

A. ASSIGNMENT RECAP

- The assignment requirements for the "Written Content and Photo Essay" are as follows:
 - + Individually, students are tasked to produce three deliverables:
 - A short-form Facebook content piece acting as a teaser for the long-form content
 - A long-form content piece for a website blog between 1200-1500 words
 - A photo essay consisting of six original photos with a maximum of 200 words for photo descriptions.
 - + The simulated client is the Vietnamese shoe brand Một, and students' content should reflect the brand identity and align with one of five thematic areas defined for the brand, maintaining consistency across various content types and channels.

Structure:

1. Long-form content
2. Short-form content
3. Photo essay

B. KEYWORDS EXPLANATION

- **SEO**, or Search Engine Optimization, refers to the process of optimizing a website or online content to increase its visibility and ranking in search engine results pages (SERPs). The goal of SEO is to enhance the quantity and quality of traffic to a website through organic search engine results. This involves using various techniques and strategies, such as incorporating relevant keywords, improving site loading speed, ensuring mobile-friendliness, creating high-quality content, and obtaining backlinks from other reputable sites. The effectiveness of SEO is measured by the site's ranking for specific keywords or phrases relevant to the site's content or industry.
- **Brand Identity**: The visible elements of a brand (such as colors, design, logo, etc.) that together identify and distinguish the brand in consumers' minds.
- **Content Strategy & Tactical Execution**: The overall plan and specific actions for creating and disseminating content that aligns with the brand's goals and identity.

- **Visual Production Design:** The process of planning and creating the visual elements of your project, ensuring they align with the brand's identity and the assignment's requirements.