

# Content

## for the Web

## Website Plan

<p style="text-align: center;"><b>Target</b></p> <hr/> <p><b>Who</b> is the item for? (audience)</p> <hr/> <p><b>Why:</b> What is the item's job?</p> <hr/> <p><b>Why:</b> What is value to the audience?</p> <hr/>	<p><b>What is the website for?</b></p> <p>Presentation of Work from MACA 2725</p> <p><b>Audience:</b></p> <p>maca-web.com website</p> <p>Range: students in MACA, prospective internships</p>		<p><b>Project guidelines:</b></p> <p>Straightforward presentation of the class, self, and class projects.</p> <p>Each project page will include the plan pdf and an image display or link to the build.</p>
<p style="text-align: center;"><b>Plan</b></p> <hr/> <p><b>Where</b> will the item be located?</p> <hr/> <p><b>What</b> elements will the content item have? (ex: title, image, date, description, etc. / outline)</p> <hr/> <p><b>What</b> are the delivery specifications? examples: aspect ratio / dimensions</p> <hr/> <p><b>How</b> will you create the item?</p>	<p><b>Use Content Map on next page to organized content</b></p>		
<p style="text-align: center;"><b>Design</b></p> <hr/> <p>Attach layout wireframes – simple squares design thumbnails – graphic detail</p> <hr/> <ul style="list-style-type: none"> <li>• tone / personality</li> <li>• existing brand items</li> <li>• color scheme</li> <li>• typography</li> <li>• graphics</li> <li>• images</li> </ul>	<p><b>Page Wireframes</b></p> <p>Home About Me References</p>	<p><b>Style Tile</b></p> <p>brand elements adjectives (tone /personality) typography color scheme image style background patterns icons graphics</p>	<p><b>Prototype – XD</b></p> <p><b>Follow-along</b> Use wireframes to create a website prototype.</p>
<p>a) Website purpose</p> <p>b) MCC logo</p> <p>c) About (self-introduction)</p> <p>d) References apps used Adobe Spark</p>	<p>e) Class projects</p> <ul style="list-style-type: none"> <li>• AS-1 Design Elements</li> <li>• AS-2 Spark Story Page</li> <li>• AS-3 Infographic</li> <li>• AS-4 Spark Video Story</li> <li>• AS-5 Blog</li> <li>• AS-6 Social Media Posts</li> <li>• AS-7 Online Ad and Landing Page</li> <li>• AS-8 Website Planning</li> </ul>	<p><b>Link, site, image, pdf?</b></p> <p>image link image link or site link image images and link style tile image</p>	

### Content Map

How is the content organized?



### Page Wireframes

How are the page elements laid out?

#### HOME

The Home page wireframe consists of several elements: a header box with the text 'Content for the Web' and decorative lines; a blue fan-shaped logo on the left; a 'Website Purpose' box with decorative lines on the right; a 'Projects' box below the logo; and two vertical columns of 'Project' boxes separated by a vertical line.

#### ABOUT ME (Choose from Mobirise section selections)

The About Me page wireframe features a 'Name / Header' box at the top, followed by a 'Personal Quote' box with decorative lines. Below the quote is a 'Portrait' box. At the bottom, there is a section titled 'Images of other work' containing a 3x3 grid of placeholder boxes, each marked with a blue 'X'.

#### REFERENCE

The Reference page wireframe is a vertical list of elements: a 'REFERENCE' header box with decorative lines, followed by five rows. Each row contains a placeholder box (a square with a blue 'X') on the left and a box labeled 'App Name' with decorative lines on the right.

### Sitemap with Content Sections Diagram

- 1) Create rectangle shapes for each page / linked site and connect with lines and arrows
- 2) Place a rectangle shape for each content section on the page

List your Pages
Home
Projects
AS-1 Design Elements
AS-2 Spark Page
AS-3 Infographic
AS-4 Spark Video Story
AS-5 Blog
AS-6 Social Media Posts
AS-7 Online Ad / Landing
AS-8 Website Plan
About
Reference

