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Subject: Introduction to Digital Media

Region: Akwa Akpa

Website: https://s2343291.edinburgh.domains/

#### **General Inspiration and ideas**

Because this region is located in Africa, and the African continent is the most characteristic of the variety of magical natural creatures, so this design's unified theme mainly focuses on animals, it is also hoped to reflect the significant impact of sea-level rise on biodiversity and on communities in the region as a whole in order to convey the main message of environmental and biological protection.

The main visual elements involved in the design are most of the wildlife unique to this area, and have adopted textured patterns appearing on local handmade fabrics in Nigeria as design inspiration for decorative lines, while also introducing local representative buildings as visual elements.

The banknote design mainly focuses on local characteristic animals, while the coin design mainly focuses on local representative buildings. The bank card highlights the concept of biological protection, and the ID card is an embodiment of the local technology level in the 2146 era. Finally, the poster mainly focuses on regional impression publicity.

#### **Development since Sub 1**

This submission improves the color and texture details of coins while keeping the main elements unchanged, and enhanced the clarity of the visual elements of the bank card. At the same time, it completes the demonstration animation of ID/C-MIST card, which better presents the dynamic pattern display when the card is actually used. Finally, based on the static design of the poster, the actual animation of the dynamic poster is completed to show the characteristics of the wild and gorgeous African continent.

In order to show the series of designs, different display methods are used for banknotes, coins, cards and posters when setting up the website to better demonstrate their characteristics.

As most concept and ideas are the same as sub 1, this report will focus more on highlighting the works done in this submission, please refer to previous report for more detailed concept and process explanation.

#### **Banknotes**

#### **Design Elements**

#### **Shapes**

The design of the banknote adopts a unified geometric figure elements in the shape of the bank note and the internal geometric color blocks. Since the commemorative object of the 100 creds note is the black-crowned crane, inspired by its wings and feathers, the soft fan elements are selected. The randomly distributed fan decorative color blocks also constitute the abstract image of the feathers and wings. The 500 creds note is commemorated by African wild dogs. Based on its own predator characteristics, a more aggressive triangle is chosen as the core geometry, making the note itself more sharp and cold.

#### Logos



The Cred logo is a "D" with a rhino horn constitute the strike



The bank logo is a combination of geometric lines and gazelle silhouette

#### **Textures and Patterns**

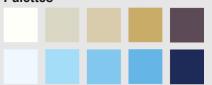
Decorative texture, inspired by today's traditional African fabrics, using repetitive arrangements of simple geometric figures arranged on the bottom layer of banknotes and above animal portraits

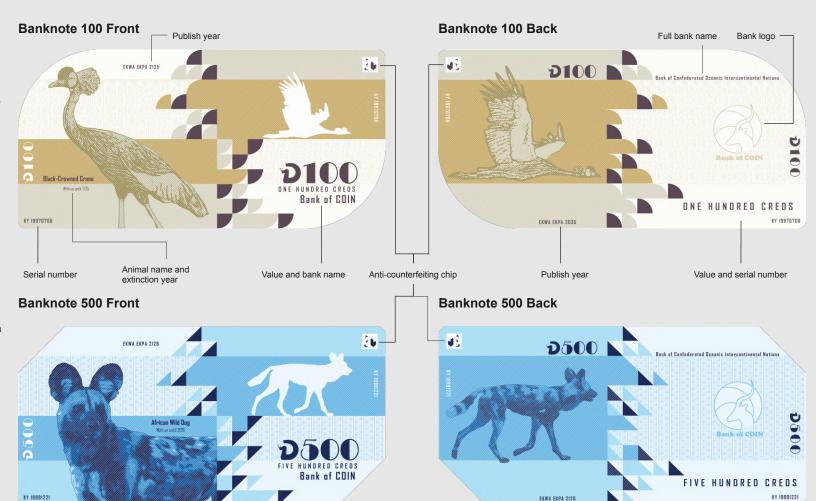
#### **Unified Anti-counterfeiting Tech**



Most physical items involved in money transaction have miniature electronic anti-counterfeiting chips, like banknotes, bankcard and C-MIST card.

#### **Palettes**





## **Design Concepts**

Since the sea-level rise, the drastic environmental changes have caused a large number of extremely distinctive wildlife in the region to disappear at a very rapid speed. In order to remind the people in the region to continue to protect the surrounding creatures and the environment, whenever a new precious creature was proved to be extinct, the Akwa Akpa government issued a new note to commemorate the lost beautiful creatures. The banknote takes the newly extinct rare animals as the main element of the picture, supplemented by decorative texture with African characteristics and more modern abstract geometric patterns, to reflect the traditional characteristics of wild nature in the region and the modern characteristics after the development and progress.

Used animal picture Links: Black crowned crane:

- https://upload.wikimedia.org/wikipedia/commons/thumb/1/1d/Ngorongoro\_Conservation\_Area\_04\_-\_grey\_crowned\_crane\_%28Balearica\_regulorum%29.jpg/640px-Ngorongoro\_Conservation\_Area\_04\_-\_grey\_crowned\_crane\_%28Balearica\_regulorum%29.jpg
- 2. https://upload.wikimedia.org/wikipedia/commons/thumb/f/fb/Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_pavonina\_Tierpark\_Hellabrunn-2.jpg/640px-Kronenkranich\_Balearica\_Dalearica\_Dalearica\_Dalearica\_Dalearica\_Dalearica\_Dalearica\_Dalearica\_Dalear
- 1. https://upload.wikimedia.org/wikipedia/commons/thumb/7/7c/African\_Wild\_Dog\_%28Lycaon\_pictus%29\_male\_... %2852245633792%29.jpg/640px-African\_Wild\_Dog\_%28Lycaon\_pictus%29\_male\_... %2852245633792%29.jpg/640px-African\_Wild\_Dog\_%28Lycaon\_pictus%29\_male\_... %2852245633792%29.jpg/640px-African\_Wild\_Dog\_%28Lycaon\_pictus%29\_male\_... %2852245633792%29.jpg/640px-African\_Wild\_Dog\_%28Lycaon\_pictus%29\_male\_... %2852245633792%29.jpg

#### **Coins**

### **Design Elements**

#### **Representative Buildings**



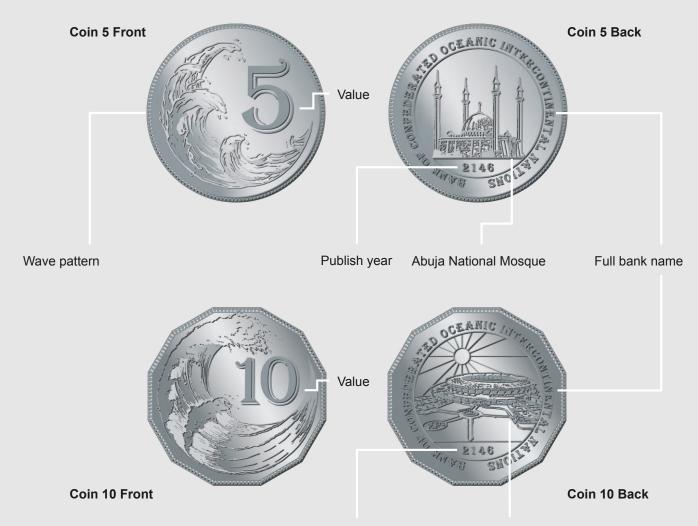
Abuja National Mosque is the national mosque of Nigeria with unique appearance. Link:https://upload.wikimedia.org/wikipedia/commons/thumb/d/d4/AbujaNationalMosque.jpg/640px-AbujaNationalMosque.jpg



Moshood Abiola National Stadium is a multipurpose national sports stadium located in Abuja, in the Federal Capital Territory of Nigeria. Link:https://i.redd.it/bzmizg600gq91.jpg

#### Wave patterns inspirations



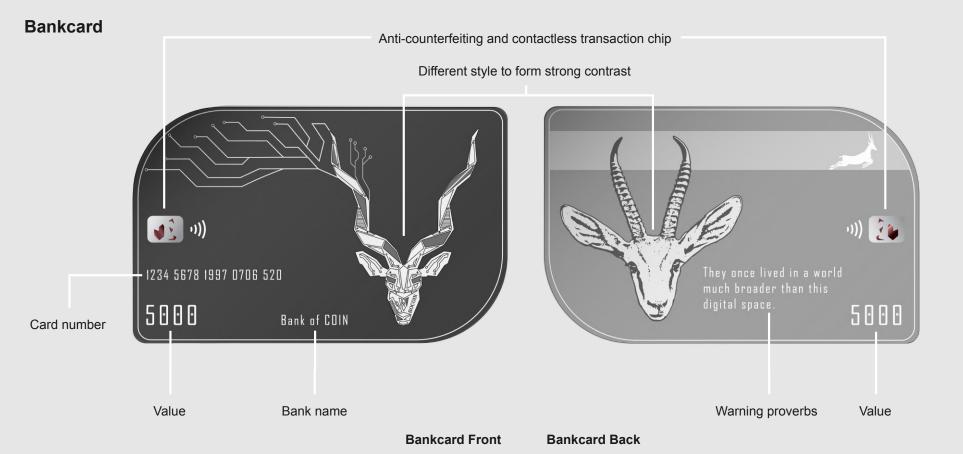


Publish year Moshood Abiola National Stadium

### **Design Concepts and Improvement Since Sub 1**

The front of the coin is marked with a dynamic wave texture to signify the significant effect of sea level rise on the region, and Algerian font, which is similar to the wave effect, is used to make the overall picture more harmonious. The back side of the coin takes the most representative buildings in this region as the main element.

In the previous design, the appearance of the coin did not quite match the texture of the physical coin. In order to improve this, I modified the color of the coin, enhanced the relief and extrusion effect, and added the reflective effect of metal to make the appearance of the coin more metallic. At the same time, in order to make it easier to distinguish coins of different values and to increase the hierarchy of the whole coin design, I changed the edge of the 10 creds denomination to a regular 12-sided shape.



# **Design Concepts and Improvement Since Sub 1**

The overall design theme of the bank card is the "Cyber space projection of the extinct creatures". Both sides of the card have the gazelle as the main visual element, but two highly contrasting styles are used to form a strong contrast.

In the previous design, the elements on the back of the card were a little blurry and illegible, so I adjusted the color of the visual elements on the back of the card so that they could be better distinguished from each other on the basis of harmony. At the same time, I added a new gradual effect to the anti-counterfeiting chip to enhance the chip's sense of future and technology.

Front as ID Card Back as C-MIST Card

Responsive biometric chip

African style pattern



Card holder information revealed only after bio-match

Abstract transport lines

Unified anti-counterfeiting chip



Stars stand for major cities

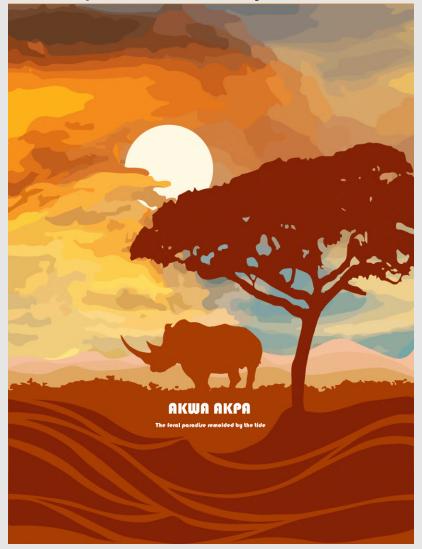
### **Background Stories**

In 2146, microchip technology has developed to a very high level, thumb-sized chips can have complex sensors and data communication capabilities, while ultra-thin display technology enables cards to have dynamic display functions. A responsive biometric chip is integrated on the ID card, which can realize the storage of biological information, the recognition of biological information between the cardholder and the card, etc. Because portrait photos need to be replaced as people age, but biological gene information remains the same, photos are no longer used in 2146, instead, microchips are used to pair match the cardholder and the card. The front of the card will display cardholder information only after biometric recognition is passed to ensure safety. At the same time, in order to reduce the waste of resources and easy to carry, the ID card also integrates the C-MIST function, uses the same unified anti-counterfeiting tech for fast trading, and uses the biometric recognition ability of the ID card to prevent loss and theft.

### Improvement since sub 1

In order to more intuitively show the biological verification and traffic display functions of the future card, I animated the ID/C-MIST card. The card is a blank black card by default. Biometric verification can be carried out by pressing the chip on the front and back of the card with your fingers. If the verification is passed, the pattern will slowly appear on the front and display the cardholder's name, date of birth and personal identification code. On the back side, after passing the verification, users can tap the card to pay for transportation fee, and the pattern will flash to show the track line currently boarded.

### The feral paradise remolded by the tide



### **Inspirations**





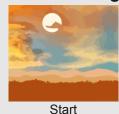


The magnificent sunset scenery of the African prairie

#### **Animation Idea and Process**

As for the animation of the poster, I hope to present a vibrant and dynamic feeling. Therefore, I first isolated the clouds in the background, added the side shift effect to realize the scene of the clouds moving with the wind, and through adjusting layers, I created the effect of the clouds floating over in front of the sun. Secondly, a vertical movement effect is added to the silhouette of the distant mountains at the bottom of the poster, making them gradually rise and stack together, and added fluctuations to the trees and rhinos in the center of the picture. Finally, after all the picture elements appear, the wave pattern at the bottom of the picture fluctuates in turn to simulate the dynamic effect of the waves.

### Different stages of animation







Silhouette shapes extracted from pictures:

Rhino: https://upload.wikimedia.org/wikipedia/commons/thumb/b/b7/Rhino\_collage.png/640px-Rhino\_collage.png
Tree: https://media.cntraveler.com/photos/53fcfd4181424d9d655bd03d/master/w\_1920%2Cc\_limit/safari-serengeti-elephant-24.jpg

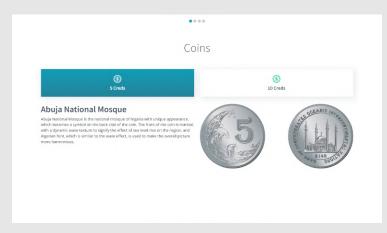
#### Website



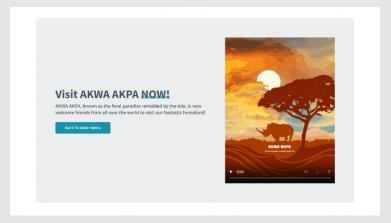
## **Banknote Display**



**Card Rotation Animation** 



**Coin Display** 



Video Display

I used the template obtained from boostrap made as the basic framework for displaying the website. In order to better present the different characteristics of each design, I chose different display methods for four different sizes of banknotes, coins, cards and posters, and adjusted the CSS code to make pictures and videos of different sizes appear harmoniously on the same page, while combining video with the dynamic effects of CSS web page elements, make the feeling of the whole site more concise and dynamic.