STADIO

HIGHER EDUCATION

SCHOOL OF INFORMATION TECHNOLOGY

Assignment Code	SF1
Assignment Type	Project
	Individual Assignment
Total Marks	300

Module Name	Web Interactive Design
Module Code	WI12

Assignment Title:	Web Interactive Design for WI12_Assignment_SF1
Student's Name:	Payal.S.Morar
Date of Submission:	13 October 2023
Qualification:	BSc in Web Design and Web Development
Year:	1

.DESCRIPTION

For this assignment, students are required to gather information, then design, and produce a 30-second motion Infographic based on how the Fintech Industry in Africa will look in the year 2030. In doing so, students will adhere to specific requirements to solve real-world problems using industry-related App development principles/standards. Such as using the Adobe Application Suite to design and create infographics.

Table of Contents

Task 2 – Planning
2.1. Evaluating Requirements

Functional Requirements:

- Content Clarity: The motion infographic should effectively convey the intended message through animations, text, and graphics. (Functional vs. non-functional requirements, 2023)

- Engagement: It should capture the audience's attention and maintain their interest throughout by using captivating animations and visuals. (Functional vs. non-functional requirements, 2023)

- Interactivity: Depending on the purpose, it might require interactive elements, such as clickable buttons or animations that respond to user input. (Functional vs. non-functional requirements, 2023)

- Storytelling: If applicable, the motion infographic should follow a logical and engaging narrative structure to guide the viewer through the information. (Functional vs. non-functional requirements, 2023)

- Data Presentation: If data is involved, it should be presented clearly and effectively using charts, graphs, and visualizations that are easy to understand. (Functional vs. non-functional requirements, 2023)

- Cross-Platform Compatibility: It should work seamlessly on various devices and platforms, including desktop, mobile, and tablets. (Functional vs. non-functional requirements, 2023)

Non-Functional Requirements:

- Performance: The motion infographic should load quickly and run smoothly to prevent lag or buffering issues, ensuring a pleasant user experience. (Functional vs. non-functional requirements, 2023)

- Scalability: It should be designed in a way that allows for easy updates and scalability, especially if new data or information needs to be added. (Functional vs. non-functional requirements, 2023)

- Load Balancing: If it's hosted on a server, ensure it's capable of handling a large number of concurrent users without crashing or slowing down. (Functional vs. non-functional requirements, 2023)

- Backup and Recovery: Implement regular backups and have a recovery plan in place to prevent data loss in case of technical issues. (Functional vs. non-functional requirements, 2023)

- Compliance: Ensure that the motion infographic complies with legal and copyright requirements, including permissions for using certain content or data sources. (Functional vs. non-functional requirements, 2023)

2.2. Time Management

Time Frame

Item	Tasks to be Completed	Week 1 21 – 25 Aug	Week 2 28 Aug – 1 Sept	Week 3 4 – 8 Sept	Week 4 11 -15 Sept	Week 5 18 – 22 Sept	Week 6 25 – 29 Sept	Week 7 2 – 6 Oct	Week 8 9 – 13 Oct
Research	Gather 5 ideas of infographic	■							
	Gather information about topic	■							
	Explain understanding of topic	■							
	Key objective outlined	■	■						
Planning	Evaluate Requirements		■						
	Gain resources		■						
	Set Time Schedule		■						
	Font and colour choice			■					
	5 scamps			■					
	3 final scamps			■	■				
Design	Create illustrations				■				
	Style graphs				■				
	Create characters					■			
	Choose final illustrations and characters					■			
Develop	Create a 30-second motion graphics					■			
	Edit sound						■		
	Add sound to infographic						■	■	
Review	Write Rationale for the final product							■	
	Edit the motion graphics							■	■
	Final checks of project								■
Launch	Submit final product								■

2.2.1. Setting Priorities

Research: Start with gathering ideas and information about the infographic. This forms the foundation of your project.

Planning: Once you have sufficient information, move on to planning, which involves evaluating requirements, gathering resources, setting a time schedule, and making font and colour choices.

Design: Create illustrations, style graphs, and develop characters. This step is crucial for the visual appeal of your infographic.

Develop: Work on creating the 30-second motion graphics and add sound.

Review: After completing the motion graphics, write a rationale for your final product and perform any necessary edits.

Launch: Finally, submit your finished product.

2.2.2. Daily or Weekly Goals

Week 1: Focus on research, gathering ideas, and information about the topic.

Week 2: Dive into planning, evaluating requirements, and gathering resources.

Week 3: Continue planning by setting a detailed time schedule and making font and colour choices.

Week 4: Begin the design phase, creating illustrations and styling graphs.

Week 5: Complete the design phase by creating characters and selecting final illustrations.

Week 6: Shift to development, creating the 30-second motion graphics and adding sound.

Week 7: Review and finalize your project, including writing a rationale and making any necessary edits before submission.

2.2.3. Potential Challenges

Designing illustrations and characters could be time-consuming.

Technical issues with motion graphics development.

Revisions and edits may be necessary during the review phase.

Meeting submission deadlines may be challenging.

2.2.4. Planed Consultations

During Design: Got feedback from peers and mentors on my design choices.

During Development: Test the motion graphics with a small audience for feedback.

During Review: Have someone review my rationale for clarity and coherence.

2.2.5. Planning Tools

Calendar: Use a digital or physical calendar to schedule tasks and deadlines.

Design Software: Employ graphic design software such as Adobe Creative Cloud for creating illustrations and motion graphics.

2.3. Typography and Colour

Typography

- Proxima Nova: Proxima Nova is a modern and highly legible font, making it an excellent choice for conveying information clearly in infographics. (DigitalSynopsis.com, What different types of fonts mean and how to use them, 2023)

- Helvetica: Helvetica's clean and timeless design ensures a professional and visually pleasing appearance, ideal for enhancing the aesthetics of your infographic. (DigitalSynopsis.com, What different types of fonts mean and how to use them, 2023)

- Arial: Arial is a widely recognized and easy-to-read font, ensuring that your infographic's content remains accessible and user-friendly. (DigitalSynopsis.com, What different types of fonts mean and how to use them, 2023)

- Montserrat: Montserrat offers a touch of elegance and versatility, allowing you to add a stylish and contemporary flair to your infographic's typography. (DigitalSynopsis.com, What different types of fonts mean and how to use them, 2023)

Colours

- #000000 (Black):

Meaning: Black can be used to convey a sense of sophistication and professionalism in fintech. It often represents security and reliability, which are crucial aspects of financial technology. It can also symbolize mystery, authority, and timelessness. In design, black is commonly used for text and as a background to create contrast with other colours. (Kramer, Color meanings and the art of using color symbolism - 99designs, 2022)

- #343A40 (Dark Gray):

Meaning: Dark Gray is a neutral and conservative colour that represents balance, stability, and professionalism. In the fintech industry, it can represent the solid foundation and reliability of financial services and technologies. It suggests a sense of seriousness and trust that is important in the financial sector. (Kramer, Color meanings and the art of using color symbolism - 99designs, 2022)

- #030395 (Deep Blue):

Meaning: Deep blue is a rich and intense shade of blue. Deep blue is a colour often associated with trust and reliability, which are essential qualities in fintech. It can also symbolize security and the feeling of safety that customers expect when dealing with their financial transactions and data. (Kramer, Color meanings and the art of using color symbolism - 99designs, 2022)

- #1ACB55 (Vibrant Green):

Meaning: Vibrant green is a lively and energetic colour associated with growth, health, and renewal. It often symbolizes nature, vitality, and positivity. In a tech context, it can represent innovation and environmental consciousness. Vibrant green can represent growth, innovation, and financial well-being. It suggests that fintech solutions can help customers achieve their financial goals and improve their financial health. (Kramer, Color meanings and the art of using color symbolism - 99designs, 2022)

- #965EDA (Lavender Purple):

Meaning: Lavender purple is a soft and soothing shade of purple. Purple is associated with creativity, spirituality, and imagination. Lavender purple, with its calming and soothing qualities, can be used to convey a sense of trust and confidence in fintech services. It may suggest that using fintech solutions can help ease financial stress and provide a sense of tranquillity in managing finances. (Kramer, Color meanings and the art of using color symbolism - 99designs, 2022)

2.4. Five Scamp Ideas

2.4.1. Scamp Idea 1
Title – The Fintech Revolution: Africa 2030

Description – This scamp design focuses on the fintech revolution that is set to transform Africa by 2030. It highlights the innovative solutions and technological advancements that will shape the financial landscape of the continent, promising increased financial inclusion and economic growth.

2.4.2. Scamp Idea 2
Title – Financial Technology Forecast: Africa 2030

Description – In this scamp design, we delve into the future of financial technology in Africa, offering insights into the trends and developments that are expected to unfold by 2030. It provides a forward-looking perspective on how fintech will revolutionize financial services across the continent.

2.4.3. Scamp Idea 3
Title – Fintech's Future in Africa: A Glimpse into 2030

Description – "Fintech's Future in Africa: A Glimpse into 2030" invites viewers to explore the potential of fintech in Africa. This scamp design offers a sneak peek into the opportunities and challenges that lie ahead, showcasing the role of technology in reshaping Africa's financial landscape.

2.4.4. Scamp Idea 4
Title – Beyond Payments: The Expanding Landscape in Africa by 2030

Description – This scamp design goes beyond payments to depict the broader transformation occurring in Africa's financial sector by 2030. It illustrates how fintech is diversifying its offerings, from payments to investments, insurance, and more, reflecting the evolving needs of African consumers and businesses.
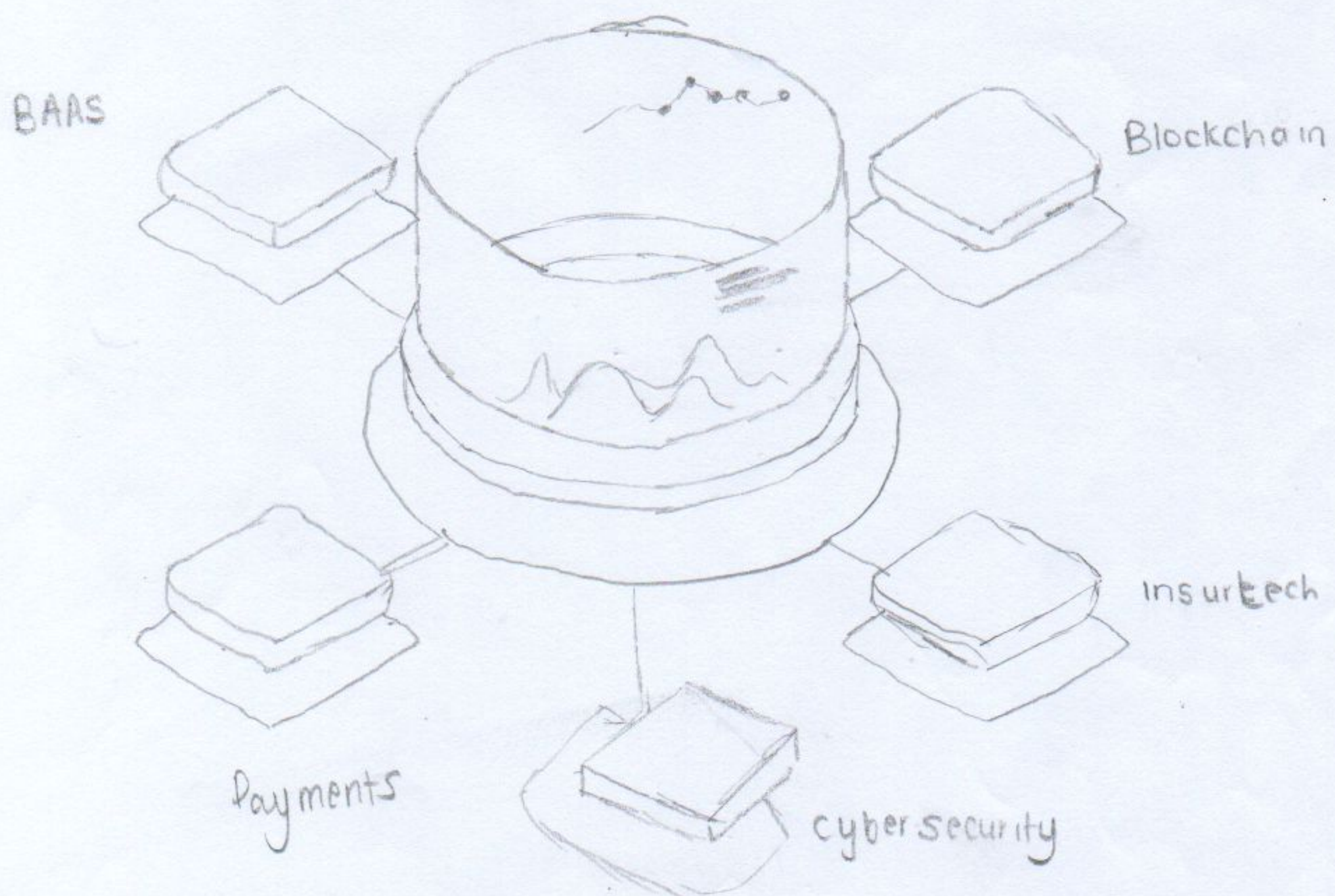
2.4.5. Scamp Idea 5
Title – Financial Technology (Fintech) Forecast in Africa: Vision 2030

Description – "Financial Technology (Fintech) Forecast in Africa: Vision 2030" provides a forward-looking perspective on the fintech landscape in Africa. This scamp design offers a glimpse into the future of financial technology, envisioning a continent where digital innovation empowers economic growth and financial inclusion for all.
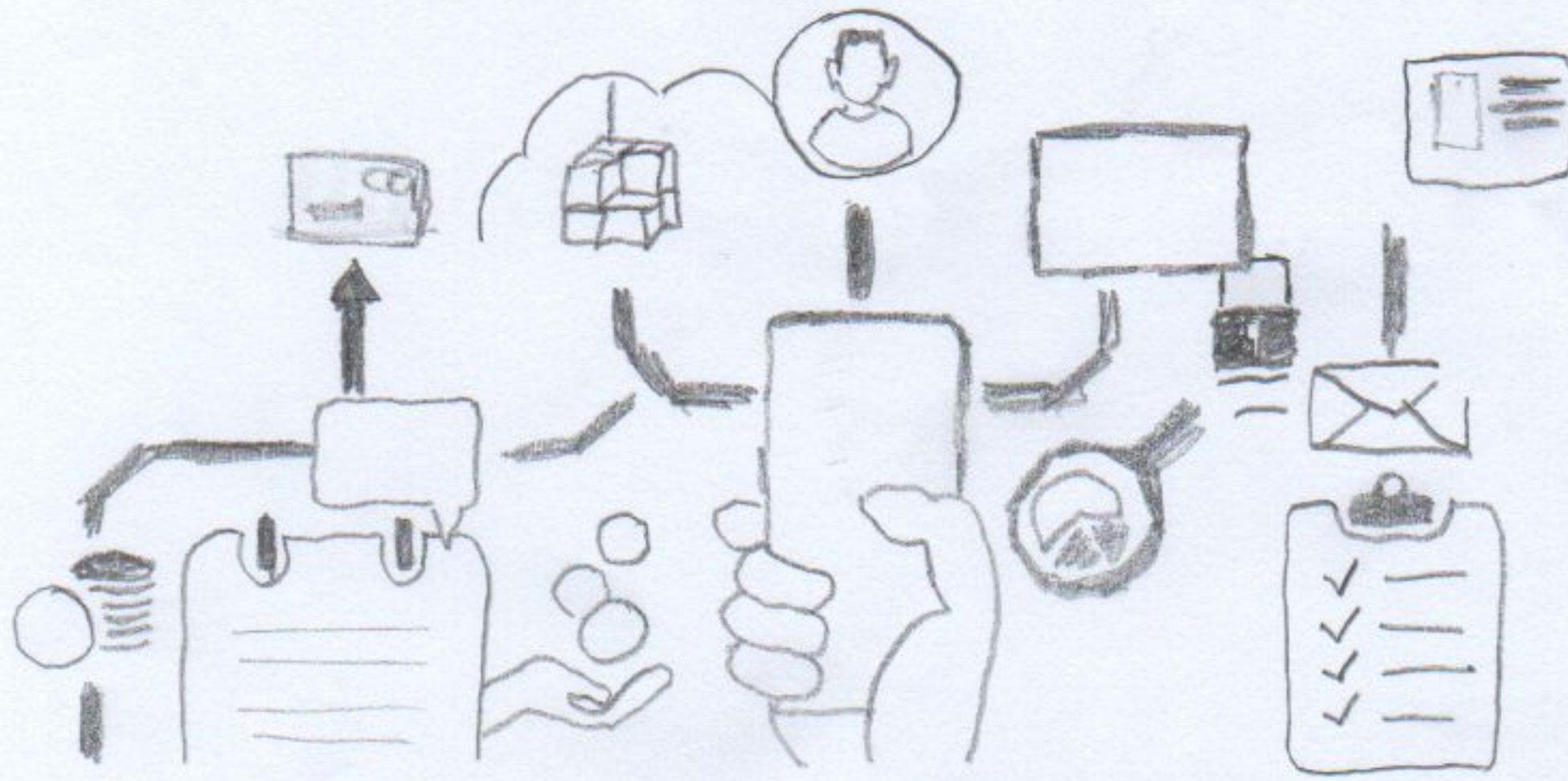
Title: The fintech Revolution
Africa 2030

Payments

Business
as a
Services

Blockchain

Insurtech

Security

BAAS

Blockchain

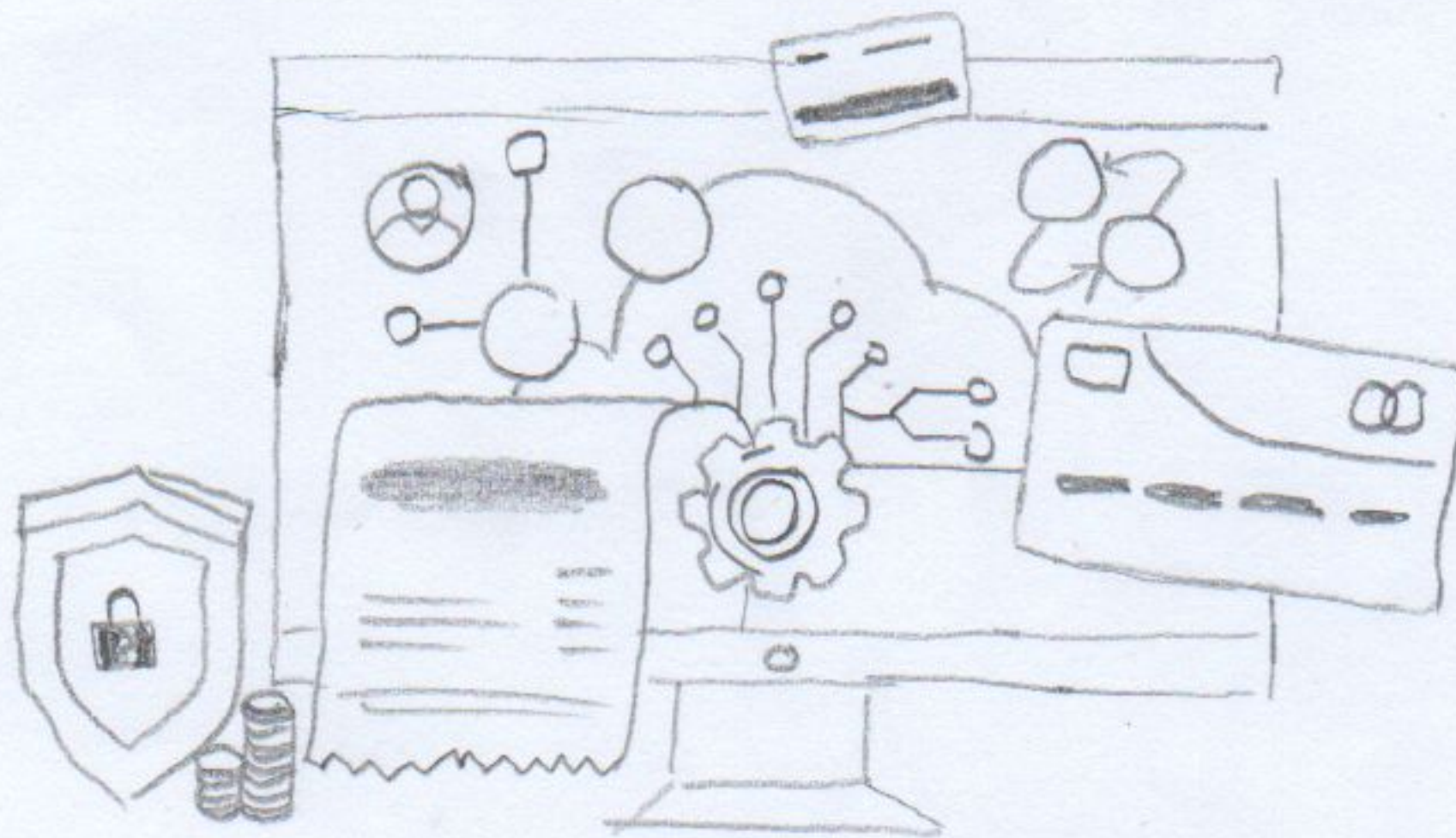Insurtech
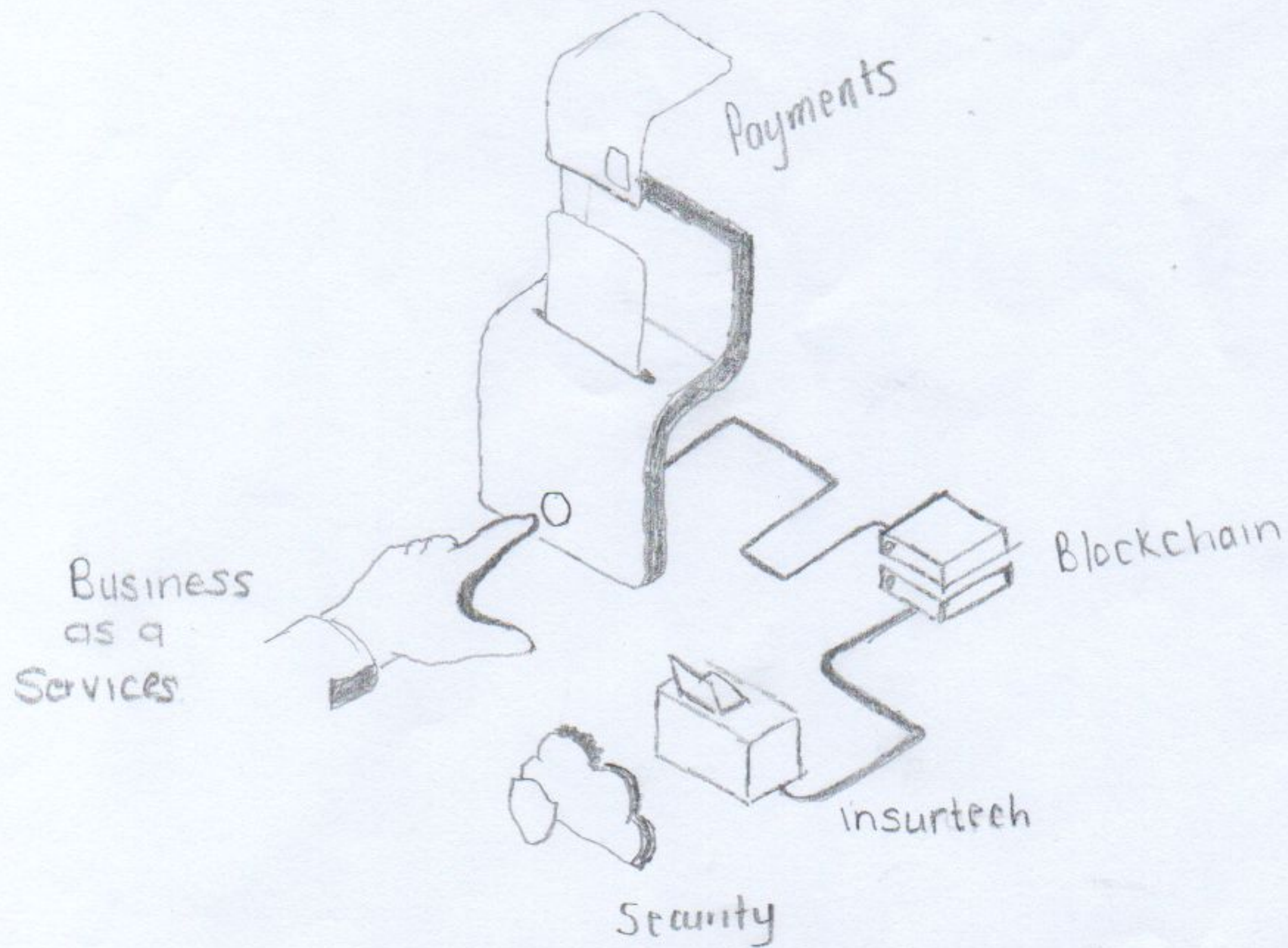
Payments

cyber security

Title: Financial Technology Forecast:
Africa 2030

Blockchain
Payments
Cybersecurity
Business as
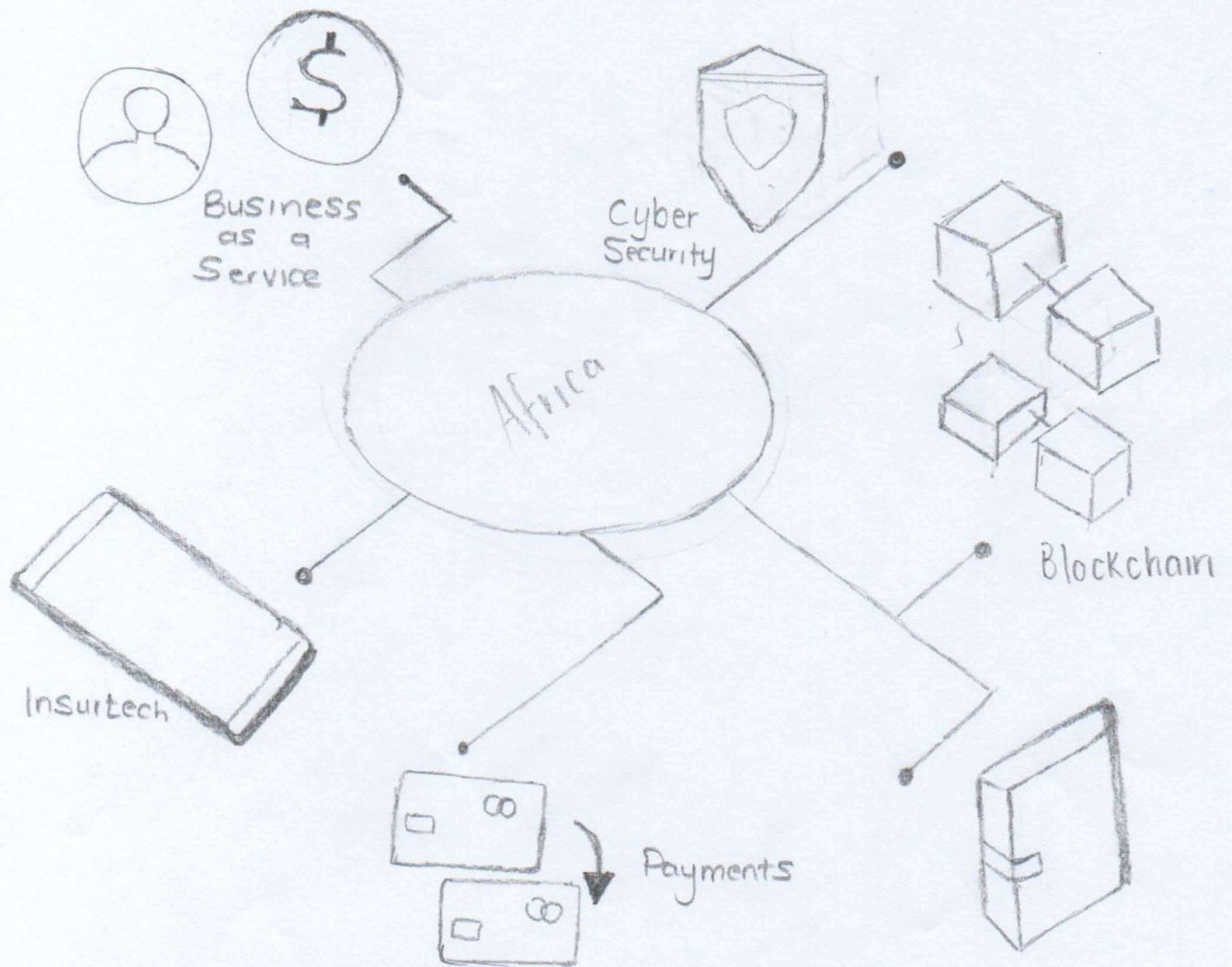 a Service
Insurtech

Title: Fintech's Future in Africa
       A glimpse into 2030

Blockchain
Payments
Cybersecurity
Insurtech
Business as
  a Service

Title: Beyond payments
       The expanding landscape in Africa by 2030

Business
as a
Service

Cyber
Security

Blockchain

Insurtech

Africa

Payments

Title: Financial Technology (Fintech) Forecaste in Africa
Vision 2030

2.5. Final Three Scamps

2.5.1. Final Scamp 1

Title - Place the title at the top of the infographic in a bold and large font.

Description - Position the description below the title in a smaller font size but still easily readable.

Visual Elements - Incorporate images or icons representing the opportunities and challenges of fintech in Africa. Use images of innovative fintech companies or products that are shaping Africa's financial landscape.

Key Points - Organize key points or facts in bullet points or numbered lists, placing them below the visual elements.

Timeline - Create a simple timeline on the bottom or along the sides of the infographic to indicate the progression from the current state to the envisioned 2030 fintech landscape.

2.5.2. Final Scamp 2

Title - Place the title prominently at the top.

Description - Position the description below the title.

Visual   Elements
Include icons or images representing each of these services within their respective sections. Use images of innovative fintech companies or products that are shaping Africa's financial landscape.

Key Points: Organize key points or highlights in boxes or sections near the relevant visual elements.
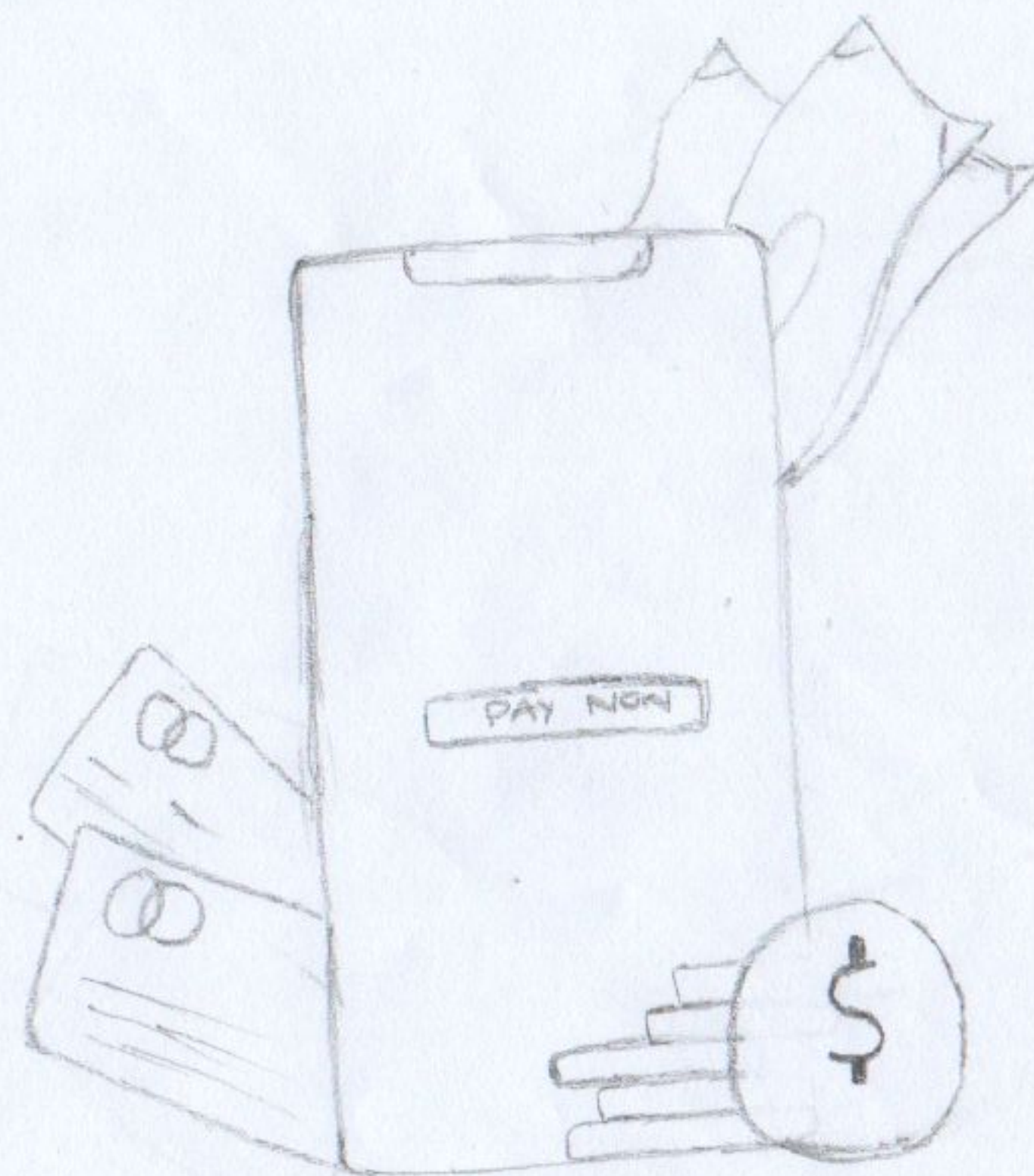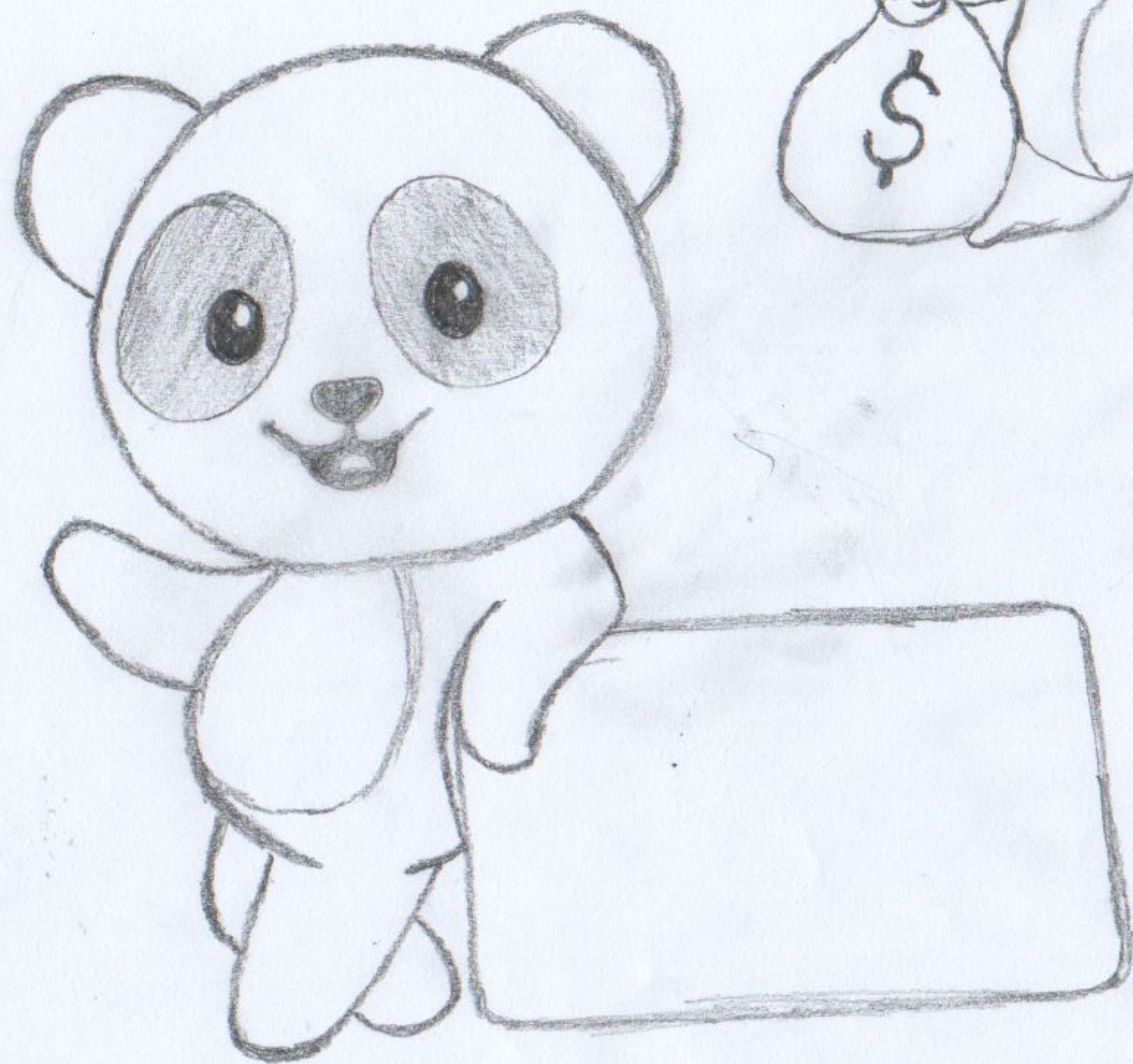
2.5.3. Final Scamp 3

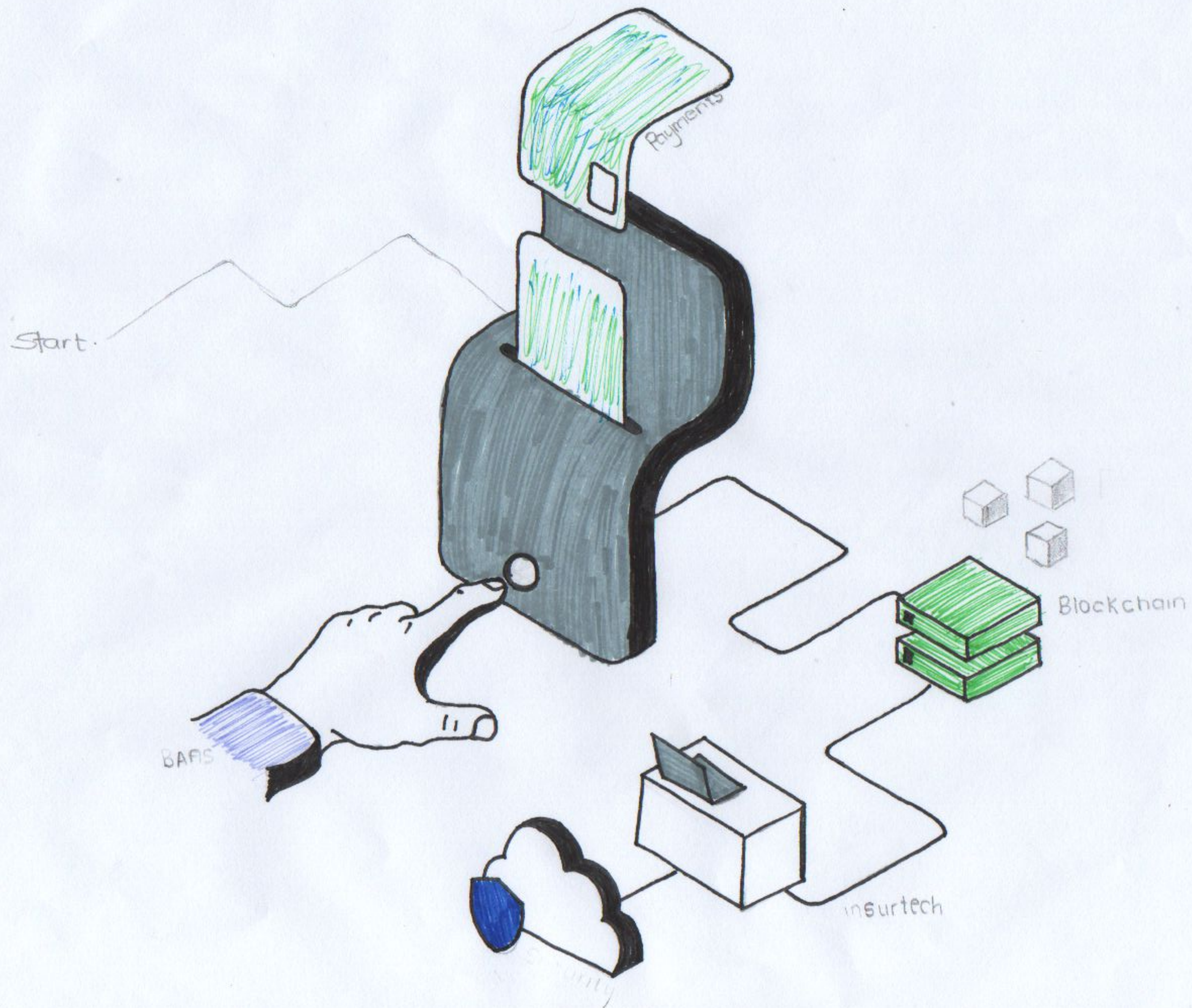Title - Place the title at the top, using a font that stands out.

Description - Position the description below the title.

Visual Elements - Feature a futuristic African cityscape in the background to symbolize the technological transformation. Use arrows or paths to guide viewers through different elements of the fintech future, such as improved financial services, blockchain.
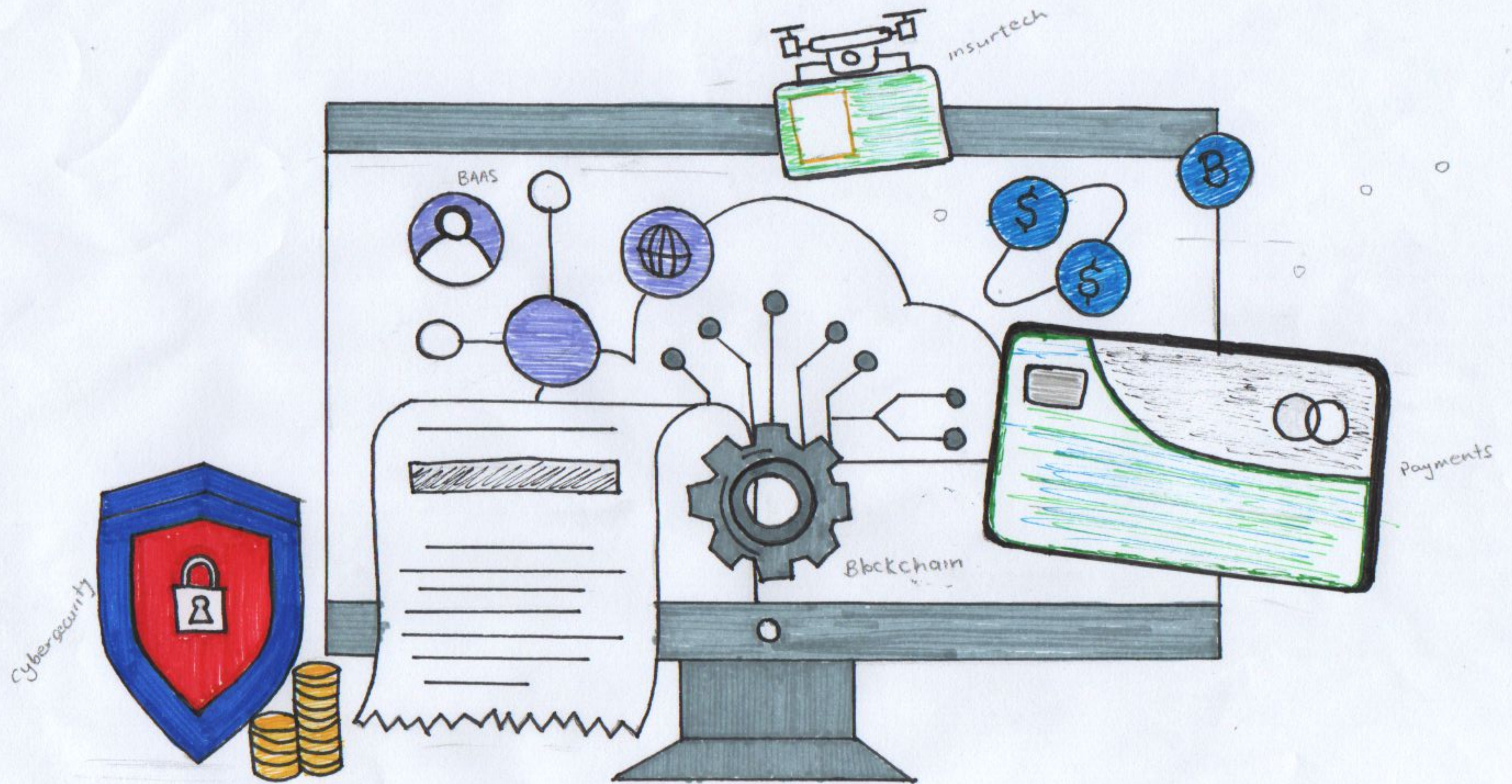
Key Points - Include key insights or predictions in speech bubbles or callout boxes throughout the infographic.

Timeline - Create a timeline that moves from the present to 2030, highlighting key milestones along the way.
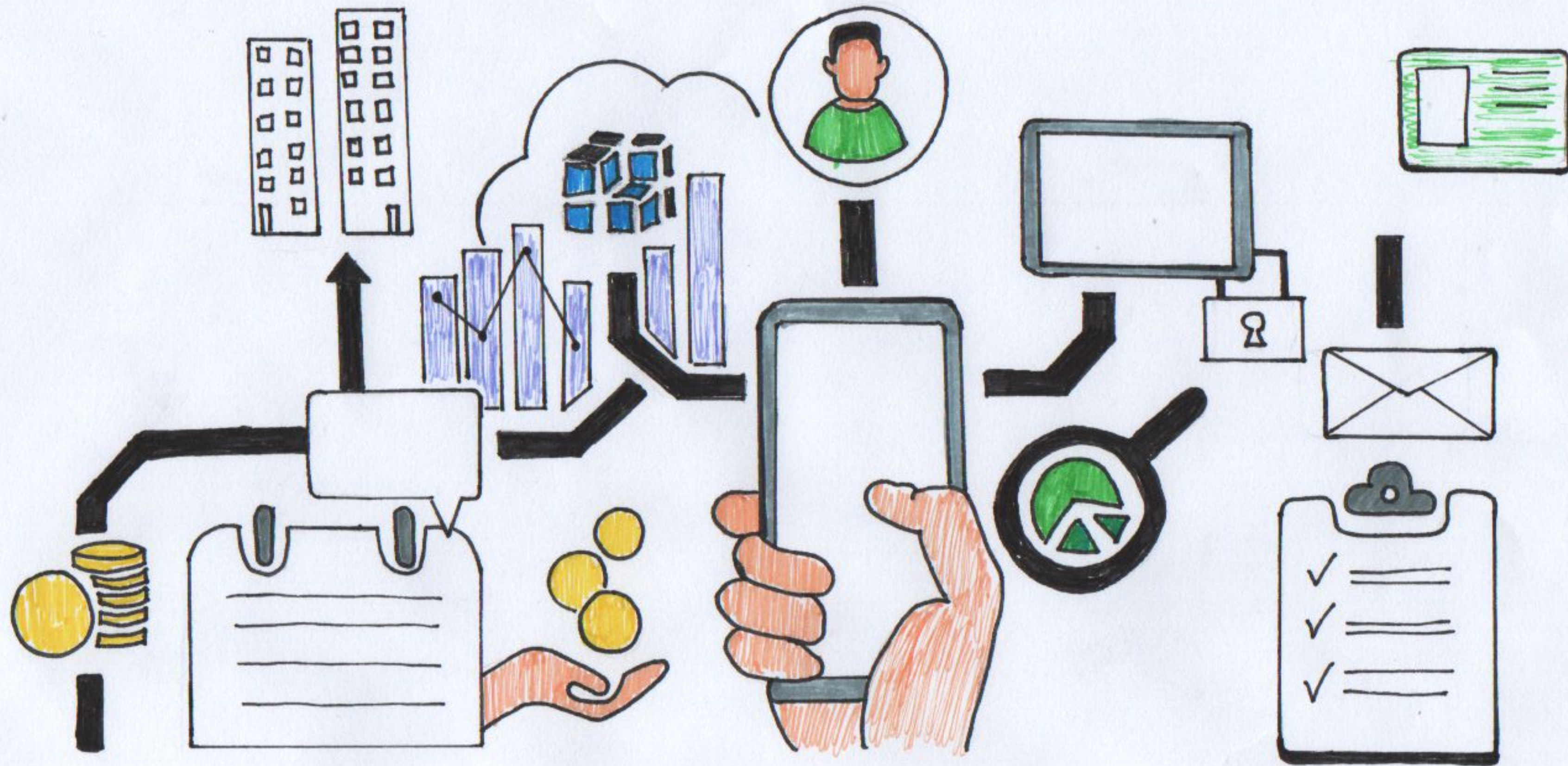
PAY NOW

Final Scamp Design 1

Start.

Payments

BANS

Blockchain

insurtech

Beyond Payments

Final Scamp Design 2

The expanding fintech landscape in Africa by 2030

insurtech

BAAS

B

Blockchain

Payments

Cybersecurity

Panda character

Final Scamp Design 3

Fintech's Future in Africa
A Glimpse into 2030

References

DigitalSynopsis.com (2023) *What different types of fonts mean and how to use them*, *Digital Synopsis*. Available at: https://digitalsynopsis.com/design/font-psychology-emotions/#:~:text=Serif%20fonts%20portray%20tradition%2C%20sophisticatio n,%2C%20classic%2C%20stylish%20and%20formal. (Accessed: 11 October 2023).

Farmer, K. (2021) *Case study: Commonwealth secretariat fintech animations*, *Bold Content Video Production*. Available at: https://boldcontentvideo.com/2021/03/23/case-study-commonwealth-secretariat-fintech-animations/ (Accessed: 13 September 2023).

Functional vs. non-functional requirements (2023) *QRA*. Available at: https://qracorp.com/guides_checklists/functional-vs-non-functional-requirements/?utm_campaign=Purchase%2BQVscribe%2BBasic%2BQ1_24_P M&utm_term=&utm_source=adwords&utm_medium=ppc&hsa_tgt=&hsa_ad=& hsa_grp=&hsa_src=x&hsa_cam=20466383654&hsa_mt=&hsa_net=adwords&h sa_acc=2231427534&hsa_kw=&hsa_ver=3&gclid=Cj0KCQjwj5mpBhDJARIsA OVjBdoXIaPJRRyyg3acpZE4tskNFFapPSVd2dQQMyFxF6-e3sZxUf5eb6IaAkK0EALw_wcB (Accessed: 11 October 2023).

Kramer, L. (2022) *Color meanings and the art of using color symbolism - 99designs*, *Color meanings and the art of using color symbolism*. Available at: https://99designs.com/blog/tips/color-meanings/ (Accessed: 11 October 2023).

Premium vector: Fintech Investment Financial Internet Technology fintech (2018) *Freepik*. Available at: https://www.freepik.com/premium-vector/fintech-investment-financial-internet-technology-fintech_1972315.htm (Accessed: 13 September 2023).

What is a contingency plan in project management? (no date) *Versatile & Robust Project Management Software*. Available at: https://www.wrike.com/project-management-guide/faq/what-is-contingency-plan-in-project-management/ (Accessed: 11 October 2023).

Payal.S.Morar   WI12_Assignment_SF1   11 September 2023