

Completion:

How do you measure a year?

How do you measure a year?

In daylights, in sunsets

In midnights, in cups of coffee

In inches, in miles, in laughter, in strife

In five hundred twenty five thousand six hundred minutes

How do you measure, a year in the life?

How about love?

Measure in love

— RENT - Seasons Of Love by Jonathan Larso

The lyrics to “Seasons of Love”, the main song of the musical RENT, by Jonathan Larson, one of my favorite shows, sets the tone for my idea around completion: How do you measure a year?

I work for Automattic, the company behind WordPress.com. For a few years now, we’ve created this dynamic “Annual Report” pages for all our users. I’ve never been involved directly with that project, but I always thought it would be an interesting exercise in data visualization. You can checkout a demo on my own blog, from 2011: <http://justhugo.com/2011/annual-report/>

My idea is to rethink how we visualize this data, maybe with some level of interaction to it. Make it a beautiful piece that presents useful data from the WordPress.com API.

This project has the potential of even being used for real! I’ve talked to my creative director, and we’re gonna be reusing last years “Annual Report” design because we have no resources to allocate to that. So, my idea is to present this and hopefully get it published!