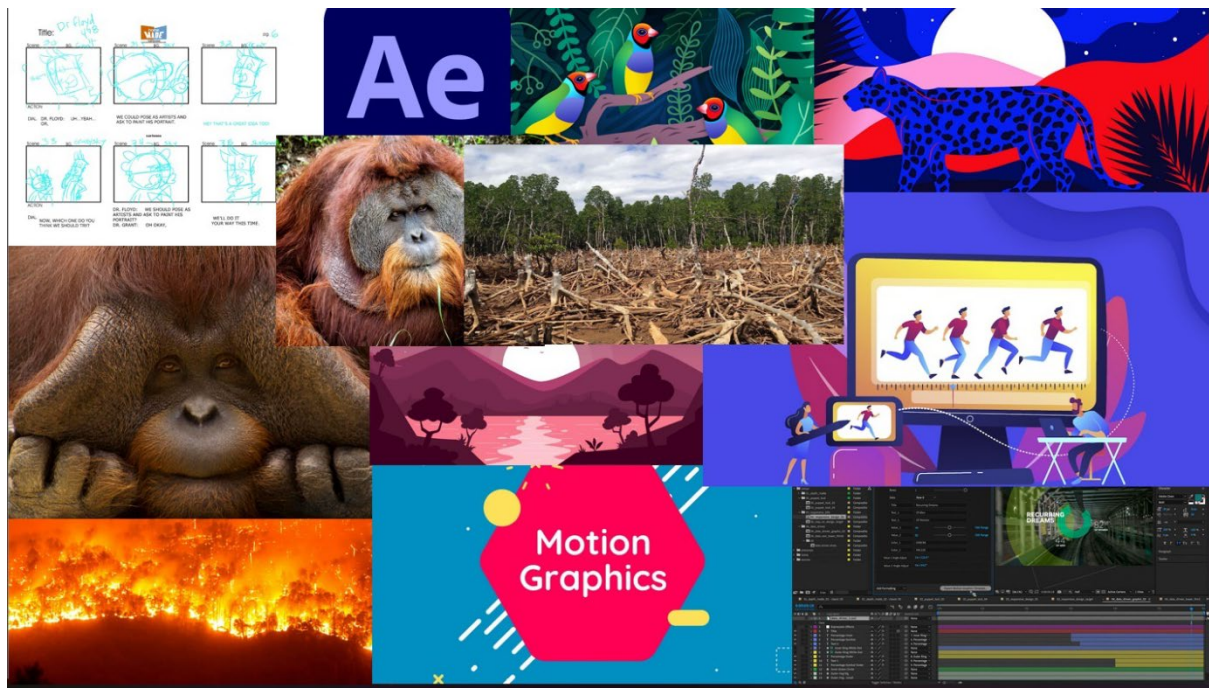


Aim and Intentions:

The aim of my infographic is to highlight the deteriorating population of Bornean Orangutans. I chose this topic as it fits the briefs area of "Environmental issues", and I wanted to educate people on the causes of the declining population. I chose WWF as my source as it is a reliable organisation which provides all the information I would possibly need. It covers specific areas that I want to focus on in detail with explanations on habitats as well as figures. [14]

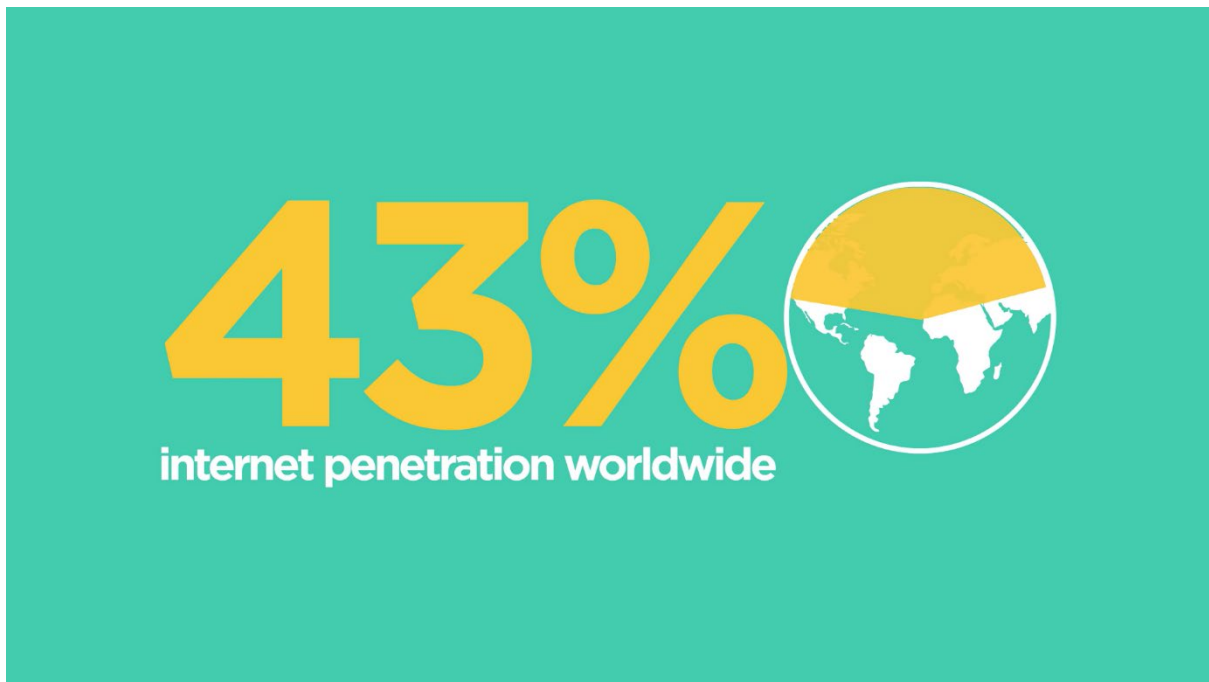
As my video is intended to be from the perspective of a WWF infographic it is light-hearted in nature while covering challenging topics as seen with the music choice. [6] This is done intentionally to make viewable for all age ranges. I decided to use simple appearing graphics to demonstrate information and to only include text when needed as I wanted to let my graphics do all the talking, to achieve this I needed a strong narrative that could be followed without the use of a voice over. For my video, I wanted to achieve a smooth flow throughout each scene, so the pace of the video never stopped, this required having a storyboard of well thought out transitions, especially if I wanted to transition from one scene to the next with a prop on screen. For the best results I needed to look up inspiration.

Inspiration and Pre-Production:



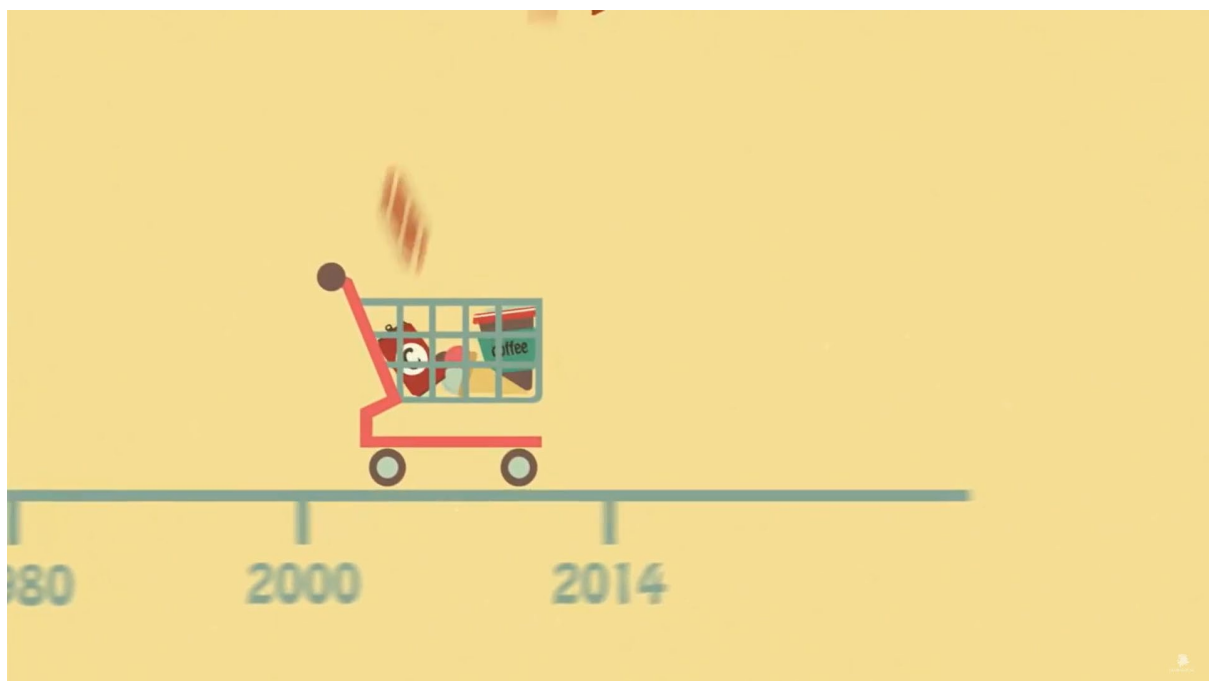
Mood board

My mood board aided to anchor my work and let me focus on the topics at hand. Important topics are repeated multiple times on the mood board with less significant making an appearance only once.



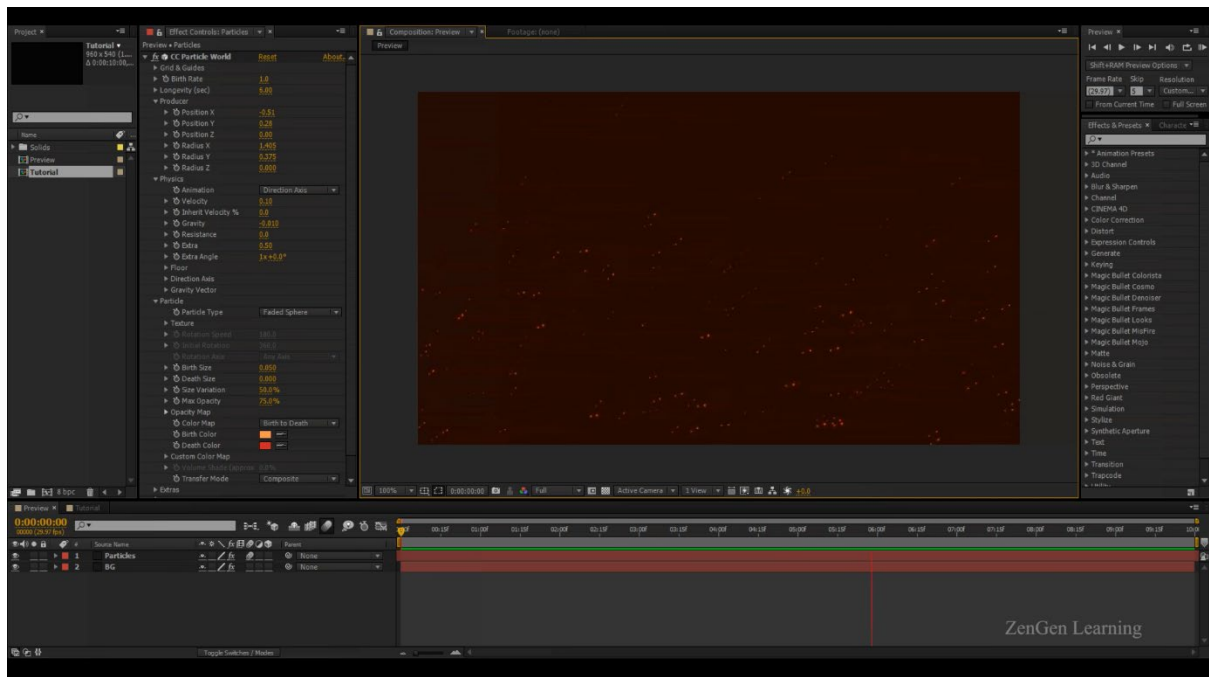
Infographic Example Video

I took inspiration from the transition used here; in this segment of the video the percentage expands open into the next scene. In addition to this, I also coloured my statistics from the rest of the text to make it the main piece of information. [3] Following this video, I focused on the idea of a colour scheme revolving around different shades of green, white and grey. The more significant portions of information would be shaded green and, in some cases, a bigger sized font in comparison to the rest of the text. White and grey were used to create contrast to be more visible for the audience to read.



Food Infographic Animation

The beginning of my infographic is inspired by the timeline which will transition into a graph, I also included the drop in of the subject. In my video I dropped an orangutan on the timeline to quickly establish the purpose of the video. [5][11]



Fire Particles – After Effects Tutorials | Perfect for Motion Graphics and Video!

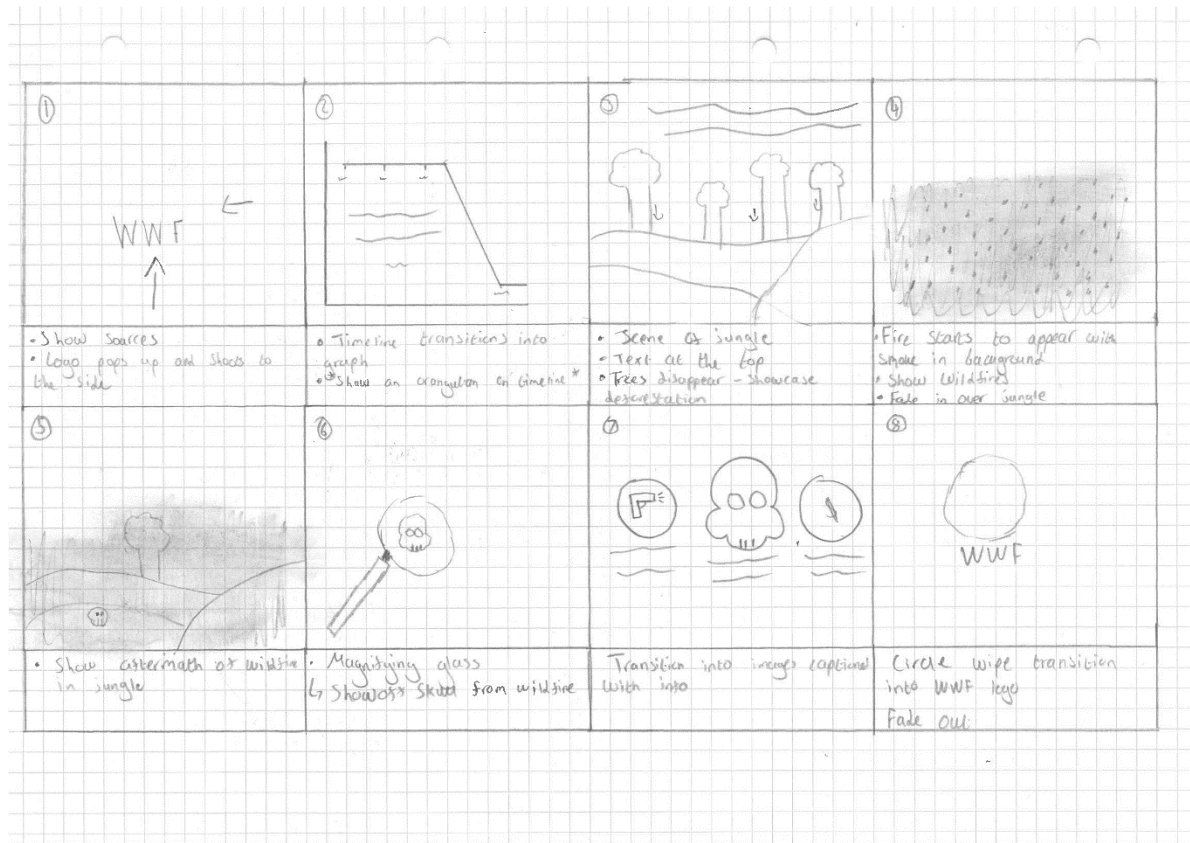
I used the fire particles to showcase the effects of wildfires on the jungle, paired with a smoke effect [12] it achieved a very realistic idea of a sudden fire while also keeping in line with the graphics of my infographic.



Magnify Effect – After Effects Tutorial

I followed this tutorial after creating my own magnifying glass, this transitioned into the penultimate scene where I showcase information with images in a pattern of 3. [9] I matched this with the skull I

made in illustrator where I would have the magnifying glass zoom in on the skull of an orangutan killed in the forest fire the scene before. [2]



Storyboard

After watching the inspiration and noting ideas this was my final version of my storyboard, I tried multiple storyboards, but they were either too long or the narrative swayed too much off course. This storyboard covered all my aims in being fluid as well as showing the audience information rather than telling them through text or voice over, what could have improved my storyboard is early inclusions of sound and what I would like to include for that scene.

Reflection:

If I was to improve upon my work, it would be the animations of my work and their lack of creativity, I should have pushed the animation part of my work to the limit by animating the orangutan or including some in the scenes with my jungle. In addition to this, I made most of my vector arts as I wanted to animate them, I had tried tracing vector art found online in illustrator, however it came back with too many layers, and it would take too long to animate the scene. Given more time I believe the work wouldn't be as limited and could reach new levels.

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