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Eucalyptus Scrollly-telling

1st 6th Term Project Presentation

Adh Aivram

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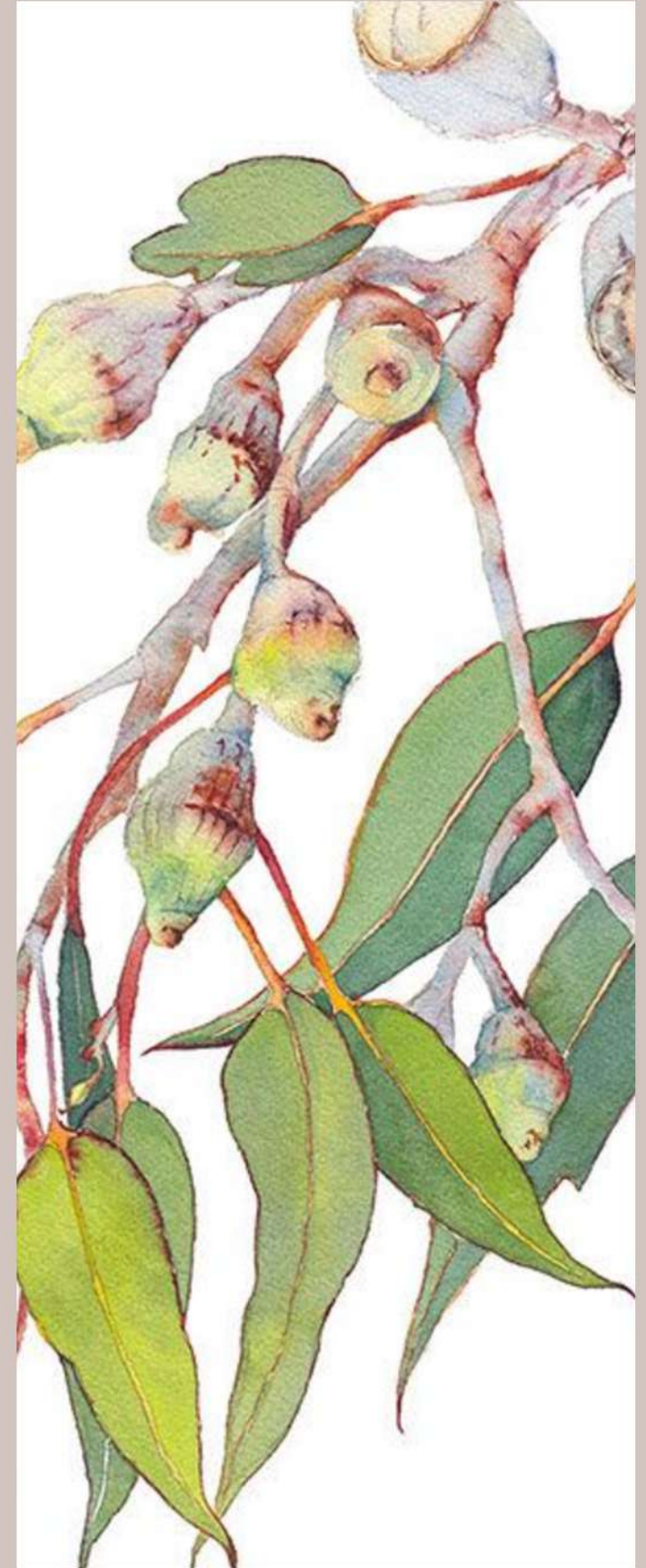
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- Illustrator, storyteller, and hobby animator
- Self learned coding, before the AI revolution
- Former front-end developer (no longer coding for 2 years)
- Passionate about interactive, web-based experiences



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

- ✓ Create a real-world, usable web-based
==journalistic article.



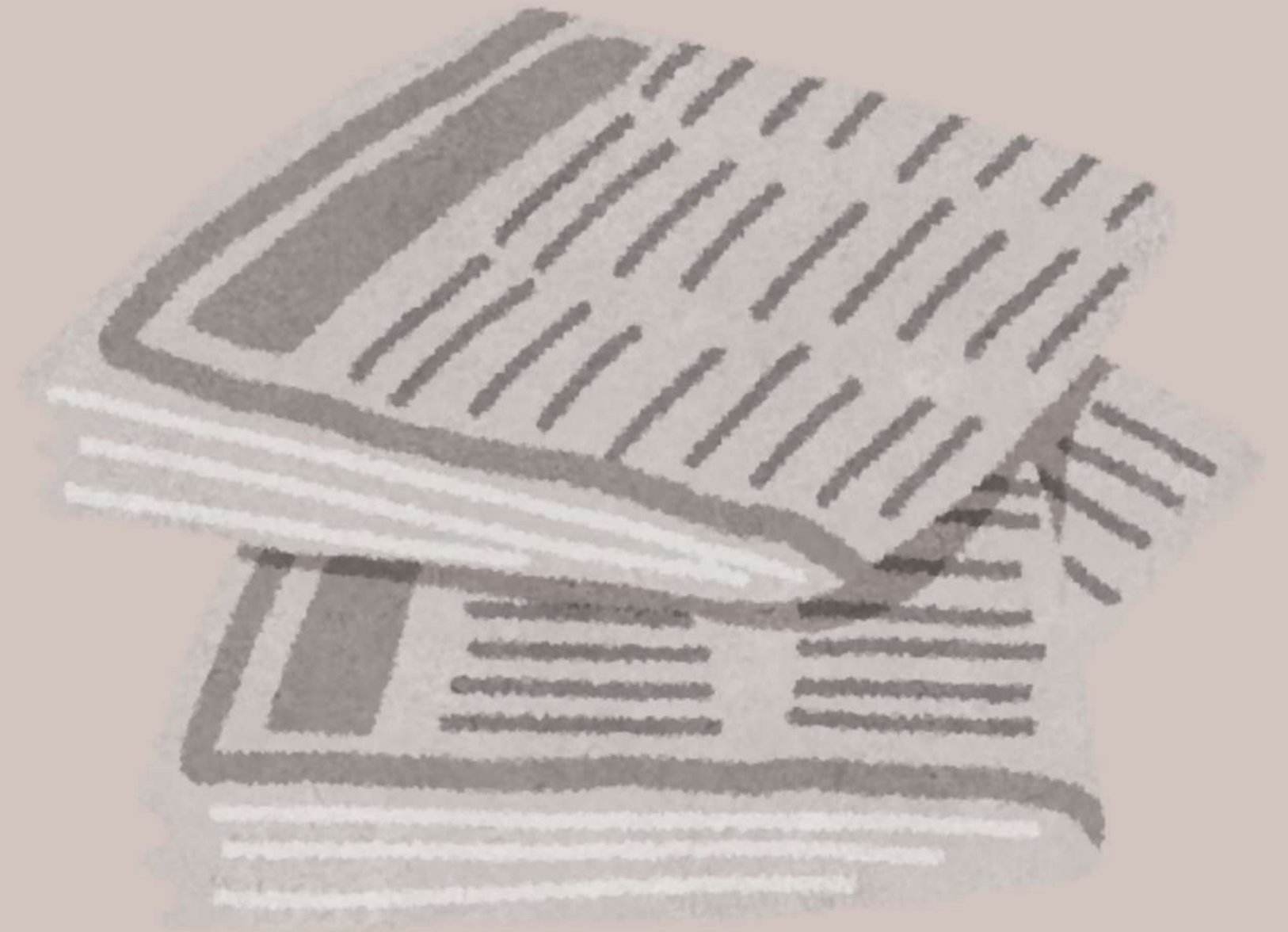
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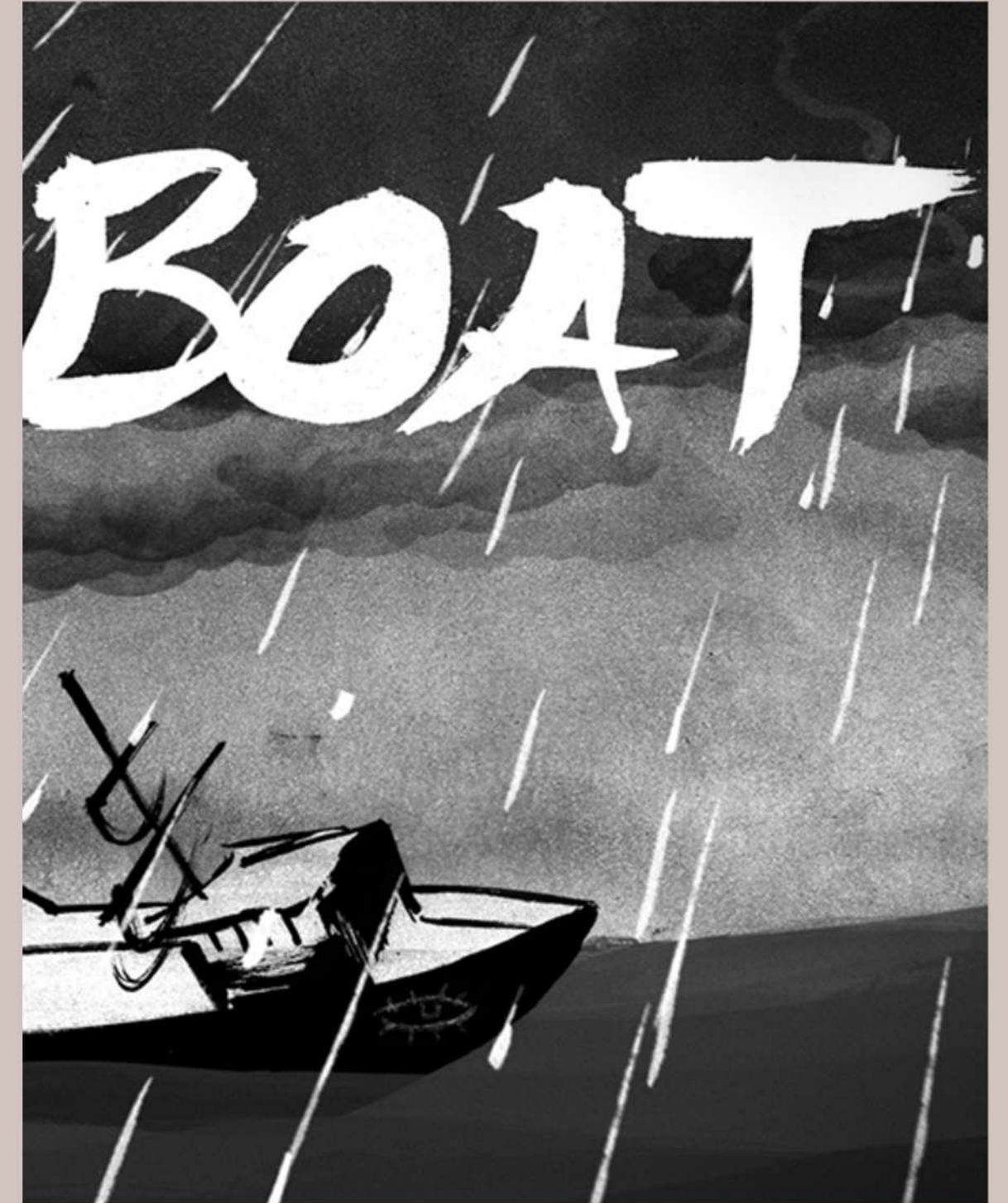
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- ✓ Develop a workflow that combines hand-drawn
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- ✓ Create a prototype to pitch to digital magazines



Conceptual Inspirations

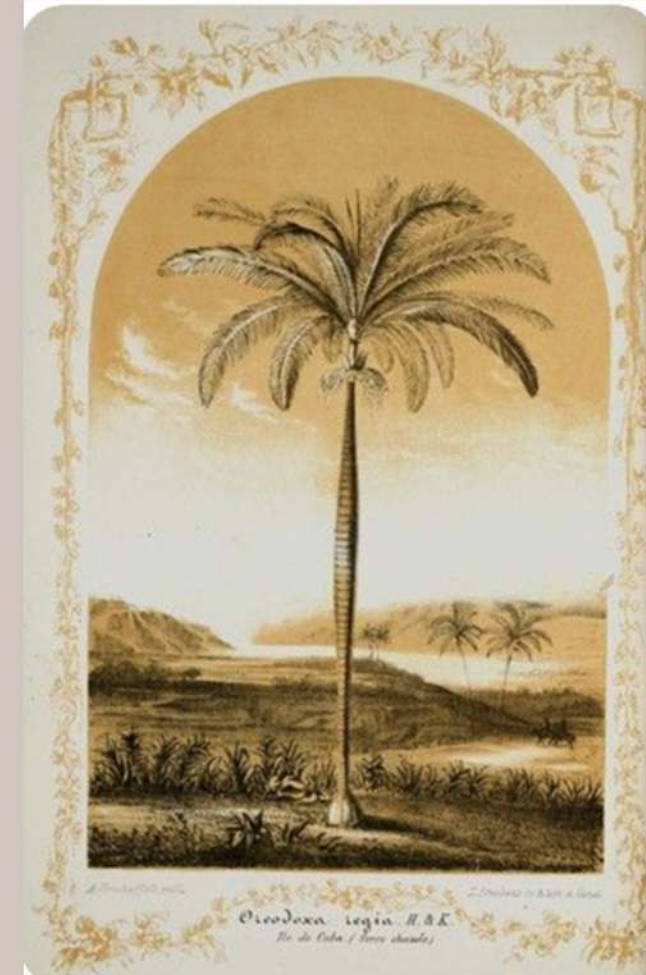
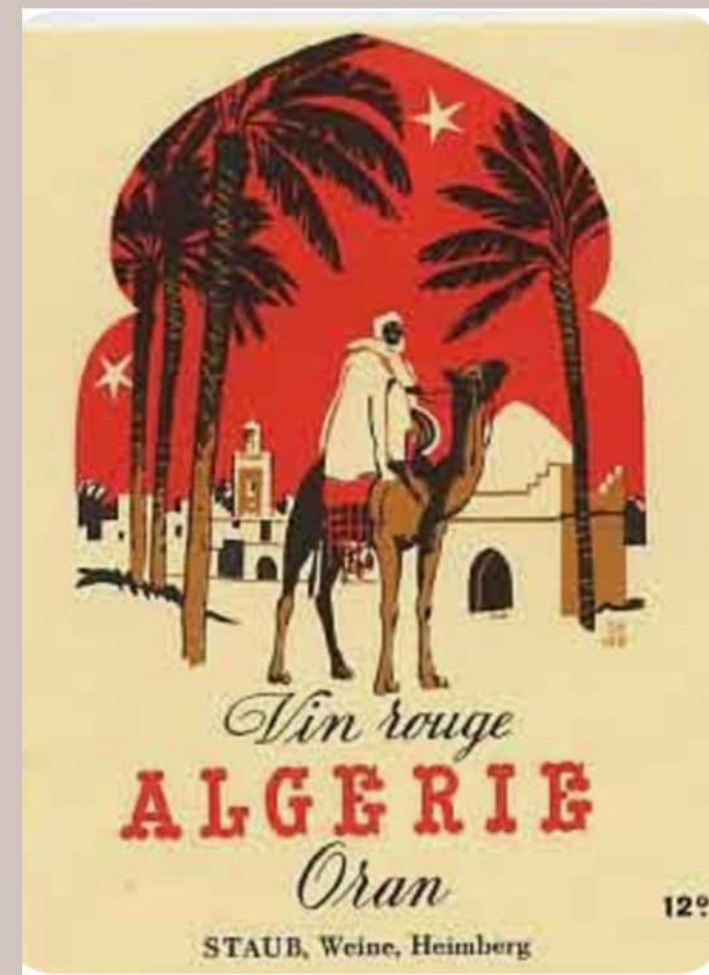
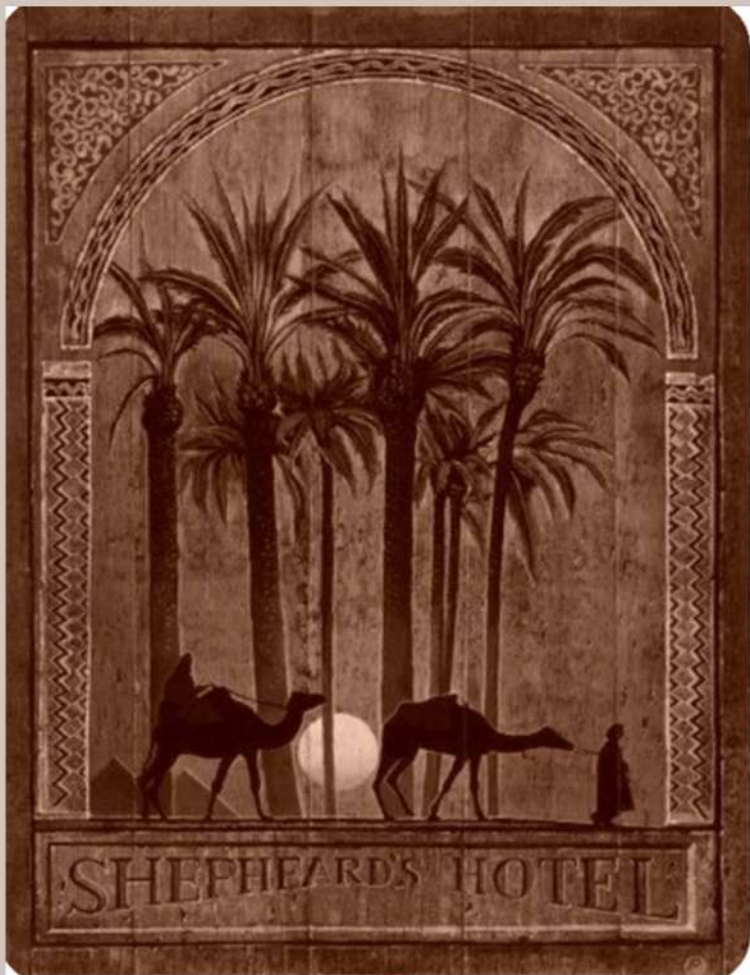
The scrolly-telling concept is inspired by

- [The Boat](#) – 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.



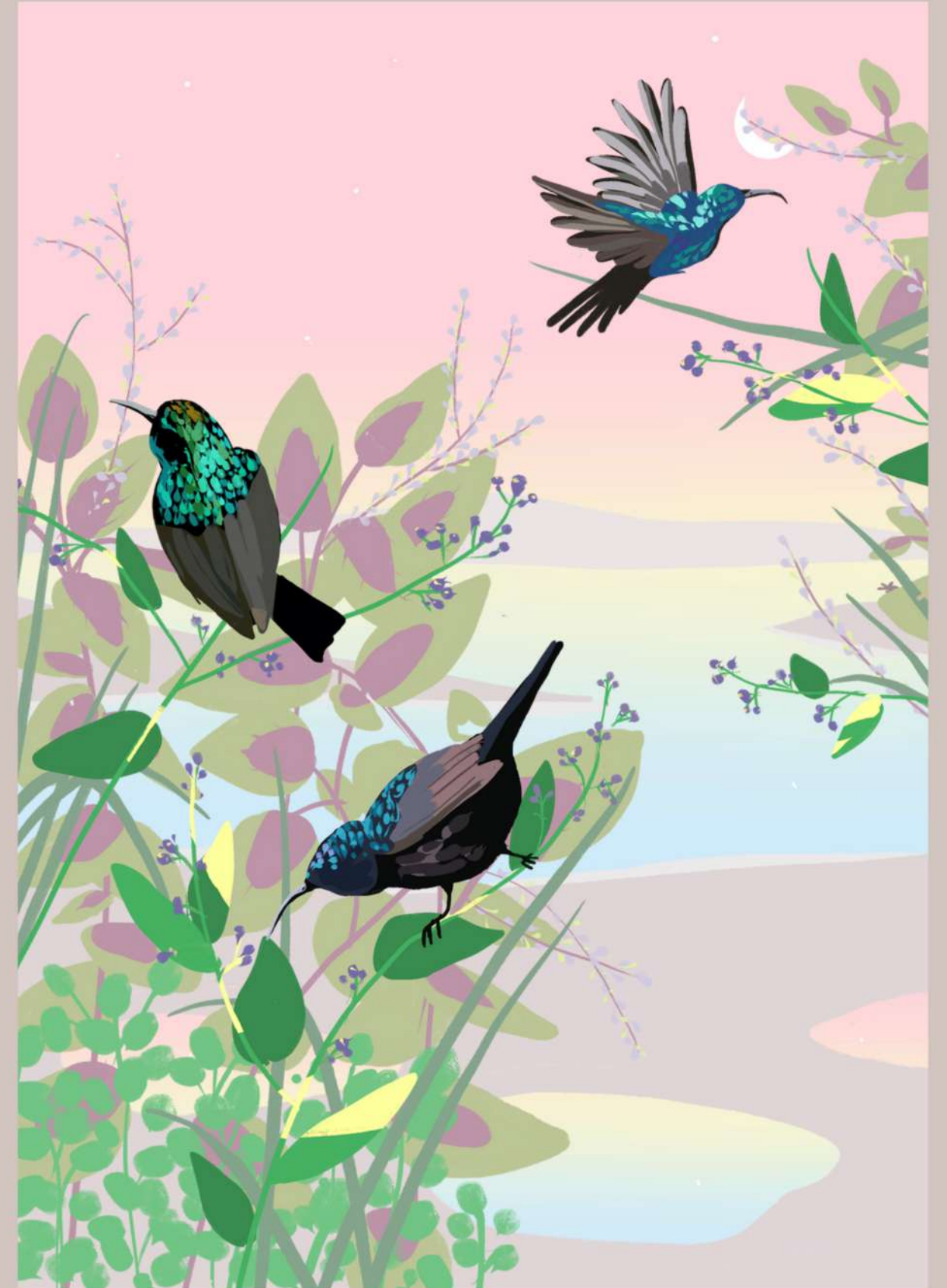
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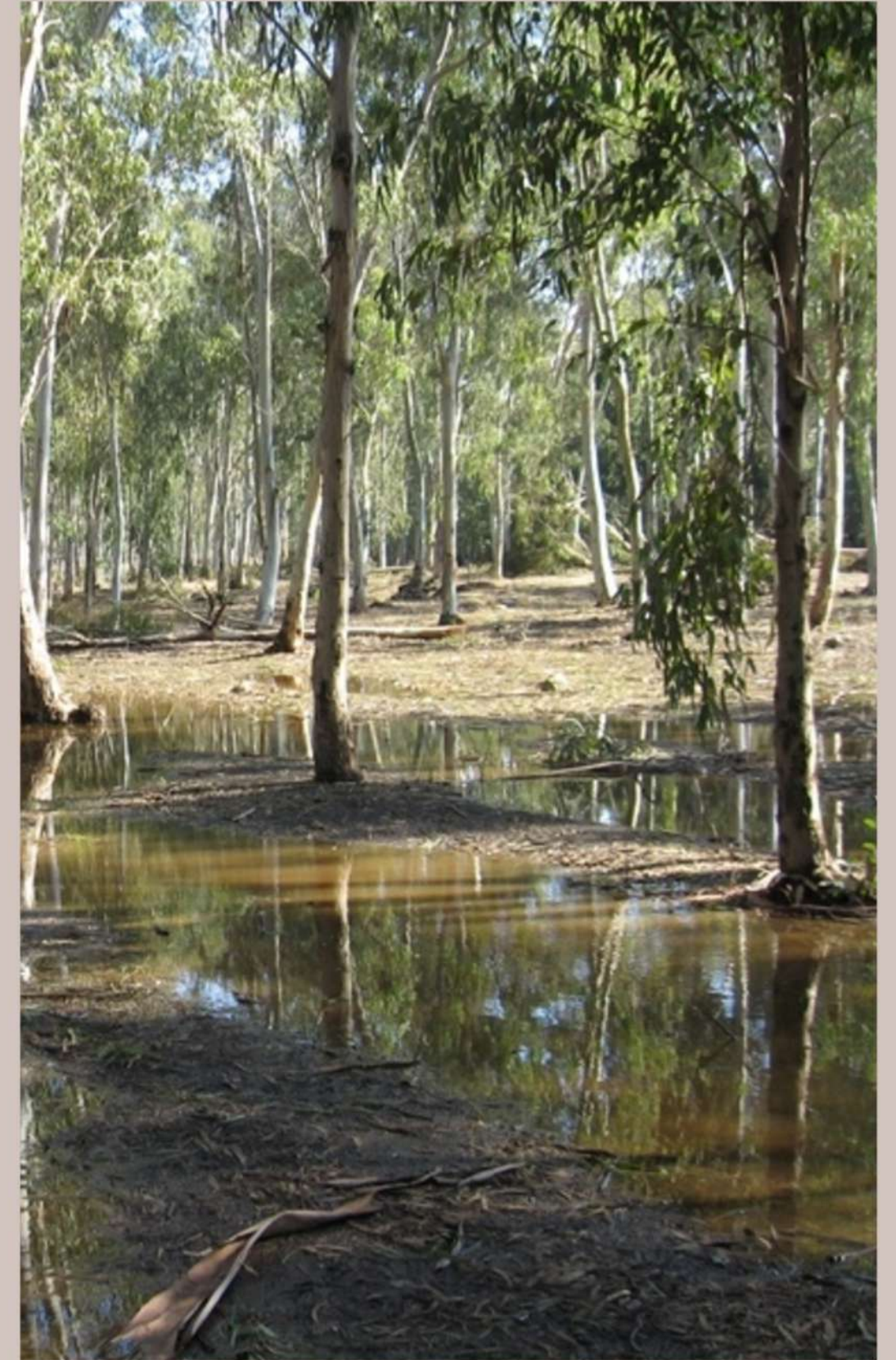
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 - Birds of the middle east
 -
 - Eucalyptus



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

Development Lessons Learned



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



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



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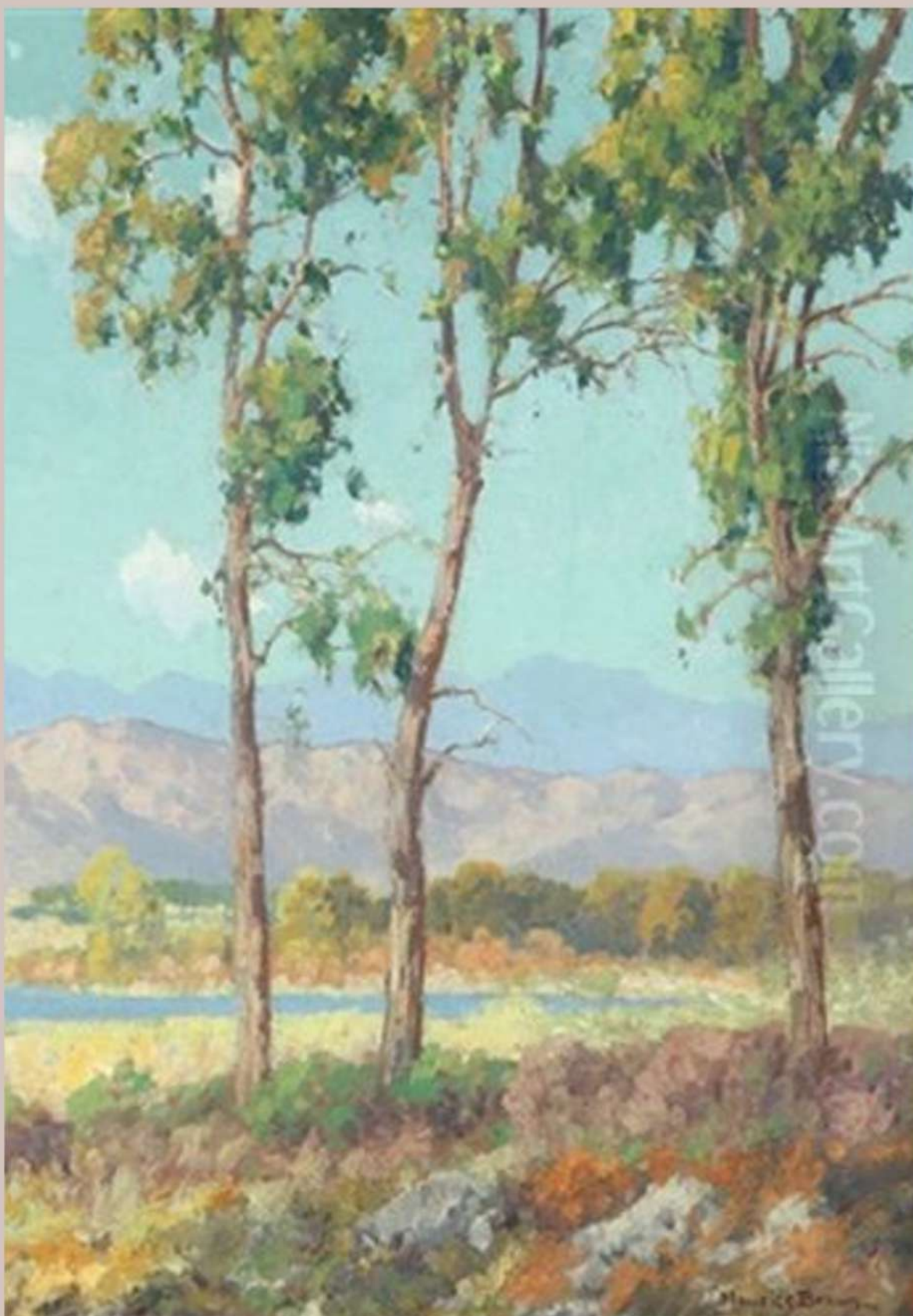
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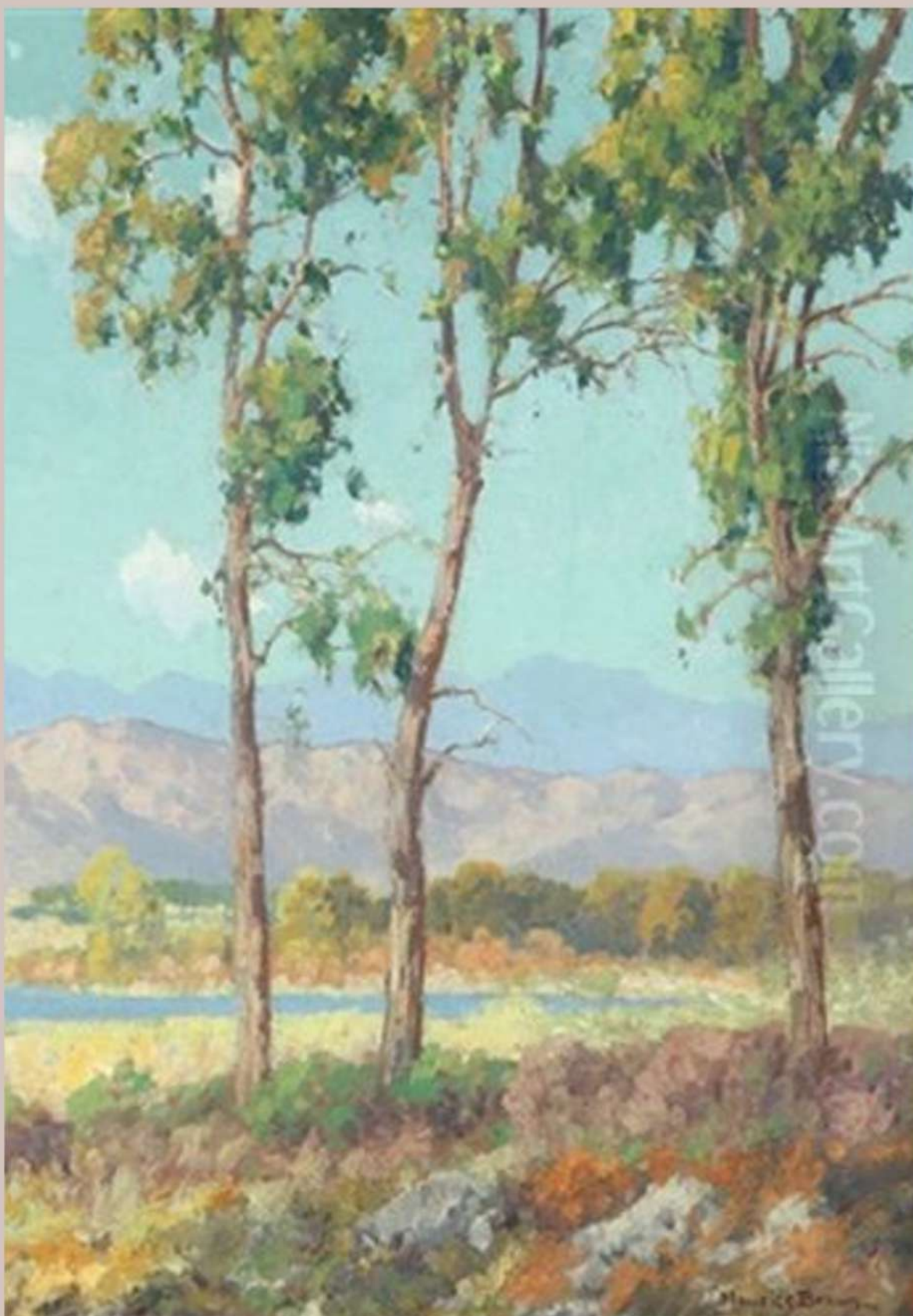
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- c. You **don't need perfect code** to create something good
- d. When stuck, **find the easy way** and continue from there
- e. **Design-first** is useful and valid



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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?



Thank You
