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• Passionate about interactive, web-based experiences



Introduction & Concept

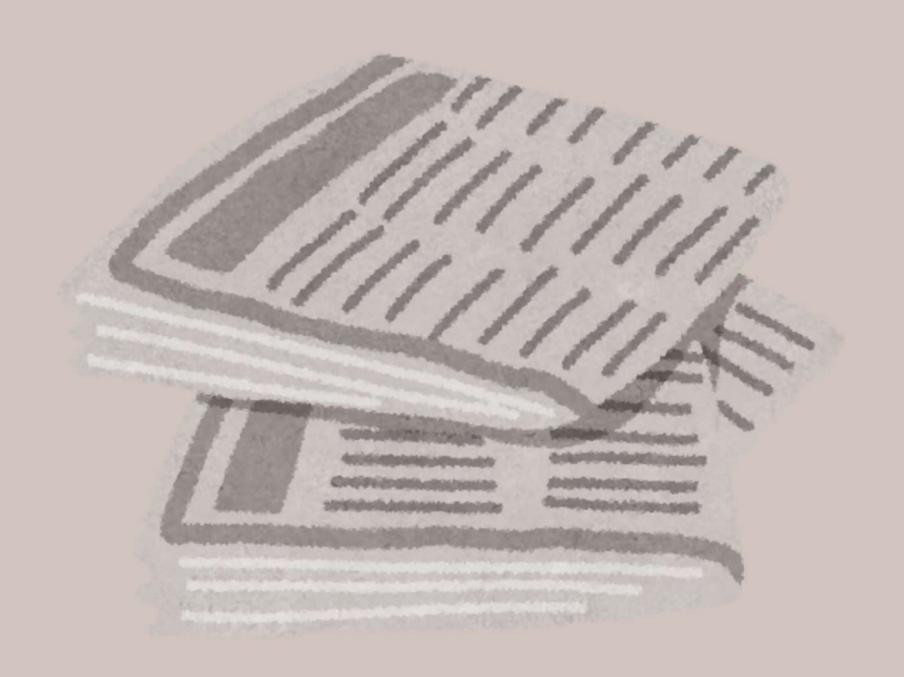
• This is an interactive web-based storytelling project- a prototype of a scrollytelling experience.

• The experience tells the story of Israel's eucalyptus trees and their symbolic role in early 20th-century Jewish settlement in the region till today.



Conceptual Goals

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- journalistic article.



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- ✓ Develop a workflow that combines hand-drawn
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- ✓ Create a prototype to pitch to digital magazines

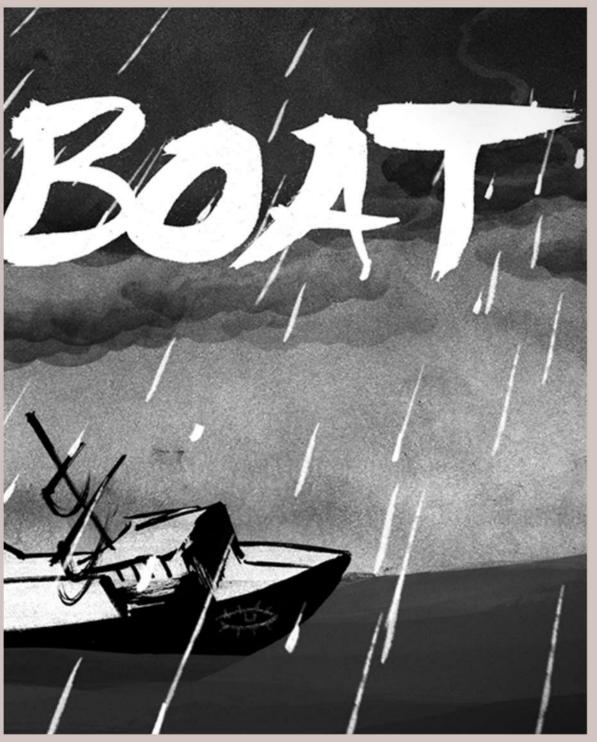


Conceptual Inspirations

The scrolly-telling concept is inspired by

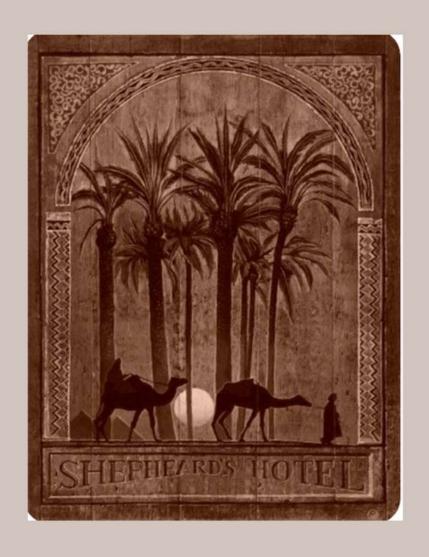
- <u>The Boat</u> interactive comic
- New York Times Interactive journalism and slow-scrolling storytelling

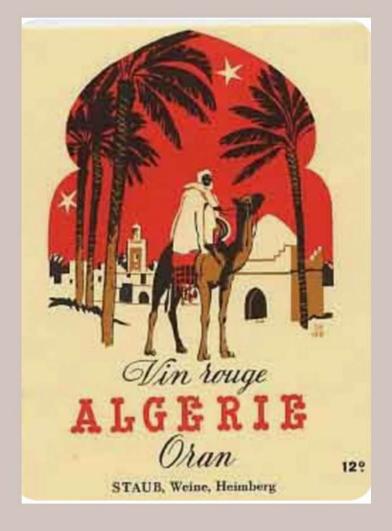




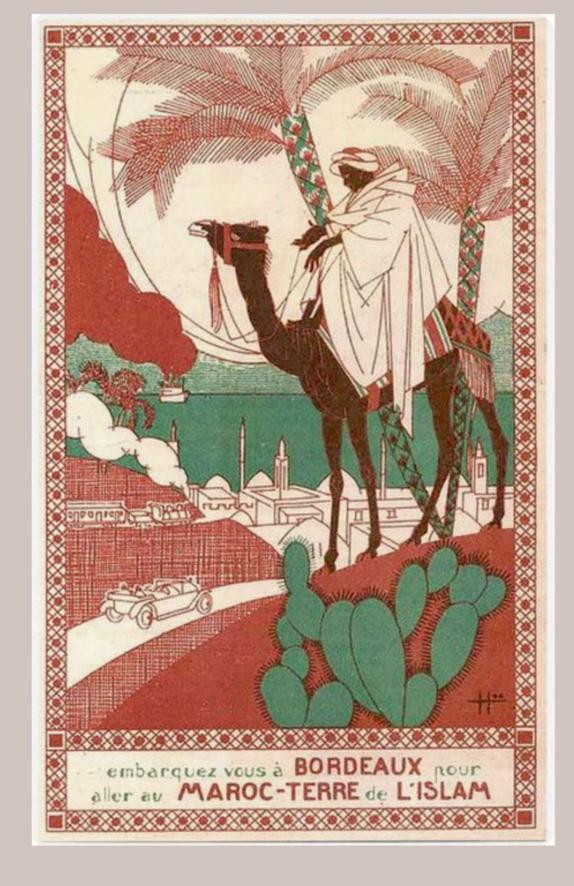
Aesthetics Inspirations

- Vintage colonial posters and visual language.
- Nature and botanical books.
- Nostalgic design and editorial storytelling.









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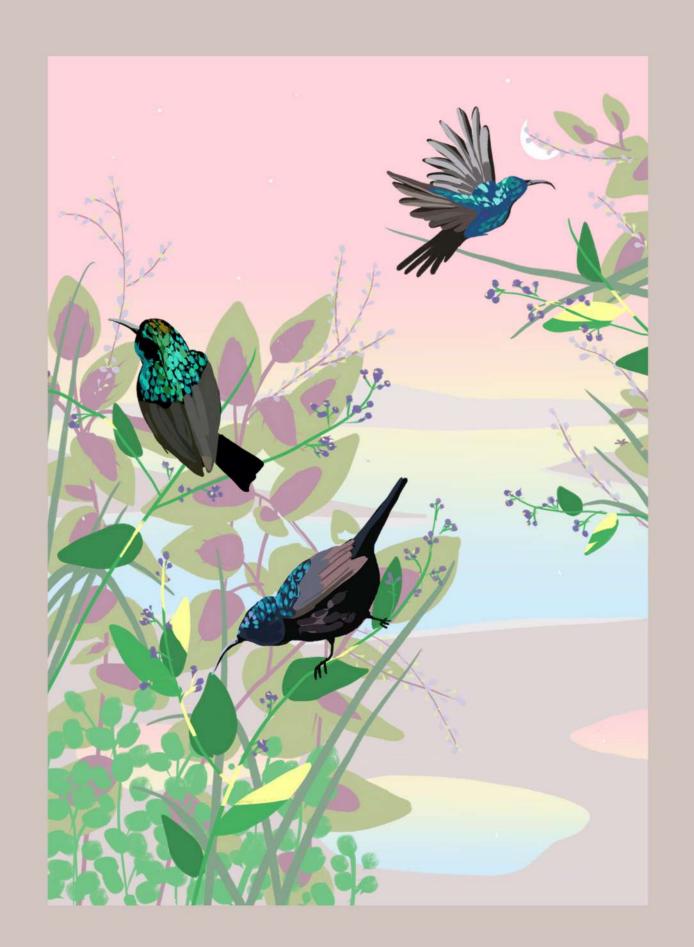
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Birds of the middle east



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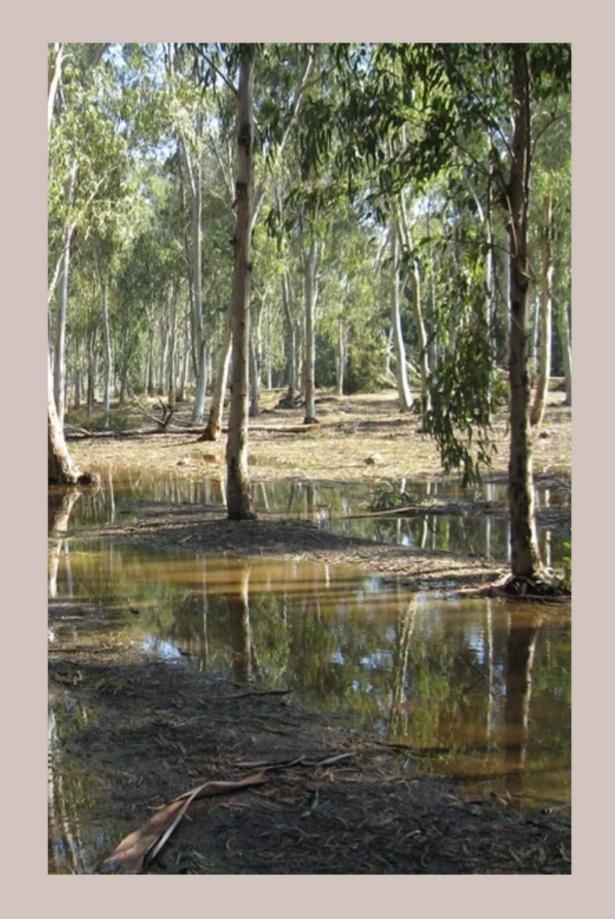
C

Eucalyptus



The story

• The story explores how eucalyptus trees, originally brought to Israel to drain swamps, became a symbol of the Jewish settlement and later, a subject of debate.



Demo

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- 2. Looking for the coolest new libraries
 - Initial attempts: React.js, Scrollama, GSAP too complex
 - Try using **AI** to solve all the technical gaps

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- 3. Passing to jQuery and vanilla JS
 - Final approach: ScrollMagic + Vanilla JavaScript

Realizing that working visually kept me motivated

- 1. Moving to a design first approach
 - Design in **Figma**
 - Illustration in Procreate

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- o 2. Build only HTML first, no JS tricks
 - development in VS Code (local server)
 - Creating a working prototype in Figma

Learned the importance of clear development phases:

- a. Wireframe
- b. Prototype
- c. HTML only
- d. Add animations one at a time

This method will shape how I build all digital stories in the future

Development Lessons Learned



- **X** Trying to develop code together with design
- **X** React: too complex to re-learn mid-project
- **X** Expecting AI tools to help with custom animation

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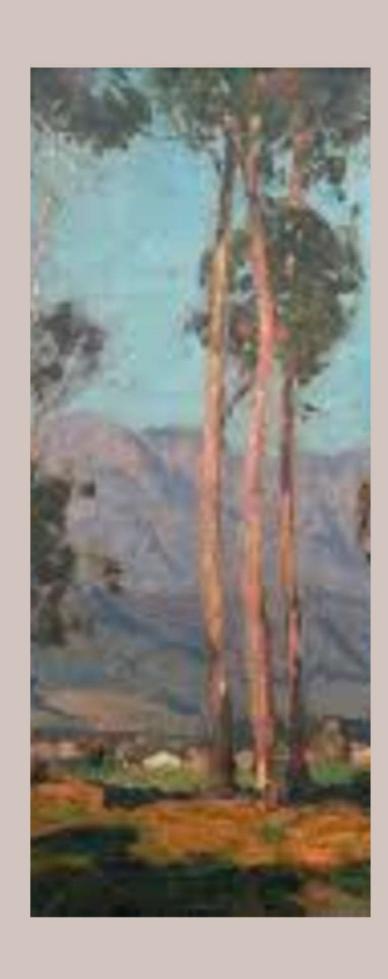
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- ✓ Designing everything in Figma first
- ✓ Choosing vanilla JS Scroll-magic
- ✓ Doing it step by step: Design HTML JavaScript
- ✓ "Progress over perfection" mindset



a. The biggest challenge was to stay **organized and motivated** while working on the code

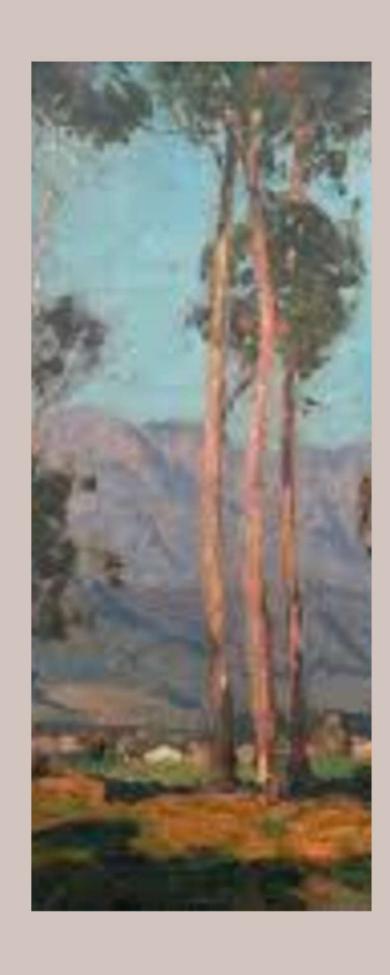


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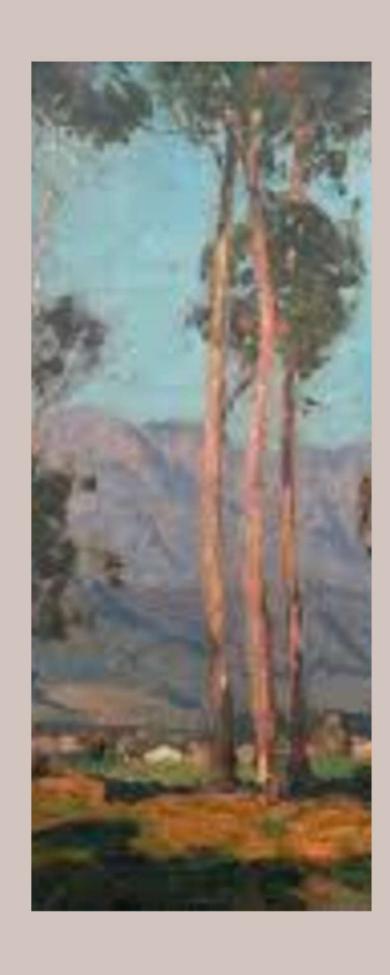
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- b. Structured workflow helps motivation and creativity
- c. You don't need perfect code to create something good
- d. When stuck, **find the easy way** and continue from there
- e. **Design-first** is useful and valid

Best Case and Result

Best Case Goals:

- 1. 6 scroll sections with interactive visuals
- 2. Integrated timeline of historical events
- 3. Full animations and micro-interactions
- 4. Rich symbolic narrative

Best Case and Result

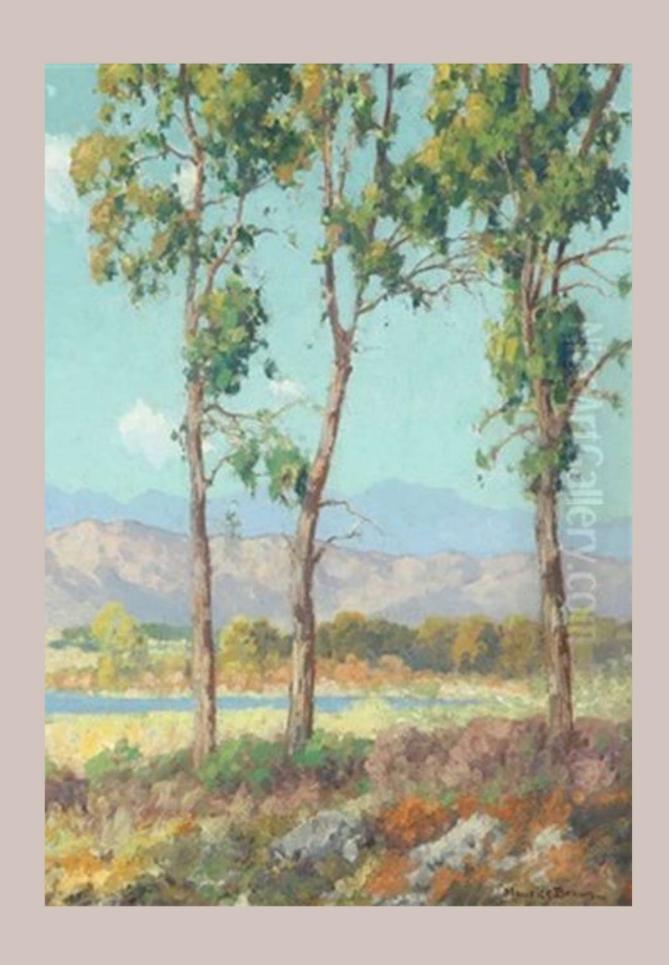
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Actual Outcome:

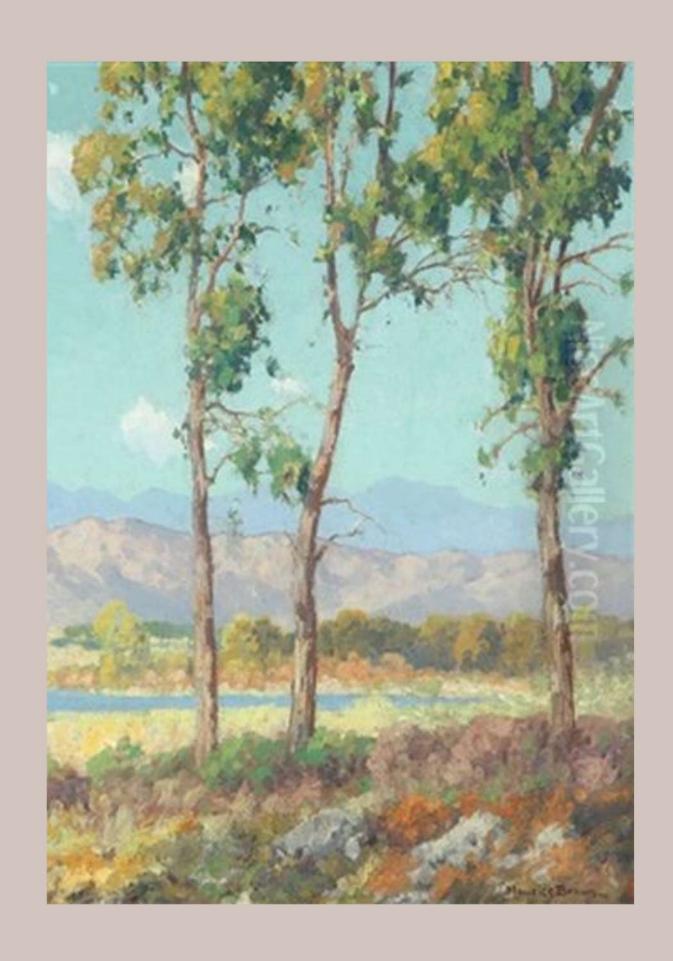
- 1. 1 interactive scroll section completed
- 2. Full Figma Prototype and visual design
- 3. Custom illustrations & aesthetic
- 4. Most sections are not yet implemented in the code

Project continues as second-term work



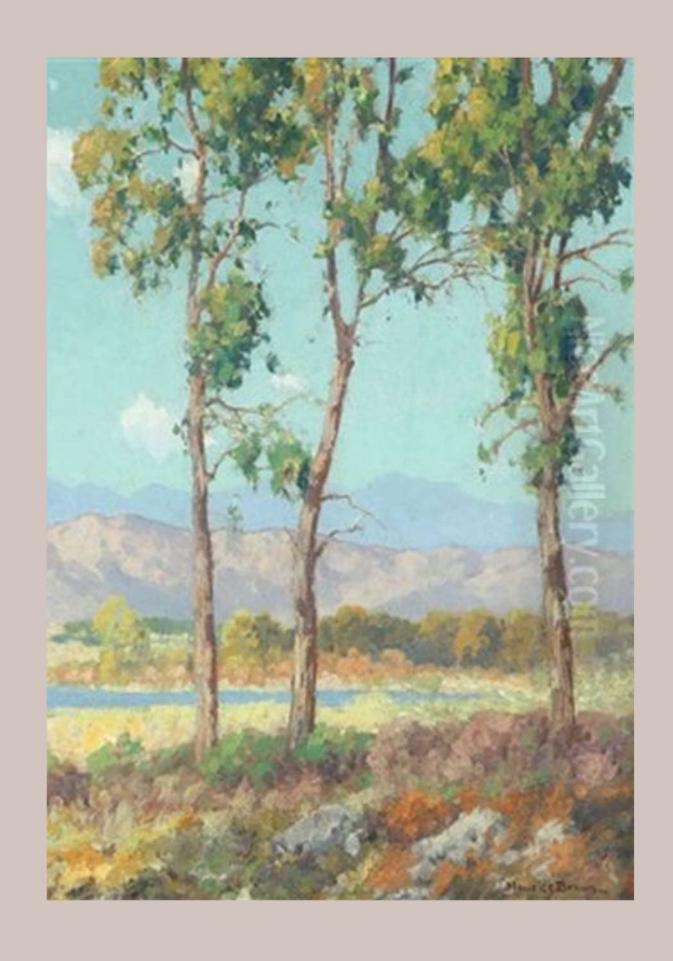
Next Steps

1. Add the remaining 5 sections with animation and sound



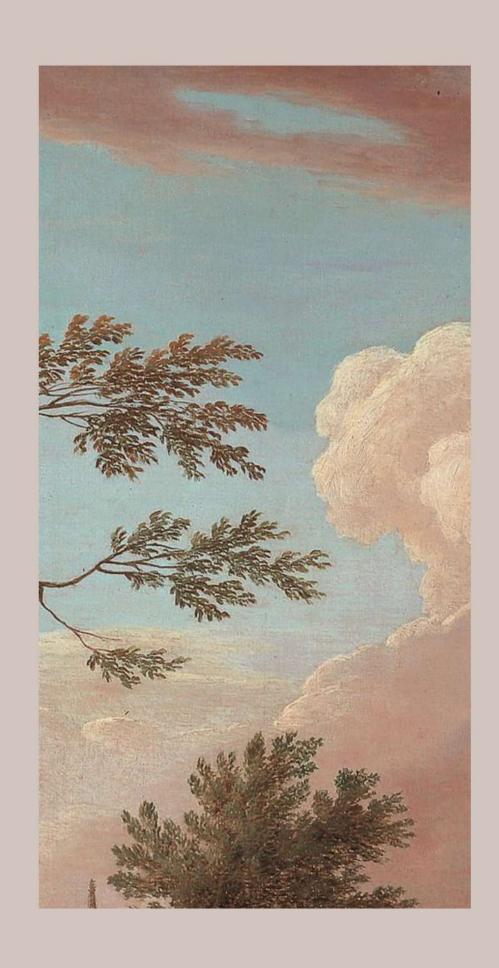
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- 1. Add the remaining 5 sections with animation and sound
- 2. Test new AI/no-code animation tools, find an easier solution
- 3. Create a bee-data storytelling site for a biology PhD (Göttingen university)



Questions & Feedback

My questions to you:

- How can I simplify this even more?
- Any tools that reduce coding and still allow custom animation?
- What approach do you prefer? New code or easy code?

