**1.How did you integrate elements of a three-act narrative into your visual story design?**

I started with a hook using iconography as a bee in the form of a bell ringing as well as loud text. The key characters, the honey bee and pollination services are introduced. Problem context is given by informing the reader the importance of the honey bees in U.S. agriculture and how much value they add. Act two begins with the conflict of rising pollination services prices and mortality rates due to related stressors. A plot point explaining the two antagonists, pesticides and mites, have a synergetic effect on bees which further contributes to the decline of bee populations. Act three begins with the climax of the story appearing through the map of the U.S. showing the vast number of states affected by stressors, particularly mites. The climax continues by explaining that the situation is getting worse with mortality rates continuing to rise. Then, a denouement is offered by solutions to curb the rapid bee population declines. A cliffhanger is left by explaining that the entire agricultural system is at risk.

**What elements do you think made the visual story more compelling and memorable, and which were difficult to integrate in or seemed irrelevant to your design. Explain.**

The visual story is more compelling and memorable with all of the graphics and art I have to breakup the text. Also, using the bee as a character should evoke empathy with the reader and encourage them to read on and find out what will happen to such an innocent creature. It was difficult to condense all of the factual elements into the story because there is so much information out there on the bee populations declining.

**2.How did you integrate emerging design tropes into your visual story design?**

The mood throughout is set in a more somber atmosphere with the grayish background. Likewise, a similar color palette is used throughout to reinforce the mood. The sans serif typefaces contribute to a more modern and sleek design which the color scheme also promotes. Continuity is supported by having the path of the bee character follow the reader through the infographic as the user scrolls. I integrated dosing in a multitude of ways from offsetting text chunks, alternative between graphics and text, adding balanced white space, and sequencing with the bee trail moving around. Attention is emphasized by increasing the type size and or changing the type color from white to a golden color. A more bold typeface is also used when attention is desired compared to the type used for most paragraphs/points. For the map, special attention is directed using leader lines on states of interest. Redundancy is utilized throughout the infographic by using visual accenting on key terms/points through a change in type size and or hue. For each act, a large text question spans across the screen in extra bold type. A metaphor is employed to help readers grapple with the large sum of 20 billion dollars in the form of using size. Throughout, voice is added using quotes when the bee is talking and by speaking in complete sentences to enhance the personal tone of the narrative trying to be put forth.

**Which tropes were particularly useful in your design and which could be better utilized with more time. Explain.**

I found it difficult to figure out which typography would best fit my mood, but I did not want to spend too much time on it because of so many other important elements. In addition, I wish I had more time to experiment with dosing because I just did what felt balanced to my eye in the actual size preview mode in illustrator. The continuity provided with the bee trail is one of the most effective parts of this graphic as it follows the user from start to finish. Also, the use of the mood through a consistent color palette really helps the piece feel balanced and professional. Redundancy also is key by keeping the sentence structures and layout predictable in a way that western readers would prefer to read in.

**3.What were your biggest challenges in moving from the storyboard to the end design?**

My greatest challenge was making the order of topics logical. There are so many moving pieces in this issue and it was hard to condense it in a way that promotes dosing to keep the reader interested. Also, transitioning between sections took a lot of trial and error to feel natural and not forced. Finally, finding data took me 15+ hours to finally decide what fits my narrative.

**What were your biggest breakthroughs?**

My biggest breakthrough was learning how to not overthink the design and just start doing. Often, I started out in my head, but I did not bother to try to do it in illustrator because of the time cost. By starting to do more sketching, I was able to figure out what I wanted to do.

**4.What new design tips or tricks did you learn when executing your visual story?**

I got very familiar with the effects of contrast and color when designing the bivariate map. Experimenting with the simultaneous contrast and other traits of perception made the map have clear visual hierarchy. I learned that a little bit of text goes a long way.