

Content

for the Web

Worksheet Content Discovery: Online Ad / Landing Page

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| <p style="text-align: center;">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> | <p>Your Major Brand Business Type and Name:</p> <p>2 year college Macomb Community College</p> | <p>What is the ad prompting the users to do? Example: To learn about environment actions of recycling old shoes. Example: to attend the college Who are the users to be prompted? young high school students</p> | <p>Where are the locations that this ad will be placed? example: cooking website field and stream website new parent blog instagram, facebook</p> |
| <p style="text-align: center;">Plan</p> <hr/> <p>Where will the item be located?</p> <hr/> <p>What elements will the content item have?</p> <hr/> <p>What are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p>How will you create the item?</p> | <p>ONLINE AD</p> <p>What size(s) are this ad? 336px x 280px</p> <p>What is the ad message? let them know it is a good place to start their journey and save money</p> <p>What is the ad's CTA? Start Your Future Today</p> | | <p>LANDING PAGE</p> <p>Pick an ad placement location.</p> <p>Match the Landing Page Content and Styling to the Ad Placement (use the mind map)</p> |
| <p style="text-align: center;">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>Styling: tone and personality?</p> <p>bright and colorful to attract the viewer eyes</p> | <p>Color scheme?</p> <p>School color PMS 287</p> | <p>Layout Elements: Select and Adjust Templates.</p> |
| | <p>What brand items will be used?</p> <p>school logo and color</p> | <p>Typography?</p> <p>Jockey one Helvetica Neue Bebas Neue</p> | |