

SCHOOL OF INFORMATION TECHNOLOGY

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Module Code	WI12

Assignment Title:	Web Interactive Design for WI12_Assignment_SF1
Student's Name:	Payal.S.Morar
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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.

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Task 4 – Rationale

This rationale aims to provide insight into the thought process behind creating an infographic on the projected state of the fintech industry in Africa in 2030. The infographic focuses on key areas such as cybersecurity, payments, blockchain, banking as a service, and insurtech, within the rapidly evolving African fintech landscape. Infographics are powerful tools for visual storytelling and simplifying complex information. In this report, I outlined the process I followed to plan and create an infographic.

Project Overview and Audience Considerations

The fintech industry in Africa is undergoing significant transformation due to technological advancements, demographic shifts, and increased access to financial services, primarily driven by population growth. To effectively communicate these insights, I chose to create an infographic, recognizing its power as a visual storytelling tool that simplifies complex information.

Consideration of the target audience's education level played a fundamental role in shaping the design and level of detail included in the infographic. This audience analysis informed my decisions and ensured that the information was accessible and engaging.

Data Gathering and Credibility

To ensure the accuracy and credibility of the content displayed on the infographic, I gathered data from reputable sources, including websites and government reports. This step was crucial in providing a reliable foundation for the infographic's content.

Visual Design and Colour Choices

The visual design of the infographic was carefully considered to enhance engagement and convey key messages effectively. I selected colours strategically:

- **Black:** Signifying sophistication and trust, crucial for fintech's focus on security and professionalism.
- **Dark Gray:** Representing stability and seriousness, reflecting the reliability of financial services.
- **Blue:** Symbolizing trust and security, aligning with fintech's emphasis on secure transactions.
- **Vibrant Green:** Conveying growth, innovation, and financial well-being, reflecting fintech's role in achieving financial goals.
- **Lavender Purple:** Suggesting trust, creativity, and tranquillity, emphasizing fintech's ability to ease financial stress.

Narrative Flow and Information Presentation

To ensure that the infographic conveyed its message effectively, I established a clear narrative flow, starting with an engaging headline. This narrative flow guided the reader through the information in a logical sequence. I prioritized simplicity and clarity, avoiding clutter and using concise text. Visual elements such as charts were employed to illustrate complex data points.

Design Alterations for Clarity

During the design phase, I recognized the importance of visual clarity. To achieve this, I made several design alterations:

- **Simplification of Icons:** I simplified complex icons and visuals to ensure easy comprehension, particularly for the target audience with varying education levels.
- **Consistency:** I maintained a consistent visual style throughout the infographic, ensuring that elements such as icons, fonts, and colour schemes remained uniform.
- **Spacing and Balance:** Adequate spacing was introduced to avoid visual clutter, and a balanced layout was maintained to ensure that the infographic was visually appealing.

Technical Challenges and Solutions

The creation process involved several technical tools: Adobe Illustrator for illustrations, Adobe Animate for animation, and Adobe Audition for sound editing.

Challenges included maintaining a consistent visual style and striking a balance between providing enough information and avoiding information overload. The timeline in Adobe Animate became complex, especially with many elements and layers. Managing and editing the timeline was challenging.

Overcoming the difficulties when creating this infographic involved finding a balance between clarity and information, simplifying complex content, and maintaining a consistent visual style. Adobe Animate's timeline complexity posed difficulties, careful organization and strategic layer management helped streamline the process, resulting in a cohesive and informative infographic.

Interactivity and File Submission

I submitted two files: the SWF and FLA files. The interactivity in the SWF file was not working as intended due to the lack of ActionScript, which was not covered in the module. To demonstrate that the interactivity functions when tested on the web, I included the FLA file, which contains the necessary interactivity required for the project.

Conclusion

The creation of this infographic on the fintech industry in Africa in 2030 has been a journey through the dynamic landscape of financial technology. Through precise research, thoughtful design choices, and a commitment to clarity and accuracy, I have distilled complex information into a visually engaging and informative representation. The outcome was an interactive and visually appealing infographic that effectively communicates the future of the fintech industry in Africa in the year 2030.