Content
for the Web

Website Plan

Target	What is the website for?	Project guidelines:
Who is the item for? (audience) **Why:** What is the item's job? **Why:** What is value to the audience?	Presentation of Work from MACA 2725 **Audience:** maca-web.com website Range: students in MACA, prospective internships	Straightforward presentation of the class, self, and class projects. Each project page will include the plan pdf and an image display or link to the build.

Plan	Use Content Map on next page to organized content		
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 **How** will you create the item?	a) Website purpose b) MCC logo c) About (self-introduction) d) References apps used Adobe Spark	e) Class projects • AS-1 Design Elements • AS-2 Spark Story Page • AS-3 Infographic • AS-4 Spark Video Story • AS-5 Blog • AS-6 Social Media Posts • AS-7 Online Ad and Landing Page • AS-8 Website Planning	**Link, site, image, pdf?** image link image link or site link image images and link style tile image

Design	Page Wireframes	Style Tile	Prototype – XD
Attach layout wireframes – simple squares design thumbnails – graphic detail • tone / personality • existing brand items • color scheme • typography • graphics • images	Home About Me References	brand elements adjectives (tone /personality) typography color scheme image style background patterns icons graphics	**Follow-along** Use wireframes to create a website prototype.

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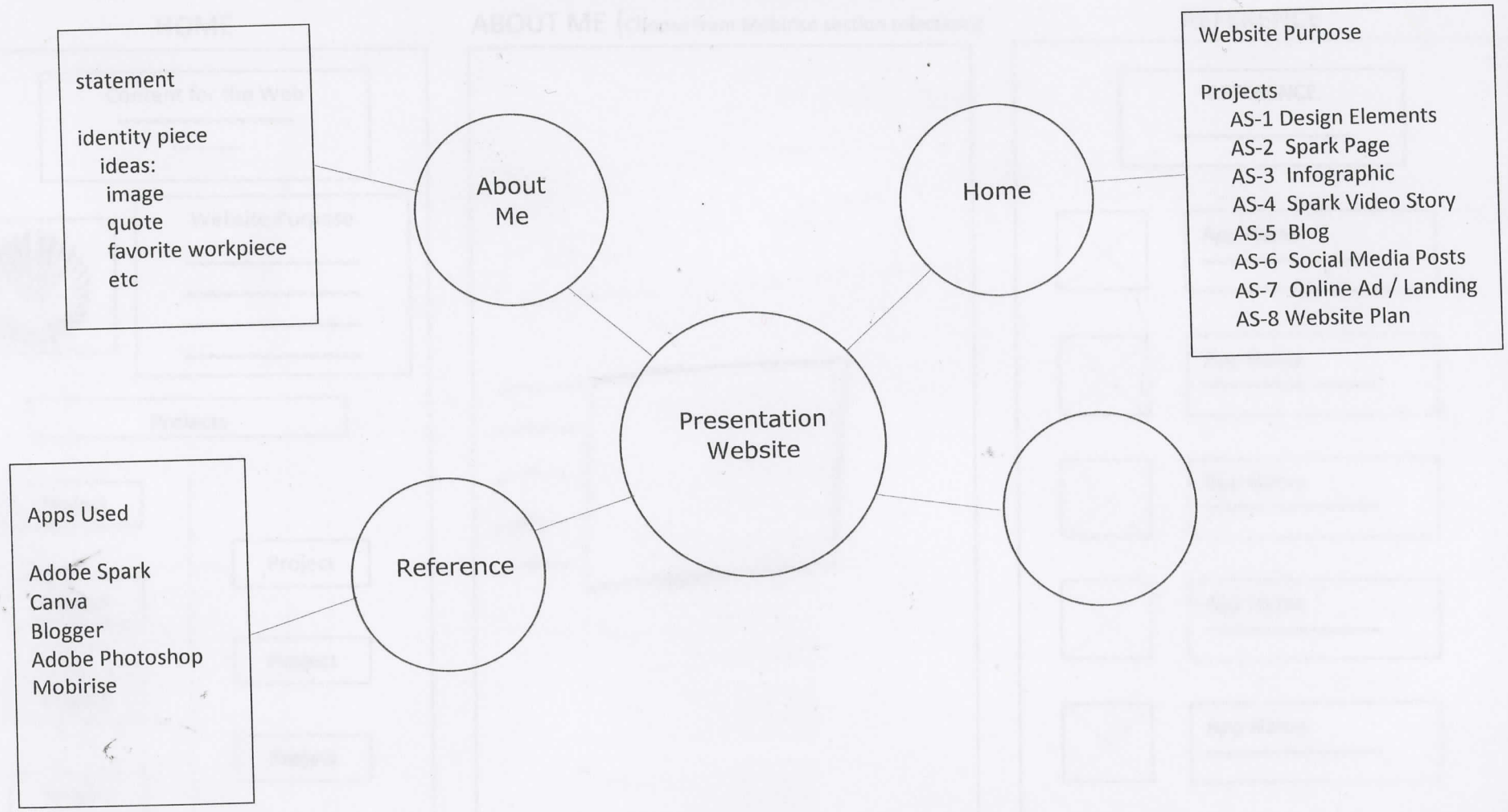
Content Map
How is the content organized?



Content
for the Web

Website Plan

Page Wireframes
How are the page elements laid out?

HOME

Content for the Web
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Website Purpose
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Proiects

Project
Project
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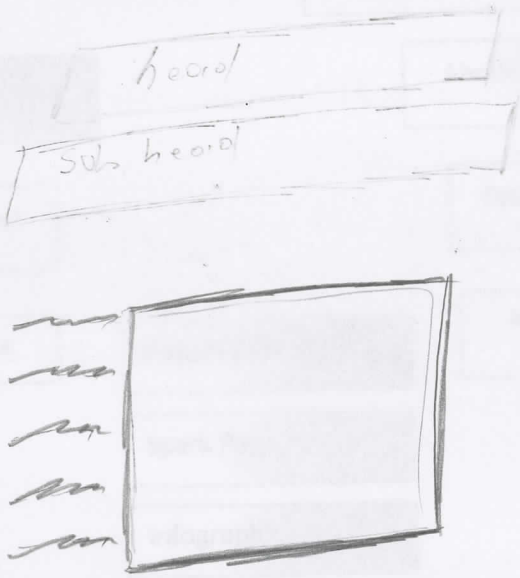
Project

ABOUT ME (Choose from Mobirise section selections)



REFERENCE

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App Name
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