

Lee Glynn

tampabay.com, St. Petersburg Times

“Space, the final frontier.”

Site plan and storyboard—even more important in times of limited resources! You can’t afford to get lost in the effort.

It’s a big universe. Don’t save all your weapons for the BIG story. Smaller gizmos like online quizzes and audio clips can please the meanest of Klingons.

Storyboards

<http://db.sptimes.com/proto/unc-bootcamp/water.shtml>

<http://db.sptimes.com/proto/unc-bootcamp/doubt.shtml>

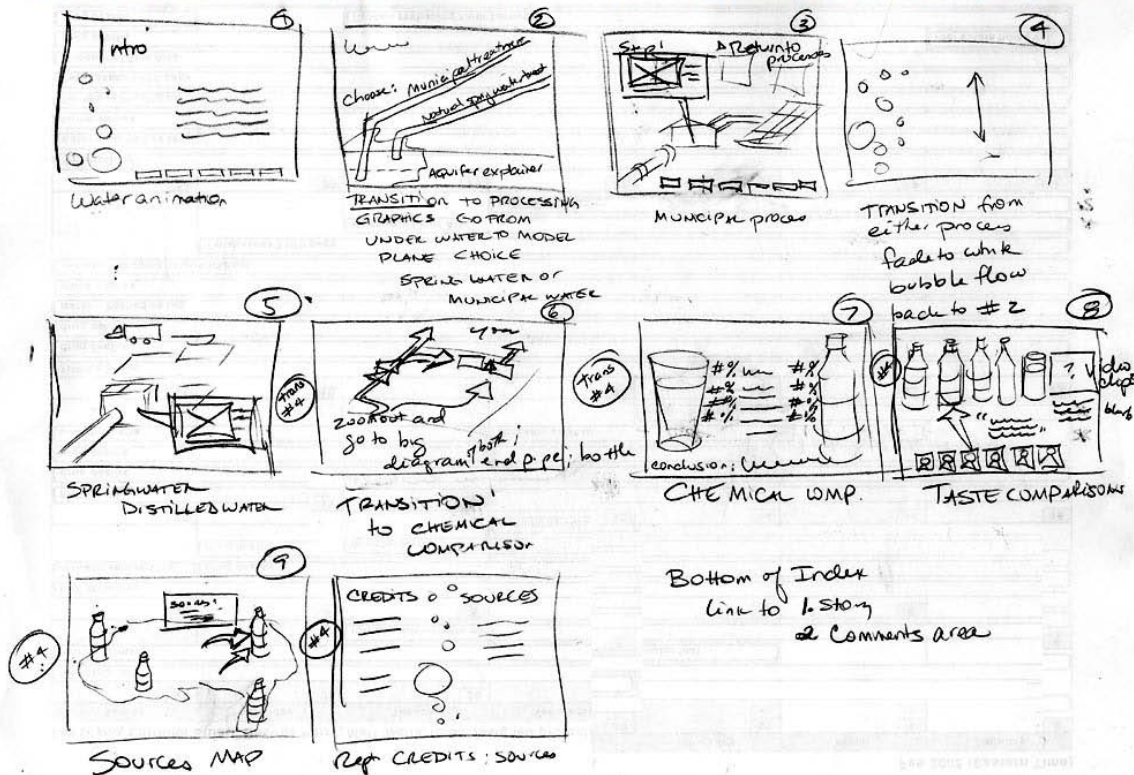
Final interactives

<http://db.sptimes.com/proto/unc-bootcamp/works.shtml>

Two stories

1. what are we getting, what’s in it, and what’s the difference

2. what are we paying for - branding conflict, water sources



Intro

- intro (1)
- the source (2)

How you get it

- municipal (3)
- bottled (5)
- spring
- distilled

What’s in it

- chemical test (6, 7)
- metals
- processing
- contaminants

Tasty or not

- taste test results (8)
- ratings
- the panel

Where is it from

- Nestle Brands (9)
- original vs current sources
- distribution