



# **Strategy + Structure**

## **Creative Destruction**

By Kyle Palma

# Design Objective

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To create a blog that will be a container for all sorts of information revolving around skateboarding and the subculture within it.

# Content Requirements

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- Long-form text
- Pullquote
- Image (with caption)
- Embedded Video
- 10 distinct pieces of content

# Functional Requirements

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- Publication must include at least 2 navigational systems e.g. hierarchical and supplementary).
- Publication must, at a minimum, have some sort of index view, where one can browse all pieces of content, and some sort of detail view for each piece of content.
- Publication must be responsive, and behave beautifully on a desktop browser, tablet, or smartphone.

# Technical Requirements

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- Every line HTML/CSS/JS must be written by you.
- Must use some sort of grid system.
- Must use webfonts.



# Inspirations

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# Intended Audience

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This blog is intended for anyone that has a passion for skateboarding culture and/or skateboard art.

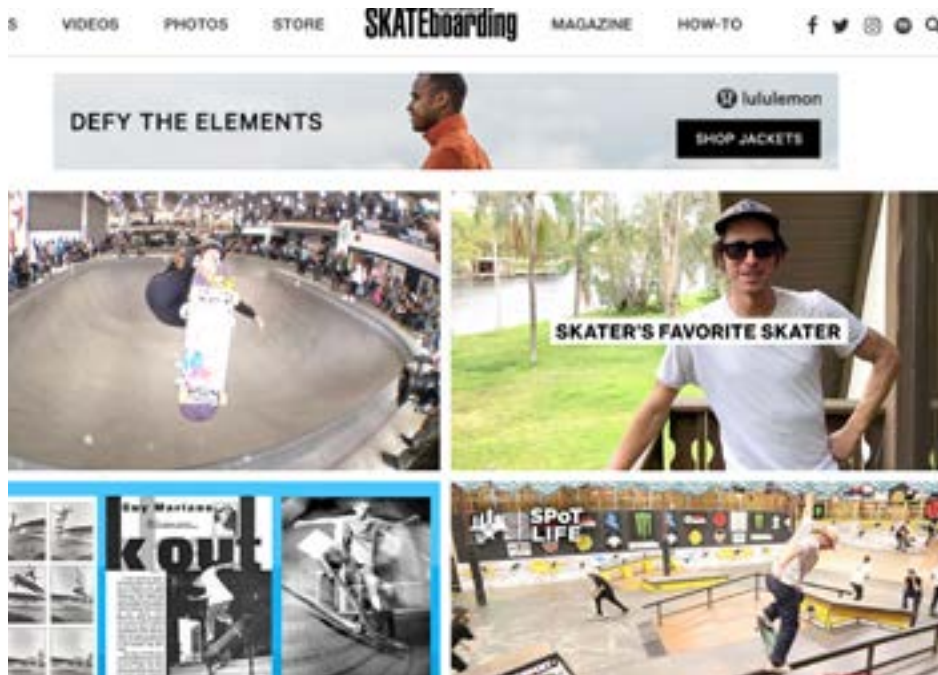
# Anticipated Audience Needs

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- User must be able to view content via scrolling
- User must be able choose a category of interest to view via drop down
- User must be able navigate easily through the page.

# Content Examples

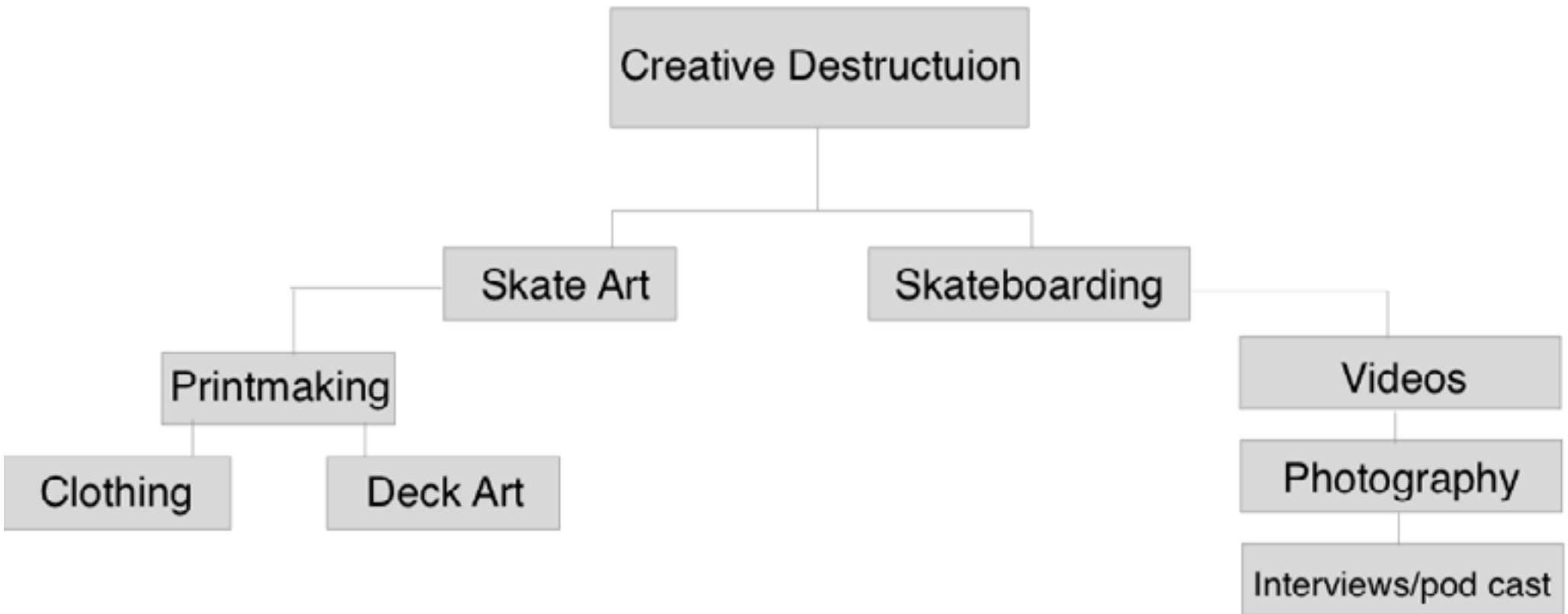
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# Wireframe

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# CREATIVE DESTRUCTION

CATEGORIES  

## Kill Tapes: NYC 6 Block

ThrasherMagazine

693K views • 3 years ago



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