

Content

for the Web

Matthew Hole

Website Plan

Target

Who is the item for? (audience)

Why? What is the item's job?

Why? What is value to the audience?

What is the website for?

Presentation of work from MACA 2025

Audience:

maca-web.com website

Range: students in MACA, prospective informants

Project guidelines:

Straightforward presentation of the class, self, and class projects.

Each project page will include the part.pdf and an image display or link to the build.

Plan

Where will the item be located?

What elements will the content item have? (ex: text, image, data, geographic, etc. / outline)

What are the delivery specifications? examples - speed, ratio / dimensions

How will you create the item?

Use Content Map on next page to organized content

a) Website purpose

b) BECC logo

c) About (and introduction)

d) References

text 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 Art and Learning Page

• AS-8 Website Planning

Link, title, image, pdf?

image

link

image

link or site

link

image

images and link

style file image

Design

Notes:

layout wireframes - single squares
design thumbnails - graphic detail

- tone / personality
- existing brand items
- color scheme
- typography
- graphics
- images

Page Wireframes

Home

About Me

References

Style Tile

brand elements

adjectives (tone / personality)

typography

color scheme

image style

background patterns

icons

graphics

Prototype - XD

Follow-along

Use wireframes to create a website prototype

Sitemap with Content Sections Diagram

- 1) Create rectangle shapes for each page. (I used site and content with text and browser)
- 2) Place a rectangle shape for each content section on the page

List your Pages

Home

Pages

4.1 Design Elements

4.2 Spark Page

4.3 Infographic

4.4 Spark Video Story

4.5 Blog

4.6 Social Media Posts

4.7 Online Ad Landing

4.8 Website Plan

About

Contact

Personal Website

Home Page

About the Page

Reference Page

Statement

Statement

Open Book

Adobe Spark

Projects

Design Elements

Identity Page

Canva

Spark Page

Blog

Infographic

Adobe Photoshop

Spark video story

Blog

Website

Social Media Posts

Online Ad Landing

Website Plan

Content for the Web

Website Plan

Content Map
How is the content organized?

statement
identity piece
ideas
image
quote
favorite workpiece
etc

About Me

Home

Presentation Website

Website Purpose
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

Reference

Apps Used
Adobe Spark
Canva
Blogger
Adobe Photoshop
Moblrise