

Meaning and Motion Creative Brief

For my project, I decided to create an infographic about palm oil deforestation. This is a widely unknown problem but is one of the leading factors in climate change and animal extinction. I used a dark color as the background with mainly white text to give the animation a negative feeling. I used color text when I felt like certain phrases needing emphasizing. I mainly used layer masks to reveal the text which move quickly on and off the composition to create a sense of urgency in the issue. I introduced the basic facts of this issue and illustrated the problem in a clear and simple manner. I think that my illustrations strengthened the meaning of the text because it gives a visual representation of the problem at hand. Towards the end, when I tell the audience about the call to action, I change the background color to a lighter color to represent hope. This change of color changes the mood from something hopeless to something hopeful.