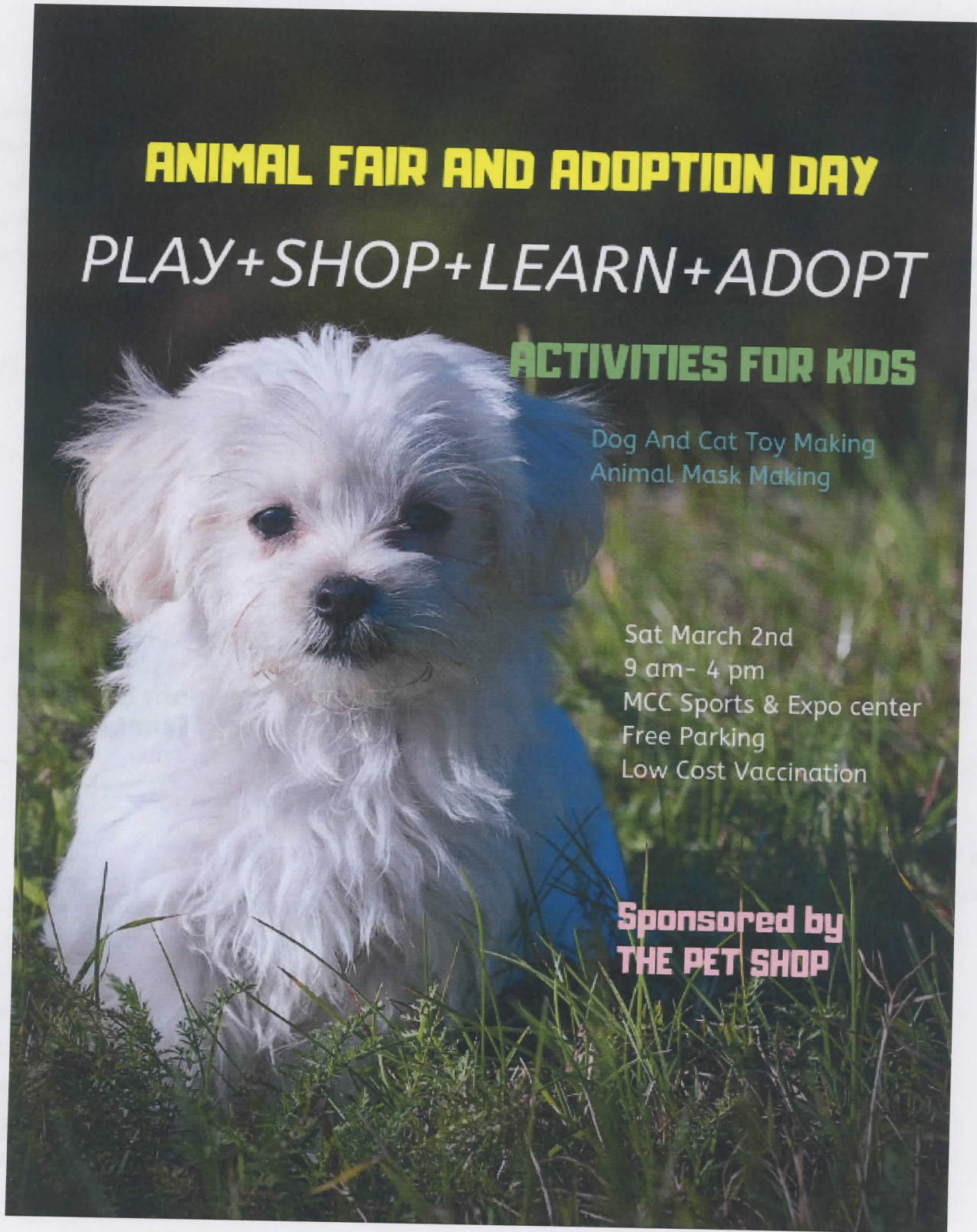


Valmiror Ibi



ANIMAL FAIR AND ADOPTION DAY

PLAY+SHOP+LEARN+ADOPT

ACTIVITIES FOR KIDS

Dog And Cat Toy Making
Animal Mask Making

Sat March 2nd
9 am- 4 pm
MCC Sports & Expo center
Free Parking
Low Cost Vaccination

**Sponsored by
THE PET SHOP**

Content for the Web

Target-Plan-Design Worksheet

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)

Why: What is the item's job?

Why: What is the value to the audience?

Targets are pet owners and animal lovers.

The job of the flyer is to make people aware of the event and make them show up.
Fun day at the pet fair.

Plan

Where will the item be located?

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

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

How will you create the item?

optional: storyboard when timeline

The Pets Shop McSports & Expo center.

Animal Fair and Adoption Day
Dog

Activities for kids
Dog and Cat Toy making
Animal Mask Making

Played

Design

Attach

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

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

