Topic Project Plan Worksheet

topic	Web Video Content Ideas
User characteristics	New web designers who are looking for skills & resume additions. We're catering to those with short attention spans who don't want to be overwhelmed when the page opens with too much info; Many are surfing video sites out of convenience on the off times. Don't want to be overwhelmed when the page opens with too much info; The nav is instantly accessible, the site's purpose is seen at first glance.
User needs & goals	1/2 want to be entertained by videos whereas 1/2 of the surfers are looking to learn something new from videos. Want to know best ways to use videos, why use video and when to use video; Does anyone use videos, when to suggest Past experience is that videos must entertain first. Types of video?
website goals	educate users on types of videos and what-when-where-how…. Best ways to use it – to be able to design video into web site for the clients.
website message	Video is a living element that adds more personality and experience at a web site – and is here to stay.
Look and Feel	Fun, Bold, Easy at First Glance to the point of subconscious recognition. Header Video to rock it, cool colors in the site, blues, greens, violets, rounded texts, easy links, no clutter.
Strategy	Entertain and educate in under 1 minute; Less words, more action; learn something new by being entertained: CONVENIENCE. Trends, examples, Something of this page would include new feature videos every week to keep up with the news.

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OUTLINE	
heading and content	element type
h1 Video Content on the Web - video	Vero
h2 Popularity of Web Video	Stats-charts
h2 Ways to use Video	Intro Texts
H3 lists	Item Blocks
H3 examples	Video Gallery
h2 When to Use Videos	Intro Text
H3 lists	item blocks
H3 examples	infographic
H2 Do's and Don'ts best practices	Intro Text
H3 lists	Cards gallery

Next Step make a <h> tag chart.

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                    ┌─────────────────────┐
                    │   h1 Video          │
                    │ Content on the      │
                    │      Web            │
                    └─────────────────────┘
                              │
          ┌───────────────────┤
          │                   │
  ┌───────────────┐           │
  │ h2 - Popularity│          │
  │ of web video   │         │
  └───────────────┘          │
          ┌──────────────────┼────────────────────┐
          │                  │                     │
  ┌───────────────┐  ┌───────────────┐    ┌───────────────┐
  │ h2 - Ways to  │  │ h2-When to use│    │ h2-Do's and   │
  │ use a video   │  │ video on a    │    │ Dont's ie best│
  │               │  │ website       │    │ practices     │
  └───────────────┘  └───────────────┘    └───────────────┘
          │                  │                     │
  ┌───────────────┐  ┌───────────────┐    ┌───────────────┐
  │   h3 -list    │  │   h3 - list   │    │  h3 - cards   │
  │               │  │               │    │   gallery     │
  └───────────────┘  └───────────────┘    └───────────────┘
          │                  │
  ┌───────────────┐  ┌───────────────┐
  │ h3 - examples │  │ h3 - examples │
  └───────────────┘  └───────────────┘
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