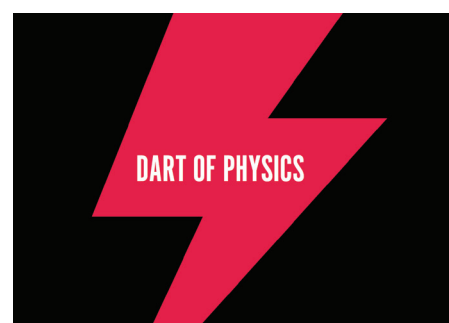
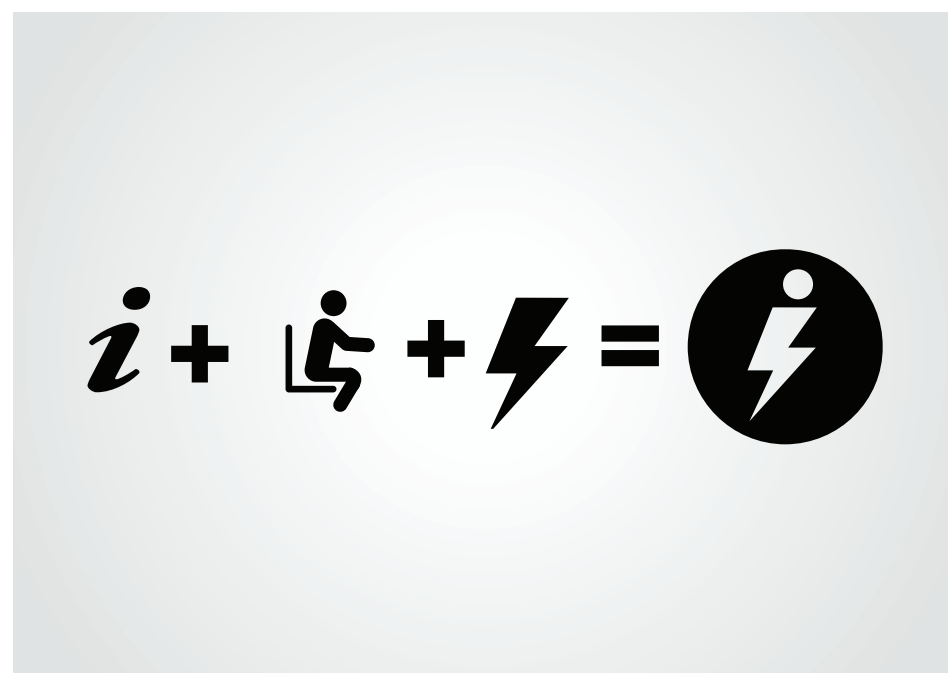


# CREATING A VISUAL LANGUAGE FOR STORYTELLING

Dart of Physics is a project initiated by Trinity College Dublin to spark a conversation about physics on the city's DART light rail system. From the starting point of posters in carriages, the Dart of Physics leads curious commuters to re-engage with physics online.

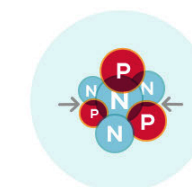
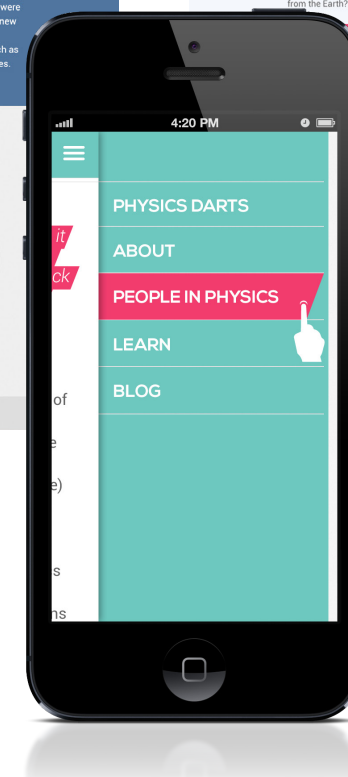
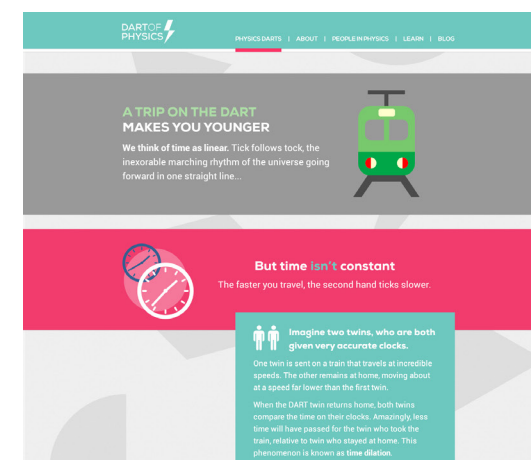


## IDENTITY DESIGN

We took the idea of a jolt or 'dart' of information and linked this to the iconography of the transit environment.

## BUILDING IN FLEXIBILITY

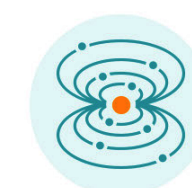
Graphic elements needed to work in a variety of contexts – from large digital billboards, through to commuters' coffee cups and smartphones.



Strong interaction



Gravitational



Electromagnetism



Weak interaction

## SITE DESIGN

The website explains physics phenomena through a series of interactive stories. It's designed to be responsive on mobile since most users will be viewing it while on the train.

## MAKING SCIENCE LESS SCARY

Physics doesn't have to be daunting. A palette of pastel colours helped to convey a storybook feel that makes the science that bit more approachable. We carried the theme of iconography through to the website with simple, friendly illustrations.