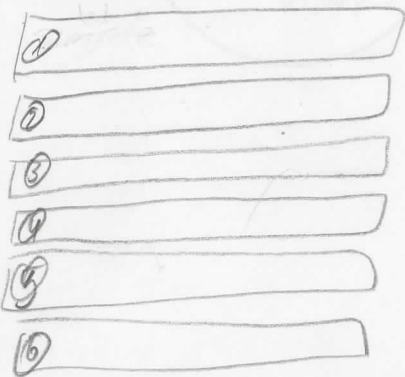


Content

for the Web

Worksheet Infographic

How many fruits does my body need?

<p>Target</p>	Business Type and Name:		Company Profile:	Marketing Plan:			
<p>Who is the item for? (audience)</p>	Fruits		Caters to local businesses	Increase Employee with Fruits.			
<p>Why: What is the item's job?</p>	Select the problem		Who is the audience?		Frame the Question that is to be answered?		
<p>Why: What is the value to the audience?</p>	Educate consumer on Product Use		Bosses and employees		How do fruits increase employee morale?		
<p>Plan</p>							
<p>Where will the infographic be located?</p>							
<p>How will the infographic be created?</p>							
<p>What elements will the content item have?</p>		What Data will be used? (Use the mind map and research table included in this worksheet)		What is the infographic type?	What is the goal of the data visual?		
<p>What are the delivery specifications? examples: aspect ratio / dimensions</p>		More and research results		Inform	Information / Visual Article		
<p>How will you create the item?</p>							
<p>Design</p>							
<p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p>		Wireframe: content layout			Styling Elements:		
<ul style="list-style-type: none"> • tone / personality • existing brand items • color scheme • typography • graphics • images 					<p>Color, type, shapes, graphics, icons, etc.</p>		

Content

for the Web

Worksheet
Infographic

TARGET

Company:

Profile:

Marketing Campaign:

Problem:

Audience:

Framed Question

PLAN

Data Collection:

See data mind map and research results

Data Visual Goal:

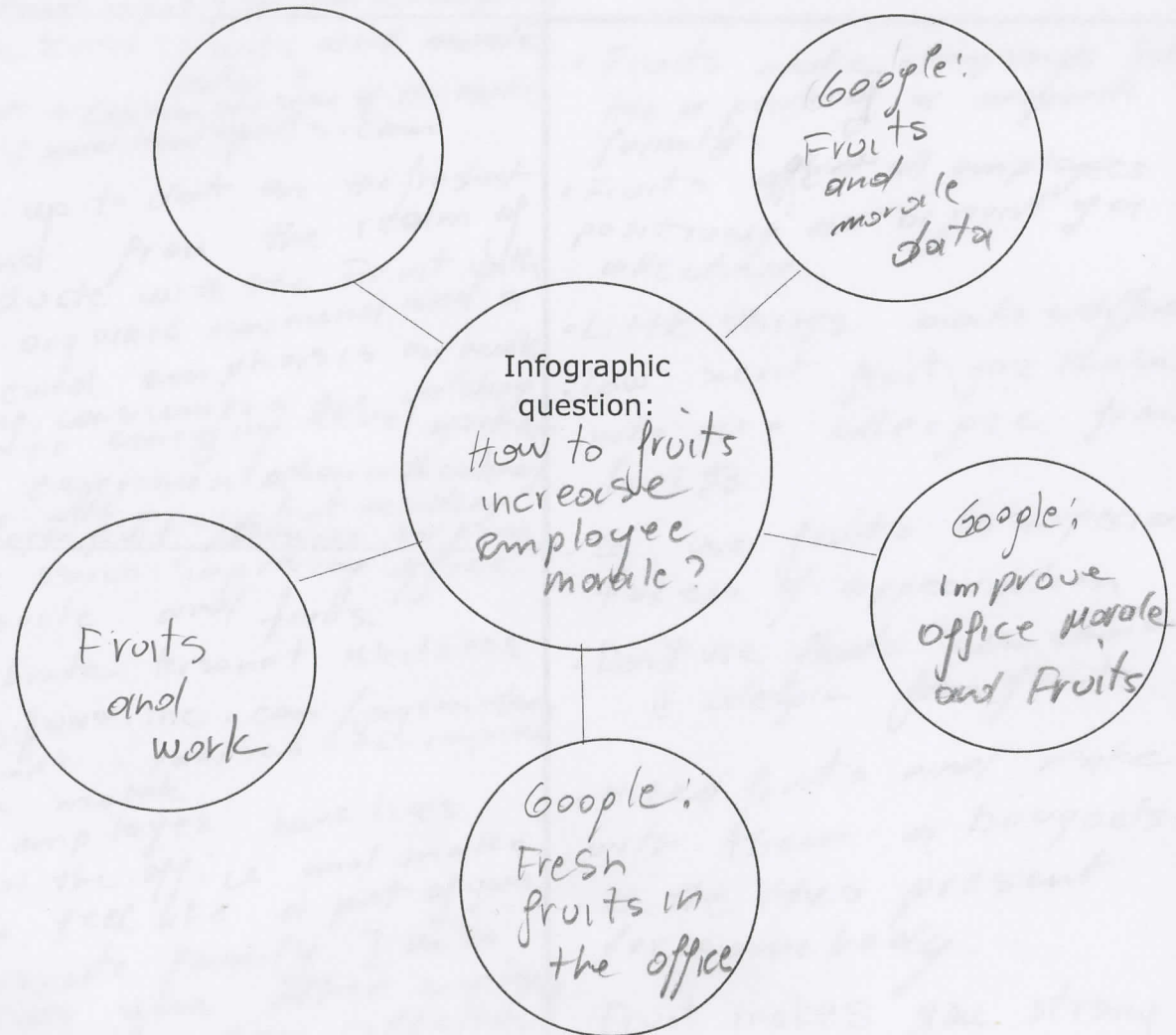
Infographic Type:

DESIGN

Layout Elements. Wireframe

Select styling elements:

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



Content

for the Web

Worksheet Infographic

Data Research Data. Gov.

in 2019 to 1.3 time per day by 2017

Results to use in the infographic

Google search: Fruits and work.
<https://www.fruitatwork.com>
 Fruit at work
 - keep your employees Engaged
 - helps your employees happy and well feel
 - Having fruits for work is a great stress buster.
 - Can make you and your employers to look great.

State of Oklahoma: increase of fruit from 0.5 times per day in 2019 to 1.3 time per day by 2017
 Google search: Fruits and morale
 Get a Custom version of the Fruit.
<https://www.trendreports.com>
 Stay up to date on the freshest trend from the realm of products with the Fruit. With the organic movement and a renewed emphasis on health and wellness, consumers are catching on to emerging developments like experimentation in the culinary scene with exotic fruit including dragon fruit, pomegranate and kiwis.

- Fruits make employees feel like a part of a corporate family.
- Fruits affect all employees positively as a part of a collective.
- Little things make a difference.
- Low cost fruit for those who are allergic from fruits.
- Do: use fruits as a special token of appreciation
- Don't use fruits when someone is allergic from fruits.
- Mixed fruits and make with them a bouquet is the best present for somebody.
- Fruit makes you strong
- Fruit Boosts brain power.

Google: Fresh fruits in the office
 Benefits of fresh fruit for the office
<https://www.orderin.com.au/resources/blog/2016/benefits-of-fresh-fruit-for-the-office>
 - A great dose of vitamins and minerals
 - A natural and healthy way to boost energy levels.
 - Stops us from snacking on the naughty stuff
 - Helps reduce the risk of cancer.
 - Gently wakes up the digestive system

Google search: "improving office morale and fruits."
 Celebrate personal milestones
<https://www.inc.com/jayson-demers/8-simple-tactics-to-improve-office-morale>
 your employees have lives outside the office and make them feel like a part of your corporate family. It also involves your other employees as part of a bigger collective.
 "Send fruits when one of your workers is sick. Or has a child

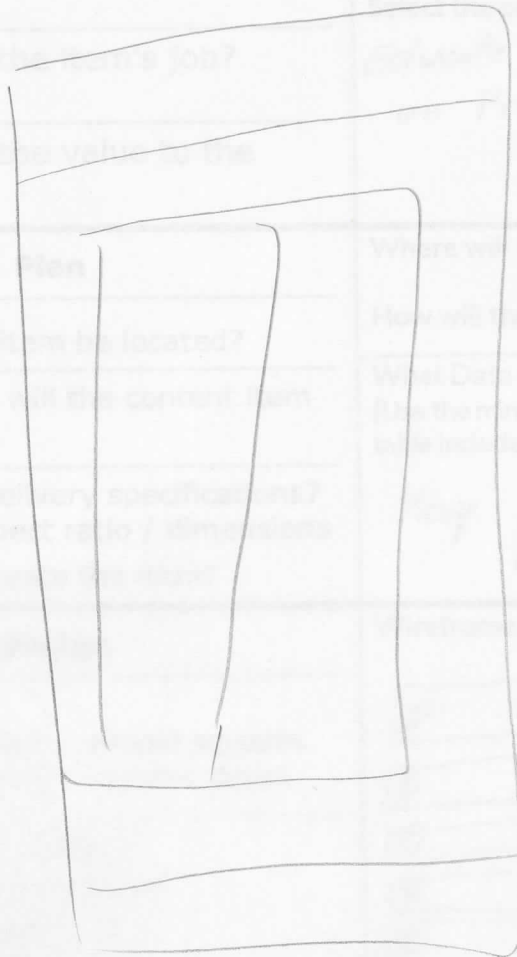
Content

for the Web

Worksheet

Infographic

Content Layout - Wireframe Area



Who is the item for? (audience)

Why? What is the item's job?

Why? What is the value to the audience?

Where will the item be located?

What elements will the content item include?

What are the design specifications? (color, space, ratio / dimensions)

Content
Layout
Product Use

Business goal
User projects

From the content
purpose
How do I make
a more engaging
message?

Where will the infographic be located?

How will the infographic be created?

What Data will be used?
(Is the data real and accurate
and included in this worksheet?)

Big and research
result

What is the infographic type?

Infographic

What is the goal of the data visual?

Informative
Visual article

Structure content layout

Styling Elements

Color, type, spacing, alignment
Icons, etc