

# ADV201 Project Proposal

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## Topic:

I have chosen to explore politics in my interactive piece. I will be focussing on the coal versus renewables energy issues as shown in the following text regarding renewables and coal, the report can be found on the webpage: <https://www.climatecouncil.org.au/resources/no-contest-renewables-and-storage-vs-coal/>

(Climate Council, 2018)

I have chosen this topic because I believe it is important for everyone to understand the differences and the impacts of these two types of energy sources.

## Metaphors, and messages:

The key messages within the text I have chosen are:

- Coal power stations are becoming unreliable.
- The cost of building modern coal stations is more than 6 times the cost of Australia's largest wind farm.
- Coal can never be 'clean'.
- Renewable energy is more reliable and 'cleaner'.
- Renewable energy can easily be used in place of coal power stations.
- Renewable energy is a better choice.

## Key Themes:

The themes within the text are:

- Carbon emissions
- Pollution
- Unreliability
- The future
- Climate

## Audience:

### Original Text:

### Demographics:

The audience for the text I have chosen are adults ranging from 20 through to 60. They are looking for solely information that tells them facts so that they can make educated decisions

### Personality type:

The audience is one that is interested to learn about and try new things. They are people who understand that coal power may not be the best option, but are unsure about what might be the best option for them in the short and long term.

#### Cultural and subcultural interests:

The audience is of mixed cultural interests but in general will have a cultural push towards making ethical decisions that may not impact them directly.

#### Attitudes:

The audience's attitudes toward the use of energy and climate change could be both progressive, or conservative. This text could be used to reaffirm or challenge someone's views on the topic. The majority of the audience would fall under the progressive category, which means that they believe our energy choices are affecting climate change and that we should or can switch to renewable energy.

#### Intention and Core Concept:

The intention of this text is to educate people on how coal is used and the impacts of using it over renewable energy. It also informs the reader on the current state of our electrical system (age of power stations, etc.)

#### Interactive re-interpretation:

#### Demographics:

The audience for my interactive piece will be children ranging from 8 to 12 years old. This is the point where they will be mature enough to understand the concept of energy and the concept of 'environmentally friendly'.

#### Personality type:

My audience will have an inquisitive personality. They will be the type to remain interested in visuals rather than information. They would be disengaged by an overload of information; this is why an interactive piece would be best for presenting this information to them.

#### Cultural and subcultural interests:

My audience's cultural interests will hinge on those of their parents.

#### Attitudes:

My audience will have very positive attitudes toward technology having grown up with it, and having used it in the classroom and in the home for both education and entertainment. They will be more receptive to information presented using those technologies, and will be more open to the ideas presented, especially if they include the use of technology.

#### Intention and Core Concept:

My intention for this project is to create an interactive website that appeals to children, and presents the key ideas and messages in the text in an informative way appropriate to children. I also intend that children will benefit from learning about our energy sources in a way that is interesting to them. The information will be conveyed to children using imagery, colour, and interactions. My intention is that the information can be used within a classroom setting to teach children while keeping their attention. The core concept is that coal powered energy plants are less favourable than a renewable energy source.

## Semiotics and visual metaphors:

### Colours:

When referencing coal power or coal I will use dark colours because these symbolise that they are evil, dirty, or unfavourable. To contrast this, I will use bright colours when referencing renewable energies, specifically solar. I will use bright yellow colours which evoke feelings of happiness. I will be careful not to overuse each colour as overusing the colour will cause it to lose meaning, and the interactive piece will become boring.

I will also use red colours to indicate seriousness of some parts of the interactive piece, this will be used to highlight more serious points and used sparingly. Green can be used to balance out the dark colours, and can be used to symbolise earth and a 'greener' environment. I will also use some blue colours to bring a feeling of joy, and to not over use the other bright colours.

While I will be using bright colours I will also use pastille colours and will be using an analogous colour scheme along with complementary colours. This will provide colour harmony within the interactive piece. The complementary colours will provide contrast and stability to the piece. (Color Matters, n.d.)

Some pieces that I have taken for inspiration are below in figure 1 and 2:

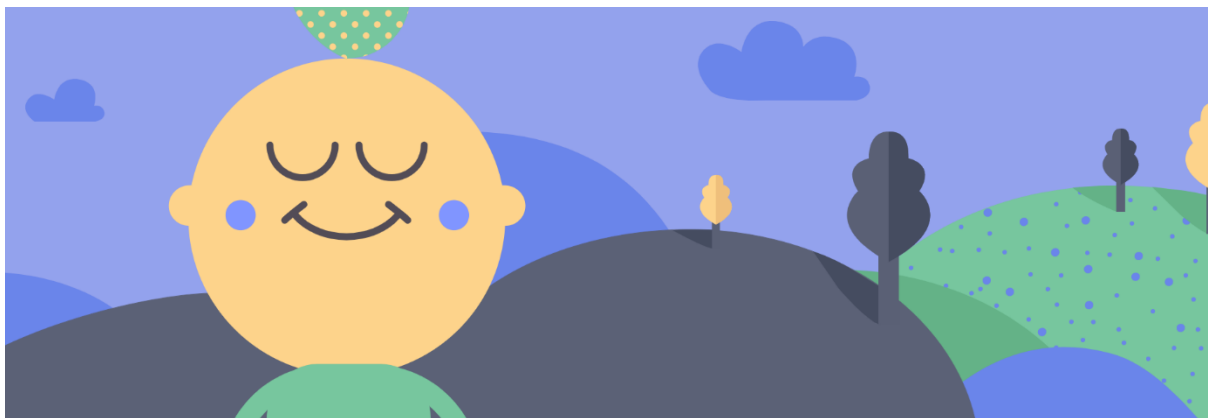
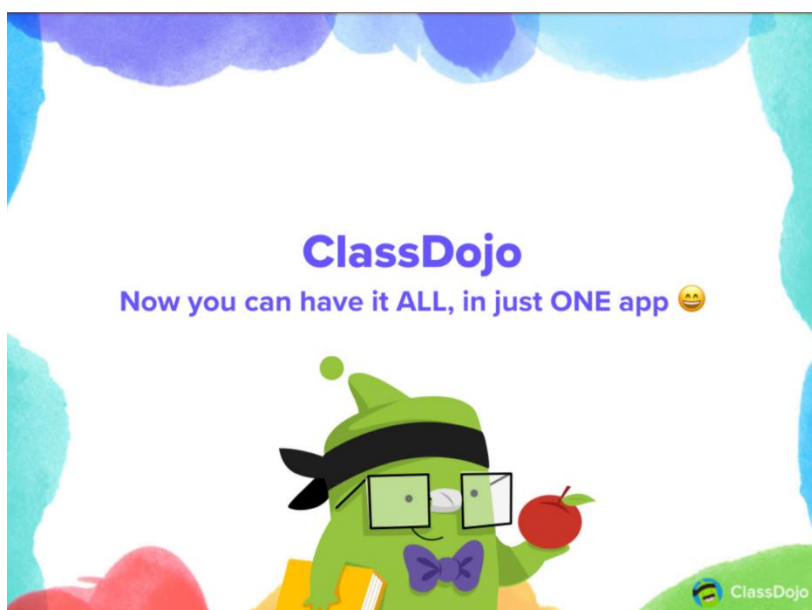


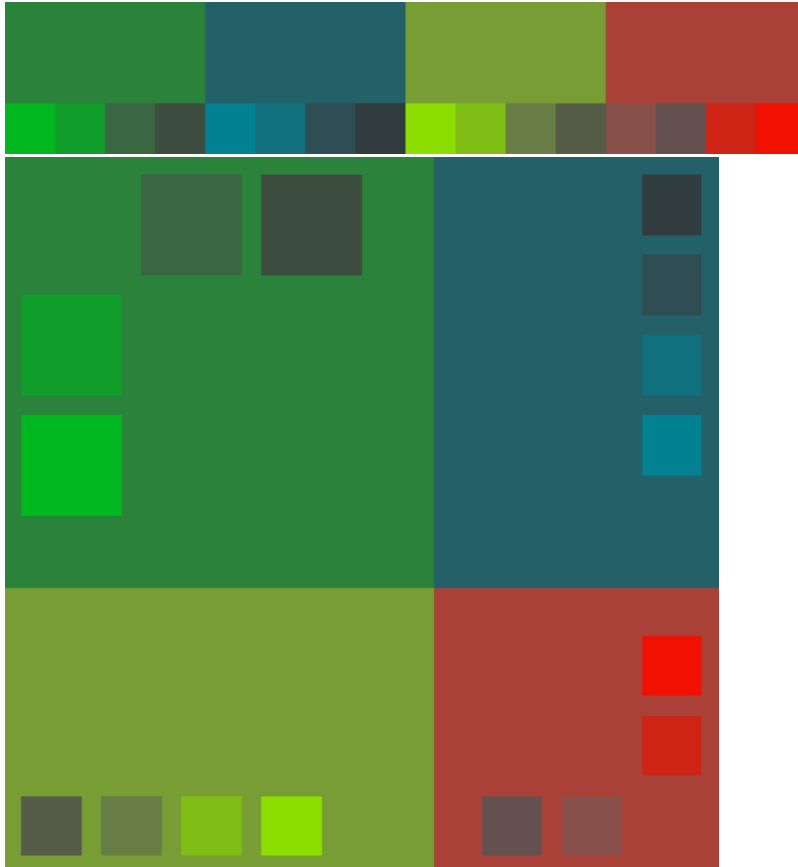
Figure 1: Headspace



*Figure 2: Class Dojo*

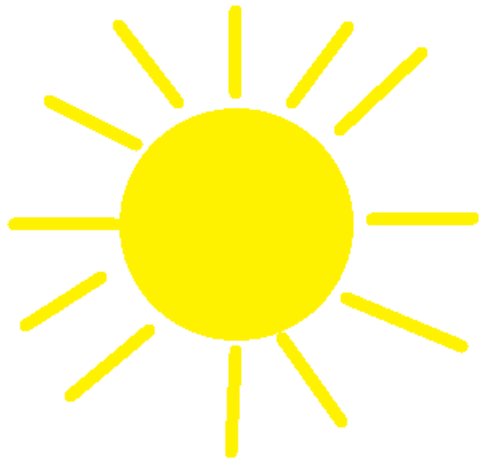
The above uses analogous colours and contrasting colours along with soft shapes.

The below is the colour palette I will be using for my interactive piece. It includes the analogous colours and the contrasting colour.



### Shapes and Imagery:

The shapes I will use will be soft round shapes. These will allow me to show the metaphors in the text in a child-friendly manner. I will use basic shapes that children will recognise and connect with ideas they already have. One of these will be a sun icon as follows:



*Figure 3: Sun icon*

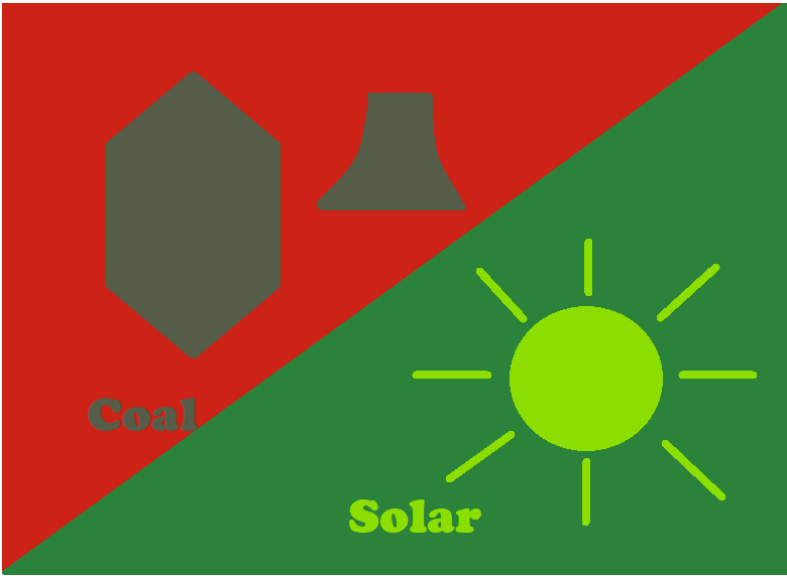
The imagery I use will not be very detailed, and will be similar to a cartoon. This will ensure the children do not get too overwhelmed and disengaged. Using cartoon imagery will make the information which is usually presented in an information heavy way more engaging.

### Interactive methods:

The interactive methods in my webpage will need to hold the attention of young children. I will use a range of interactions including:

- Buttons: I will allow the user to make choices with button presses. The user will choose what they view using a button. This will bring thought into using the webpage and allow the user to choose what they think might be most interesting.
- Image sliders: I will use image rollovers as a method to show multiple images to the user. They will be able to interact with these by selecting the image. They would want to find out more by interacting with them.
- I will make the user feel that they are a part of the narrative. They will follow the narrative in their own time.
- Infographics will also be used as they will allow me to apply colour and explain complex ideas in a simple format. This will be especially important as my audience is young children.

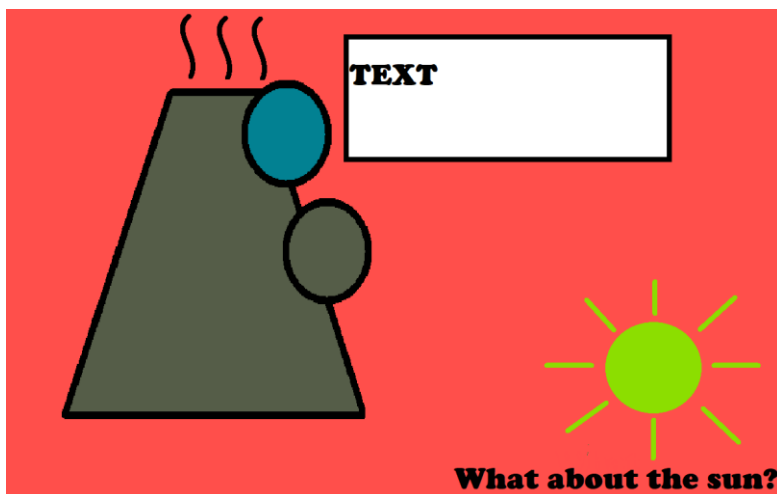
### Storyboard:

Student Name: Michael Watts	Student Number: 218270298
Project Name: ADV201 Assessment 1	Date: 05/12/19
Screen Number: <u>1</u> of <u>3</u>	Screen Description: Main screen
Links from Screens: None	Links to Screens: <ul style="list-style-type: none"> <li>• Coal Screen</li> <li>• Solar Screen</li> </ul>
<p>Sketch:</p> 	
<p>Functionality/Interactivity:</p> <p>Each half is a clickable button which will lead the user onto the page of their choice (Coal, or Solar).</p>	
<p>Background:</p> <p>The background consists of two colours, they are complementary colours which means that there is contrast between them.</p>	<p>Graphic elements:</p> <p>Each of the sun and coal icons will be enlarged then the mouse is hovered over them to indicate that they are clickable.</p>
<p>Colours (HEX):</p> <ul style="list-style-type: none"> <li>• CC2316</li> <li>• 555D48</li> <li>• 8CDE00</li> <li>• 2B823A</li> </ul>	<p>Images (if appropriate):</p>

Text Attributes: Both the text 'Coal' and 'Solar' are Cooper Black font. The font size is 28, and the text is bold.	Animation/Video/Audio (if appropriate):
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Student Name: Michael Watts	Student Number: 218270298
Project Name: ADV201 Assessment 1	Date: 05/12/19
Screen Number: <u>2</u> of <u>3</u>	Screen Description: Coal Screen
Links from Screens: Main screen Solar screen	Links to Screens: Solar screen

Sketch:



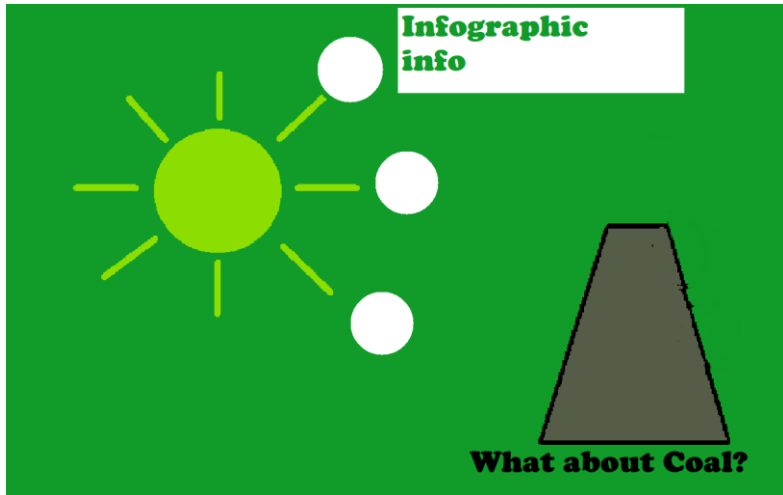
Functionality/Interactivity:

The circles next to the 'power station' are an infographic that can be interacted with. The sun icon and the associated text is clickable.

Background: The background is a solid red colour.	Graphic elements: When the mouse hovers over the infographic controls or the sun the element will enlarge to indicate that it is clickable.
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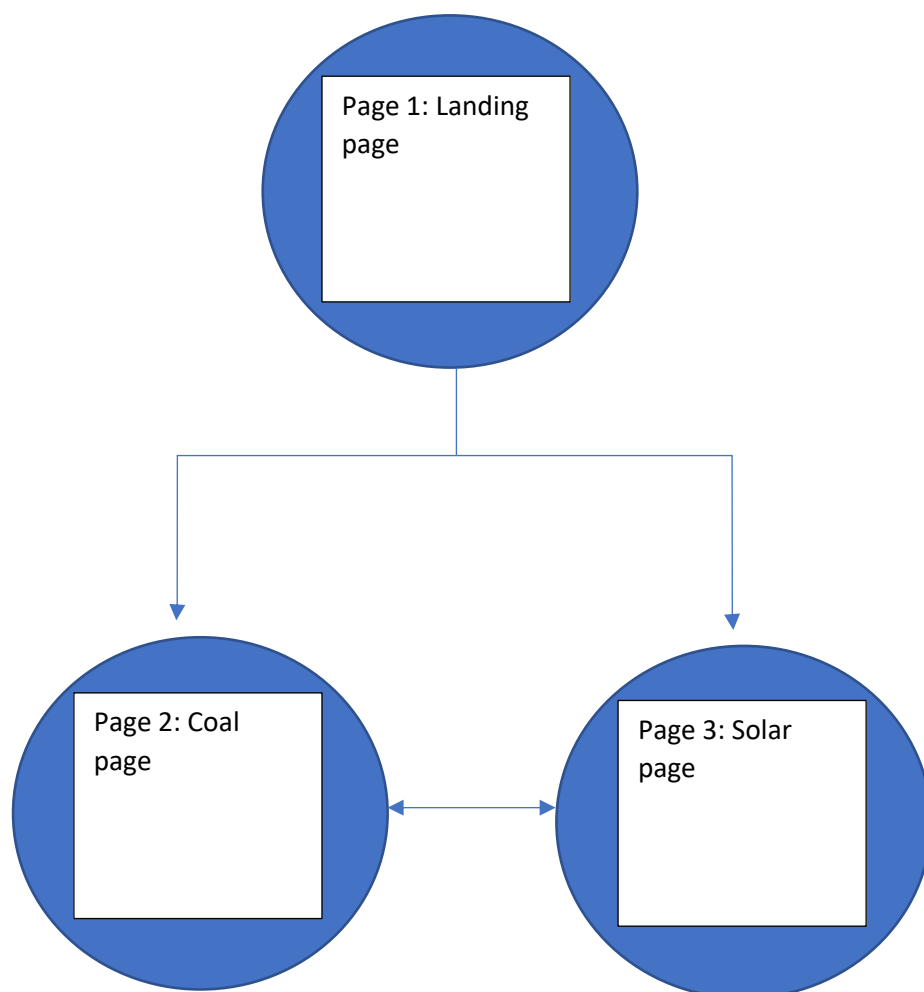


Colours (HEX): <ul style="list-style-type: none"> <li>• AA4038</li> <li>• 8CDE00</li> <li>• 555D48</li> <li>• 028192</li> </ul>	Images (if appropriate): Images related to the text in the infographic will be included.
Text Attributes: The text is Cooper Black Bold.	Animation/Video/Audio (if appropriate):

Student Name: Michael Watts	Student Number: 218270298
Project Name: ADV201 Assessment 1	Date: 05/12/19
Screen Number: <u>3</u> of <u>3</u>	Screen Description: Solar screen
Links from Screens: Coal screen Main Screen	Links to Screens: Coal screen
Sketch: 	Functionality/Interactivity: The circles next to the solar icon control the infographic which can be interacted with. The coal 'power station' can also be interacted with as a link.

<b>Background:</b> The background is a solid green colour which symbolises that solar is a better option when compared with the coal screen.	<b>Graphic elements:</b> When the mouse hovers over the infographic controls or the power station the element will enlarge to indicate that it is clickable.
<b>Colours (HEX):</b> <ul style="list-style-type: none"><li>• 119C29</li><li>• 8CDE00</li><li>• 555D48</li></ul>	<b>Images (if appropriate):</b>
<b>Text Attributes:</b> The text is Cooper Black Bold.	<b>Animation/Video/Audio (if appropriate):</b>

### Navigation map:



## References

Climate Council, 2018. *End Of The Line: Coal In Australia*, s.l.: Climate Council of Australia Limited.

Color Matters, n.d. *Basic Color Theory*. [Online]

Available at: <https://www.colormatters.com/color-and-design/basic-color-theory>

[Accessed 04 December 2019].