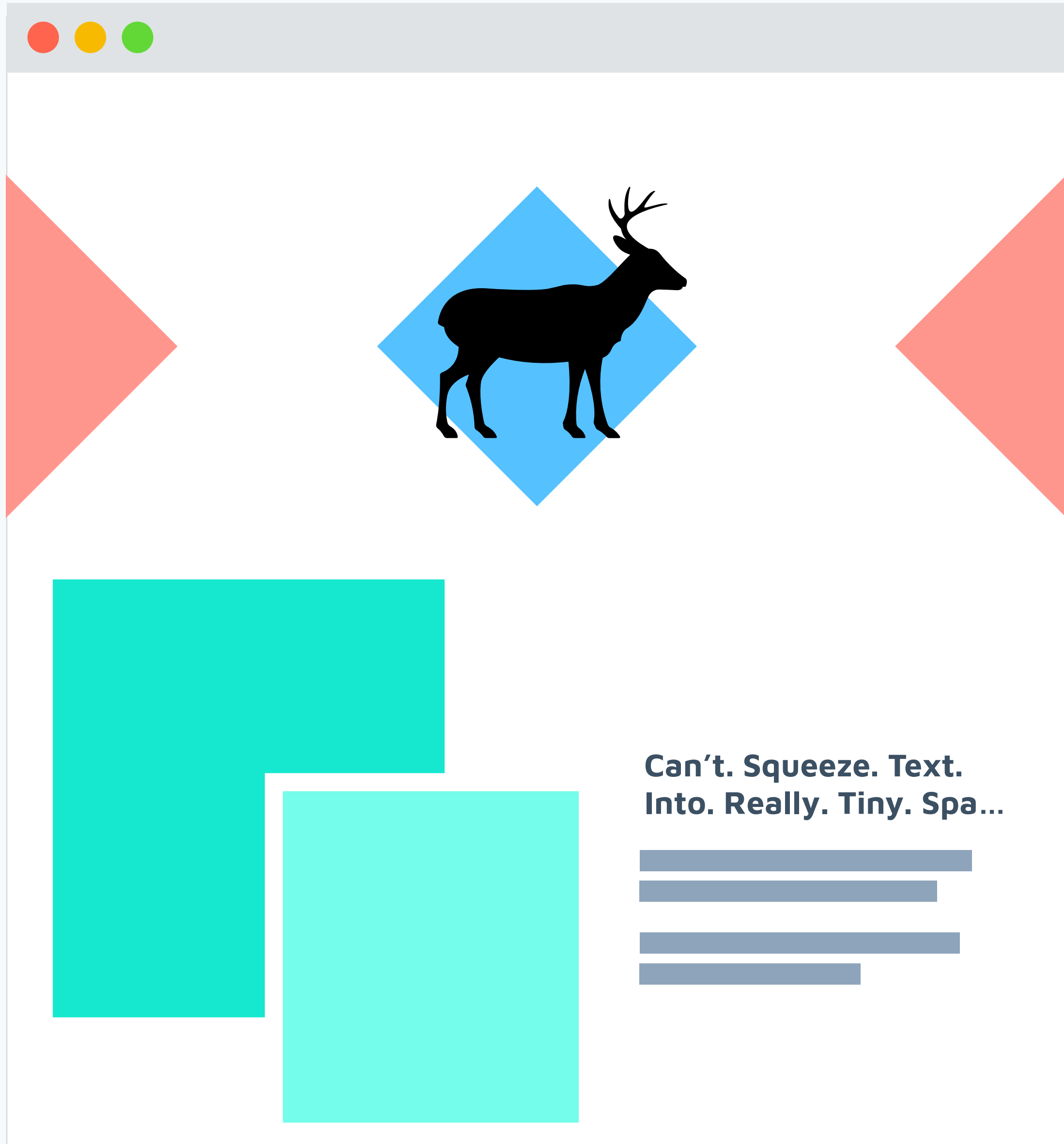


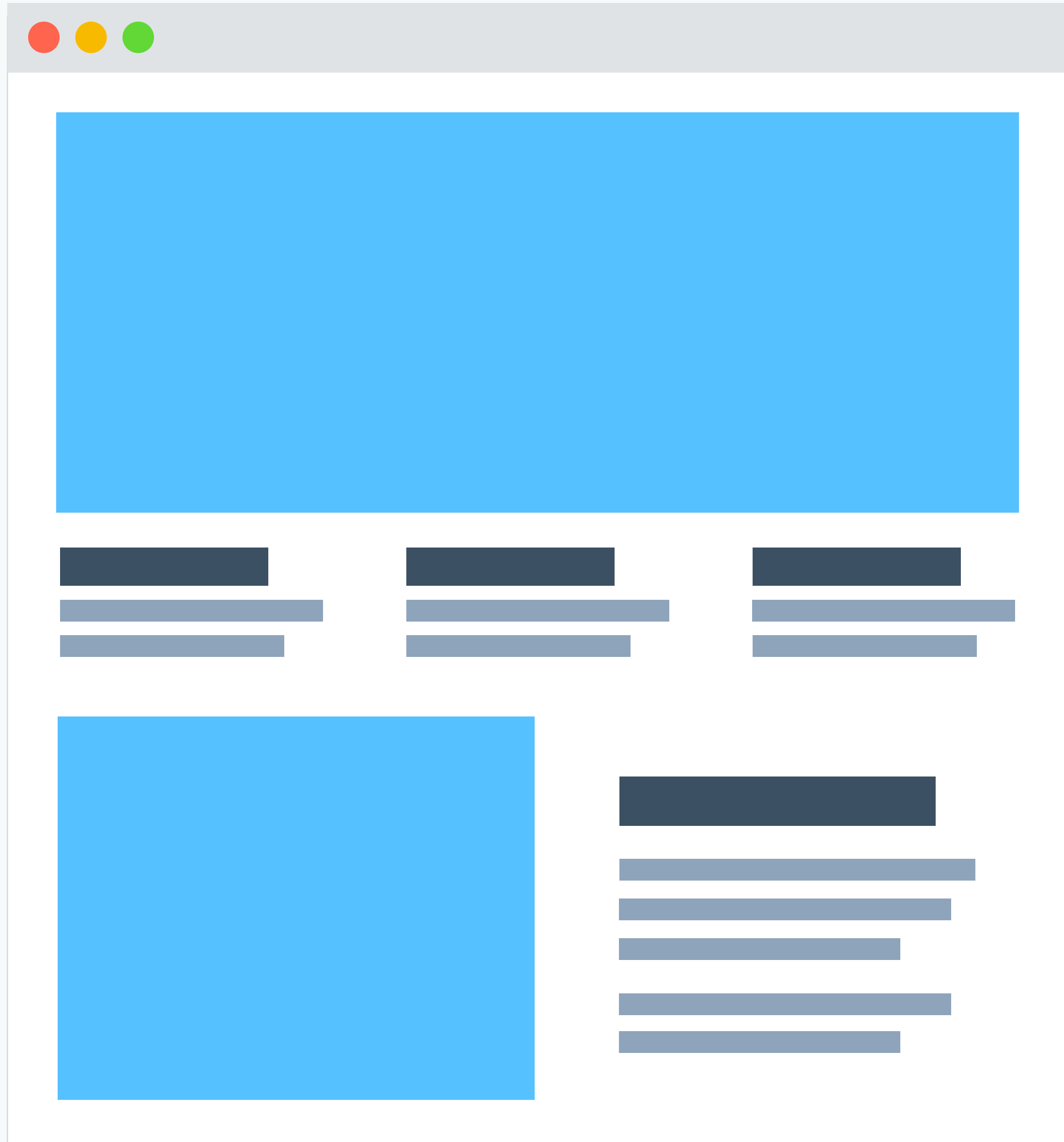


# Getting your content ready

DESIGN FUNDAMENTALS

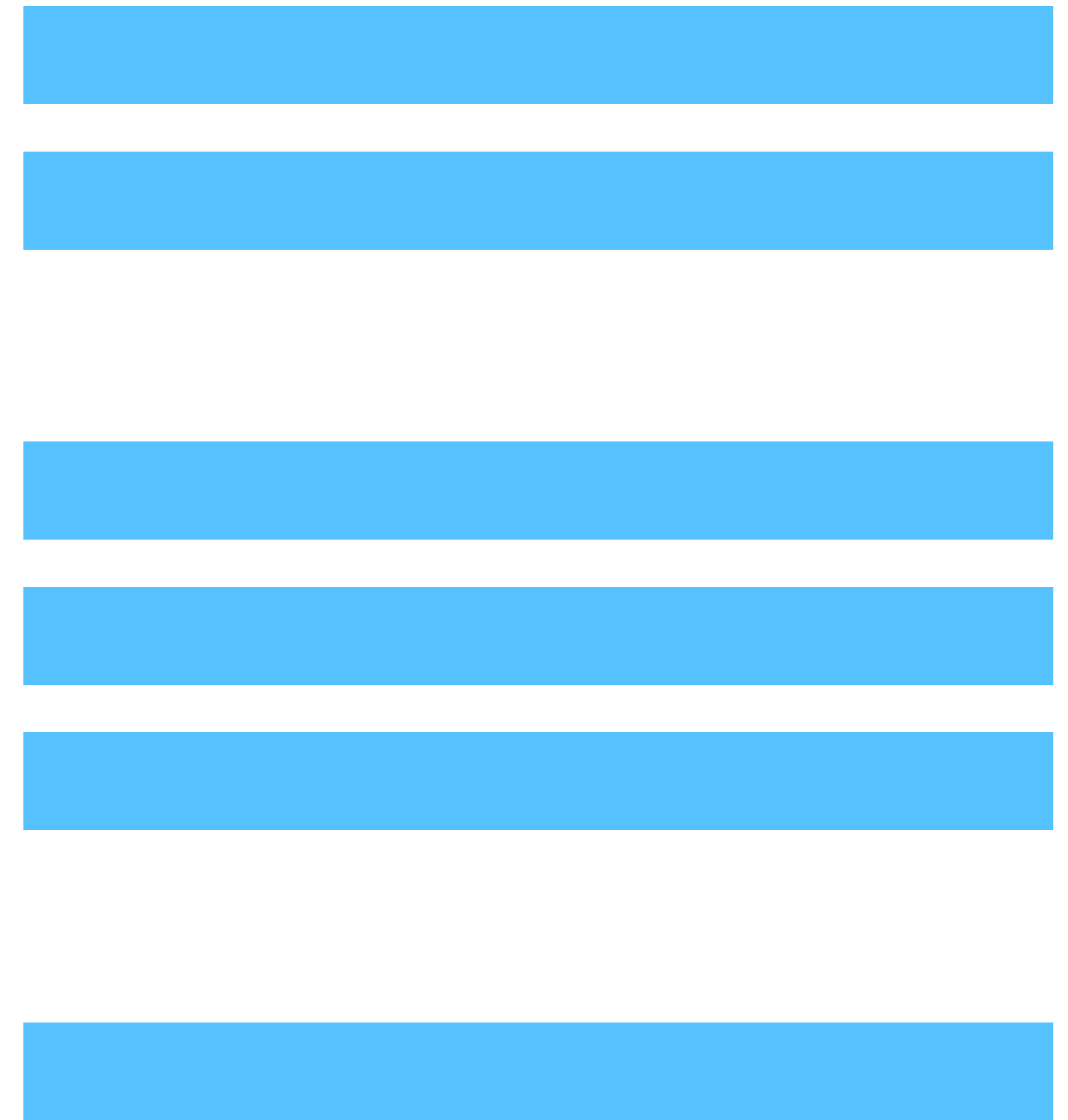
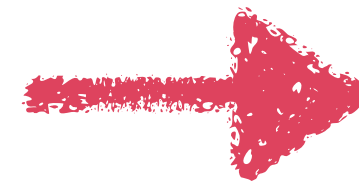


Nice  
design...  
but the  
content  
doesn't fit



Any type of  
content fits...  
but it looks  
like a generic  
template

Some things to remember when  
writing content for the web



Separate long chunks of text into short paragraphs

[Redacted paragraph content]

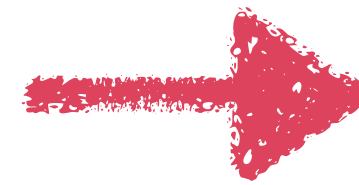
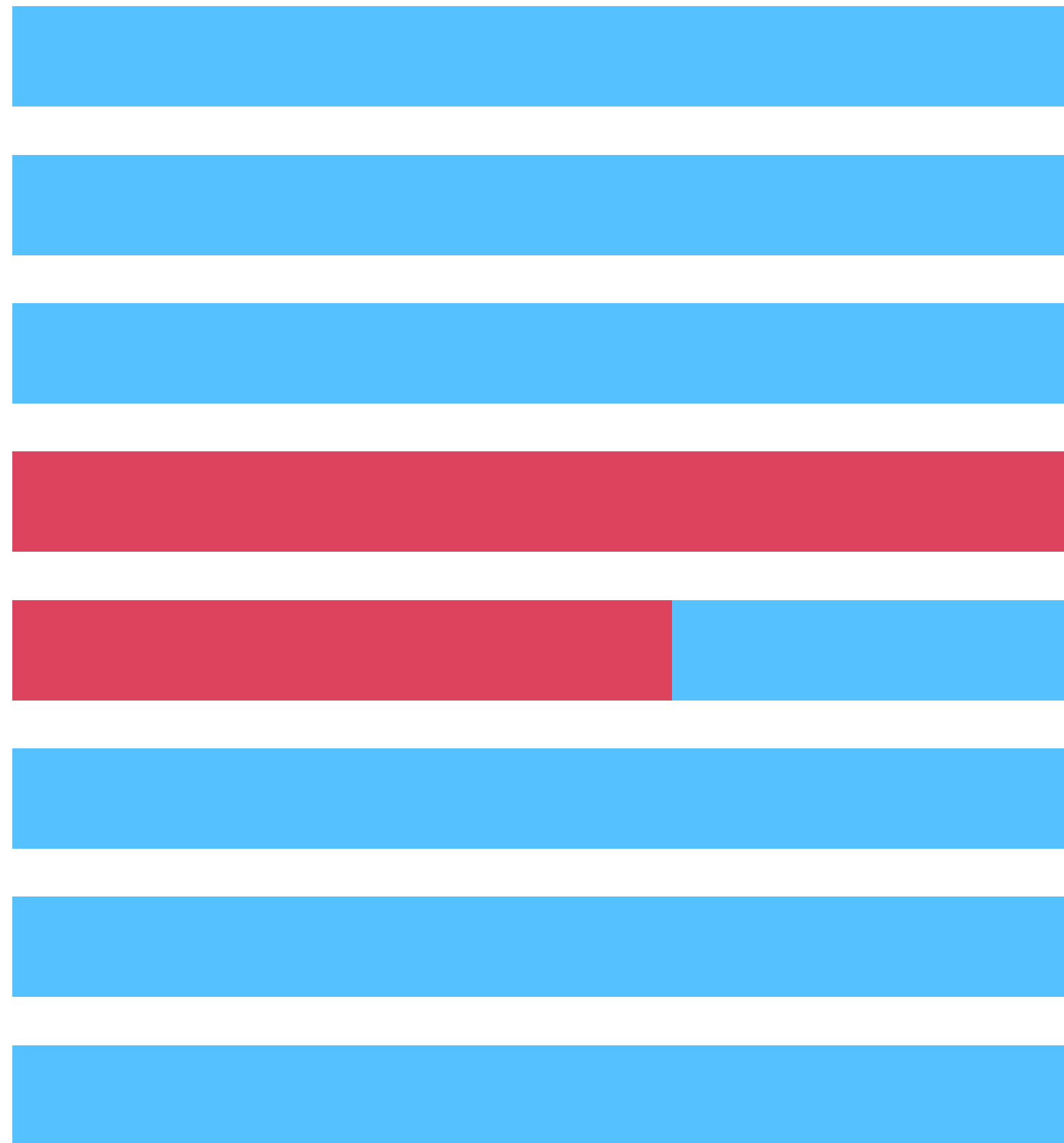


- [Redacted bullet point content]
- [Redacted bullet point content]
- [Redacted bullet point content]
- [Redacted bullet point content]
- [Redacted bullet point content]
- [Redacted bullet point content]

Re-write paragraphs into bullet points



Try to vary the type of text as much as possible



Look for sentences you can take out and use as quotes



Don't be too precious — your  
content will (and should) change



## EXERCISE

Create a GoogleDoc and write out  
your content for one page