Group: VISIODATA SQUAD

Storyboard Development, Design & Aesthetics

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DATA STORY

1

We aim to trace the origins of the world's billionaires by using a map that visually represents regions of prosperity. The size of the dots on the map corresponds to the concentration of billionaires in each region, helping us identify the most lucrative areas globally.

Also, weare looking for the age of the billionaires and analyse the genre and origin trend over the years.
It could be interesting to compare single billionaires' wealth or a group based on their nationality with nations' GDP, even though they're not exactly comparable.

2

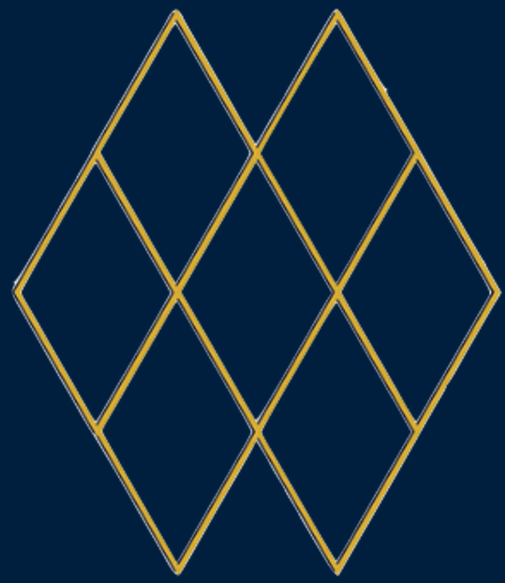
"How can a man's wealth affect its nation?"
Where do the richest men in the world come from?
Does age matter?
What's the genre trend over the last years?
How the sector of billionaires changed during the years?

3

We'll be able to localize on a World map, through dots, the billionaire's origins

DESIGN & AESTHETIC

Concept Design



Color Palette

Pantone 289 CP
R: 5 G: 27 B: 63
C: 100% M: 90% Y: 46% K: 53%
HEX Code # 051b3f

Pantone 122 C
R: 247 G: 210 B: 93
C: 5% M: 16% Y: 73% K: 0%
HEX Code #f7d25d

Design & Aesthetics Visualitasion

Typography

Title H1:

- Font: melodrama
- Style: bold
- Size: 48px

HEADING 1

Subtitle H2

- Font: melodrama
- Style: semibold
- Size: 36px

HEADING 2

Subtitle H3

- Font: melodrama
- Style: medium
- Size: 28px

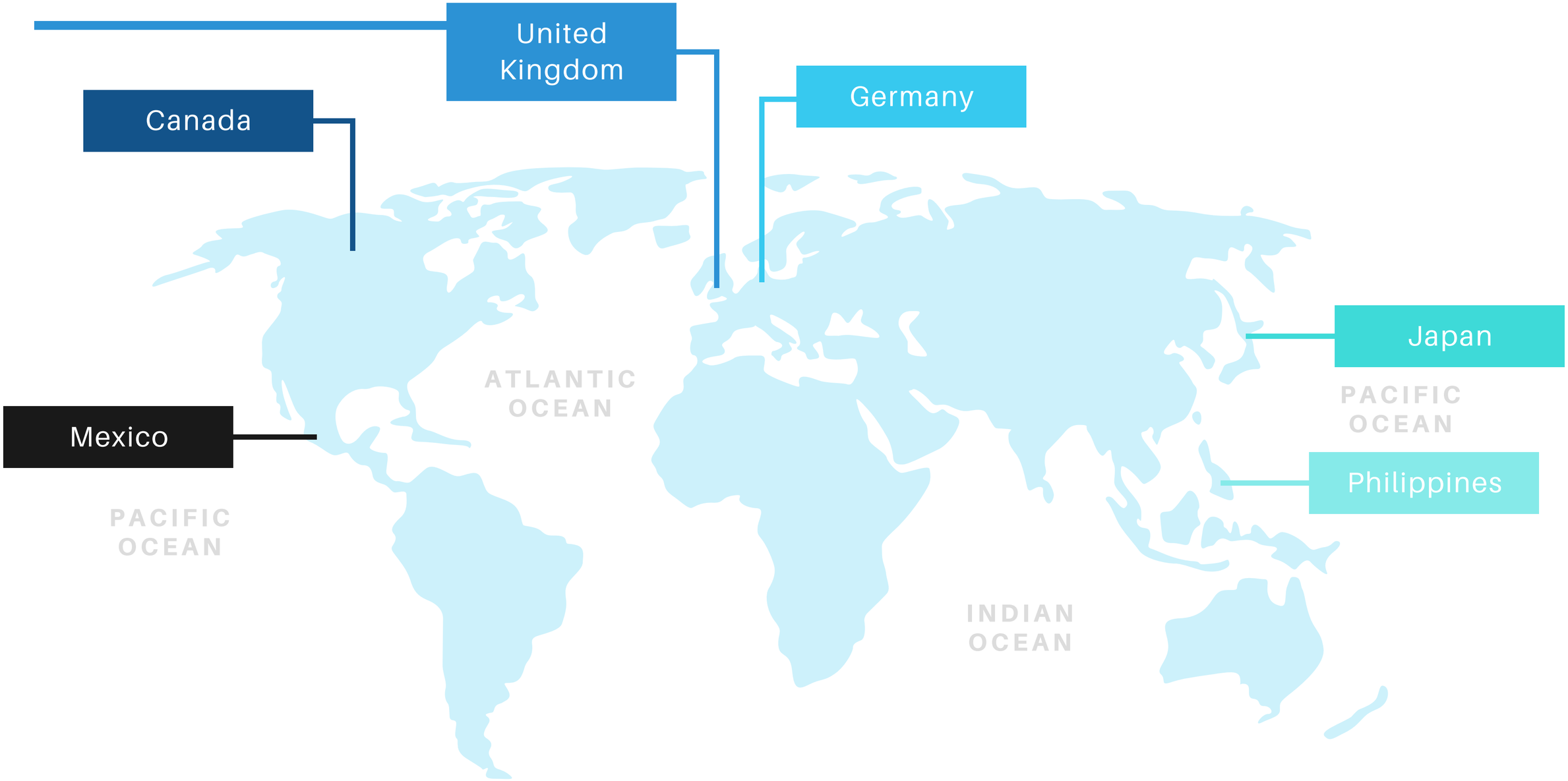
Heading 3

Text:

- Font: news cycle
- Style: Regular
- Size: 14px

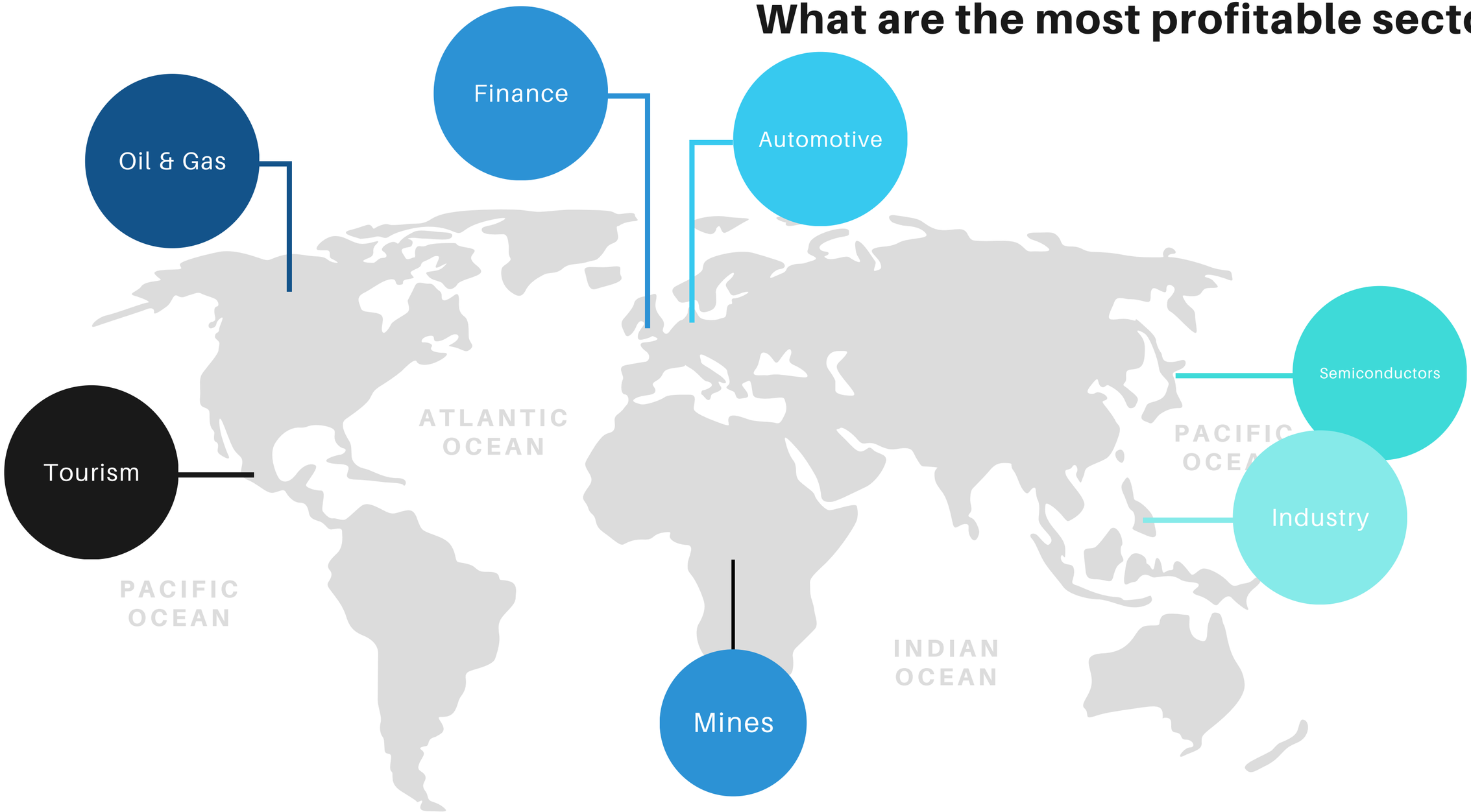
Body

Where do billionaires mostly come from?



Do age and gender matter?

AGE

- 20-30
- 31-40
- 41-50
- 51-60
- 61-70
- 71+

What are the most profitable sectors?