

CHINOOK SALMON

SUMMER INTERN PROJECT

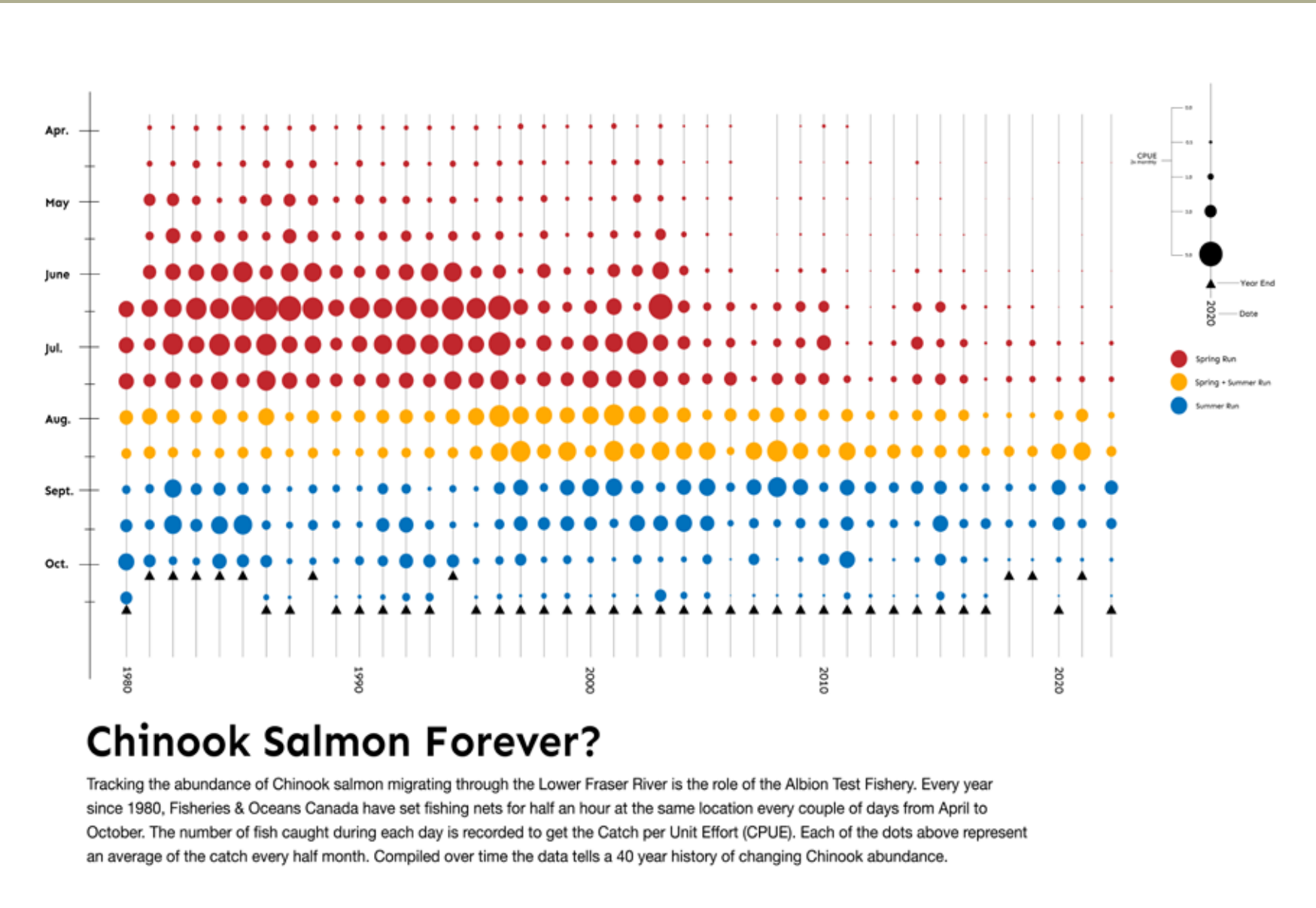
Overview

Summer internship project looked at how to illustrate the decline of Chinook Salmon in the Fraser River, focusing specifically on Spring Run Chinook and the lack of returning salmon at the Albion Test Fishery

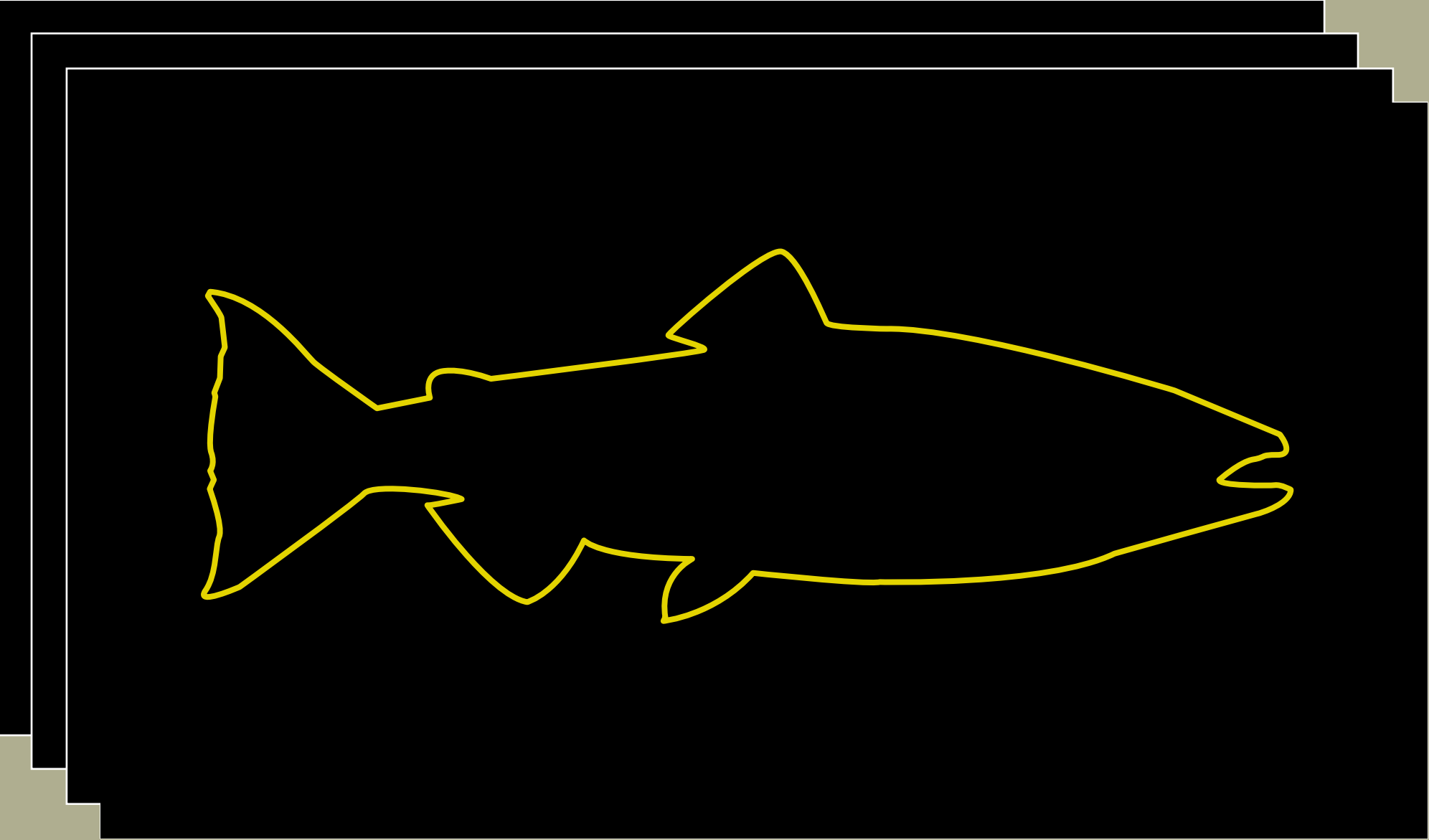




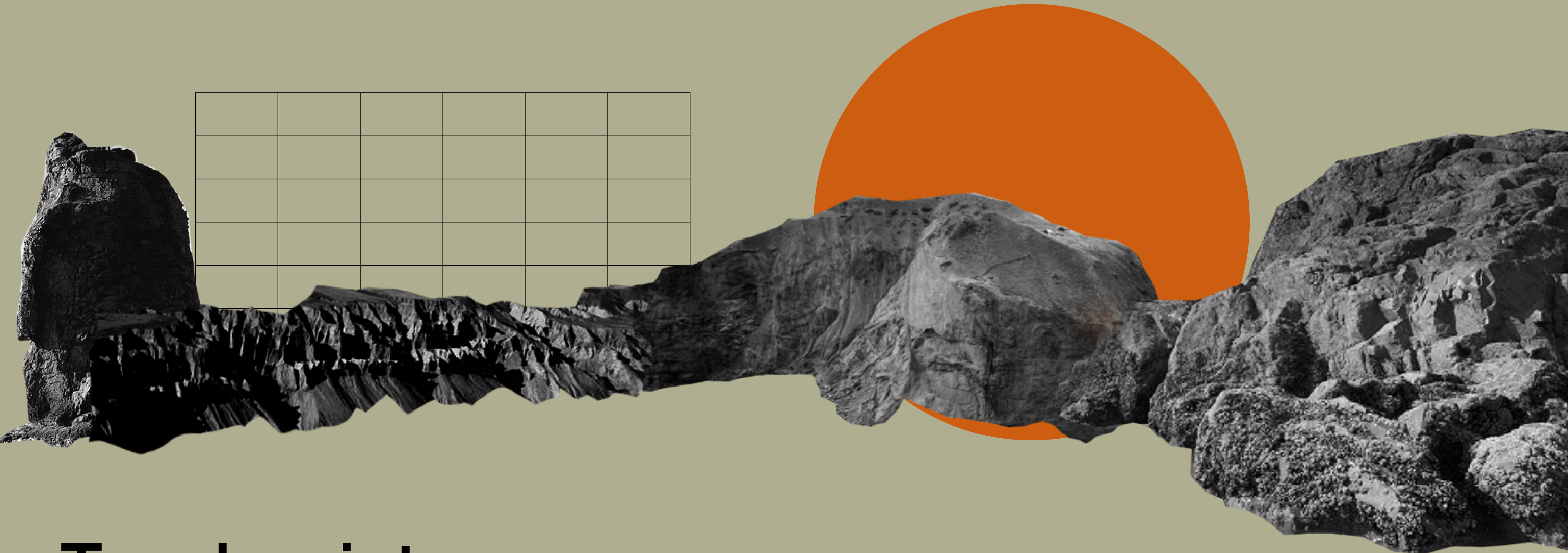
Artifacts



i) Data Driven Visualization



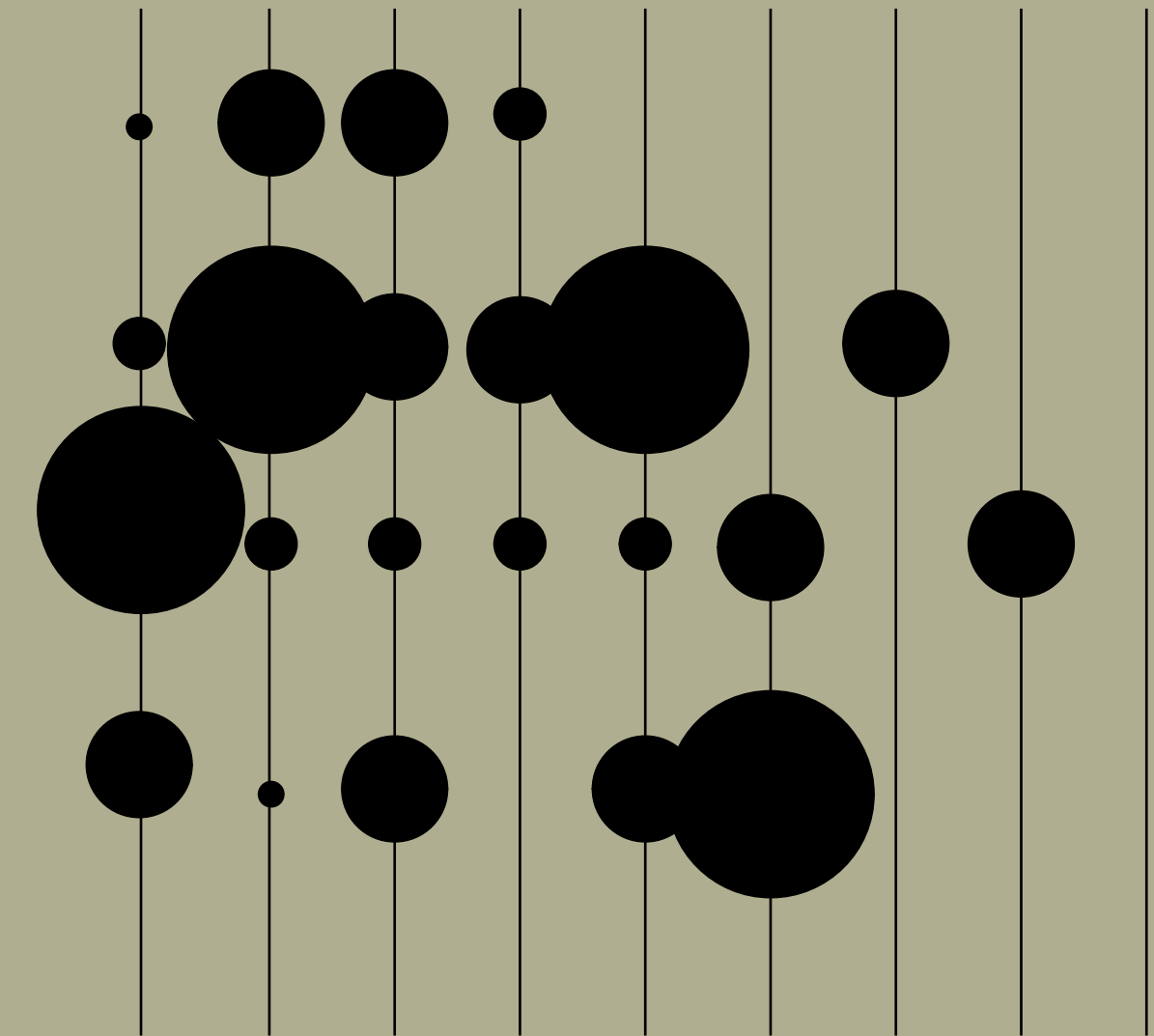
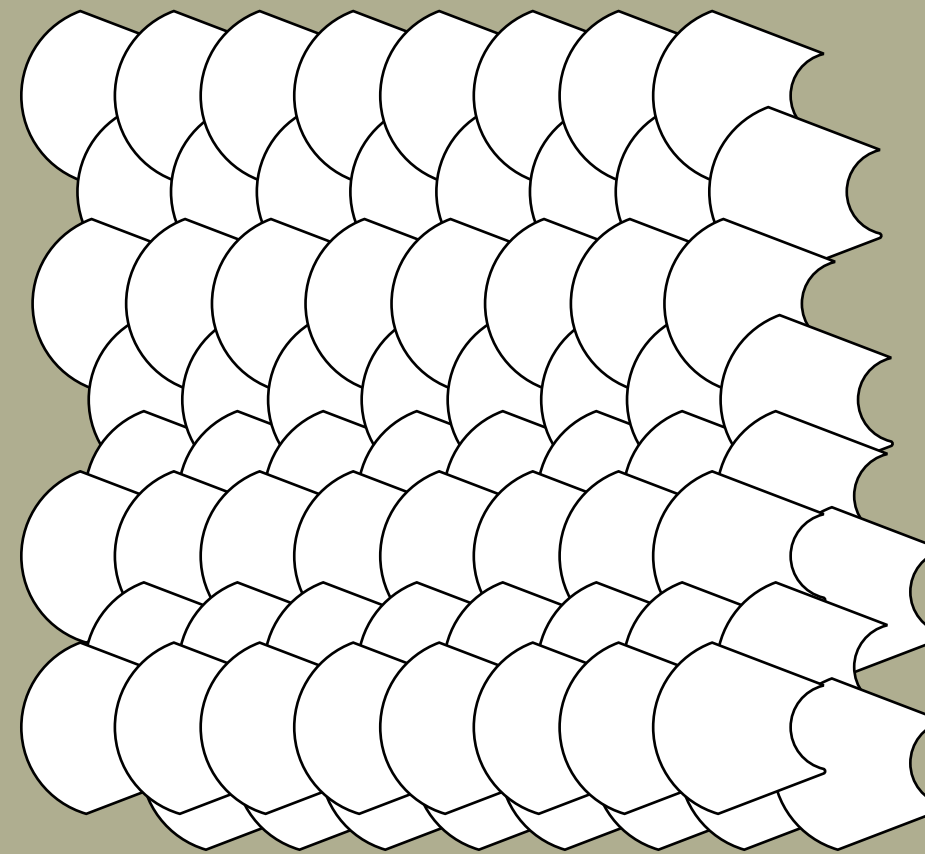
ii) Scrolly Video + Microsite



Touchpoints

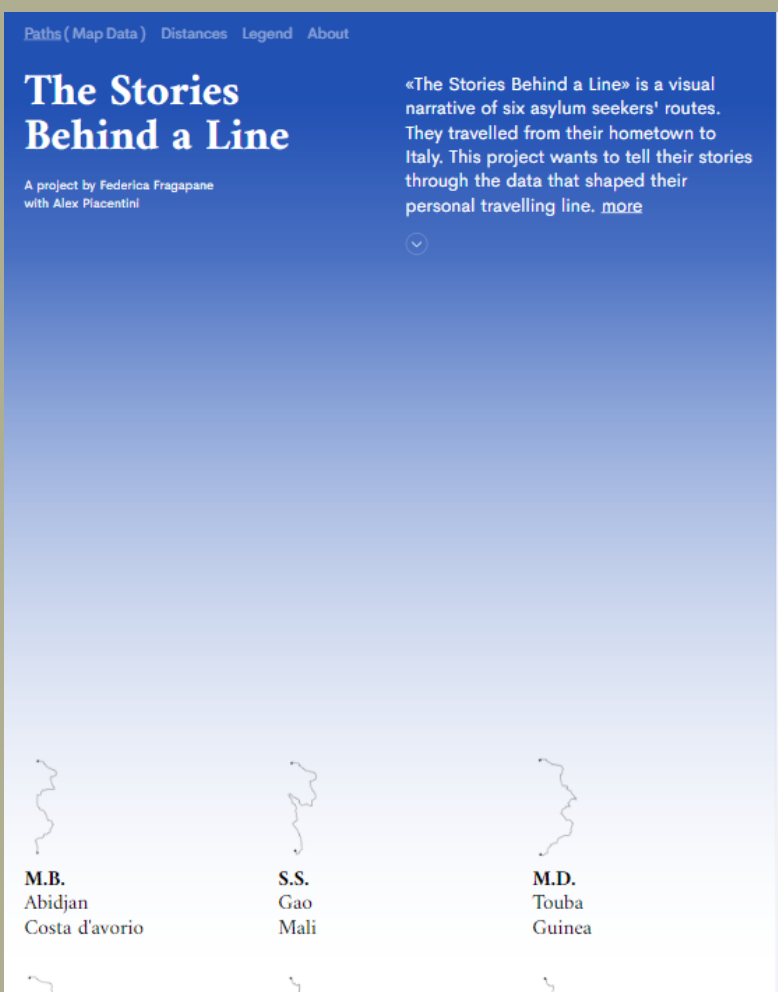
Our touchpoints looked at how we could interpret the raw data critically. Was there a way we could speak about the data abstractly that would resonate with viewers? Could we convey or depict technical “fish science” in an attractive way to allow for lay people to understand CPUE or declining fish stocks?

“A Wall of Scales”



By taking this idea and compounding on it, we could extrapolate data as “scales” where the position and size of the scale could represent fish caught during that particular period. By using a Proportional Area Graph we can abstract the idea of a Scale Book into something useable, using the datum as a metaphor for declining salmon stocks. Further work could be done on this graphic to illustrate intricacies between sex ratios, type of chinook salmon or even spawning patterns.

Interaction + Archtypes



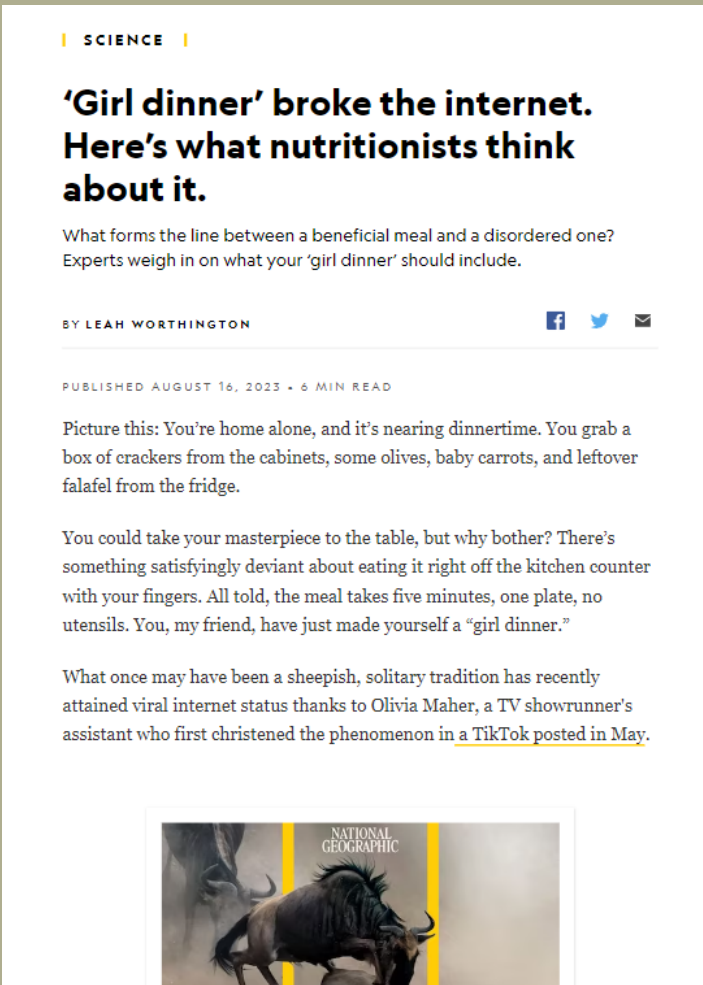
i) Interactive

Interactions drive the experience giving users access to information at their own pace.



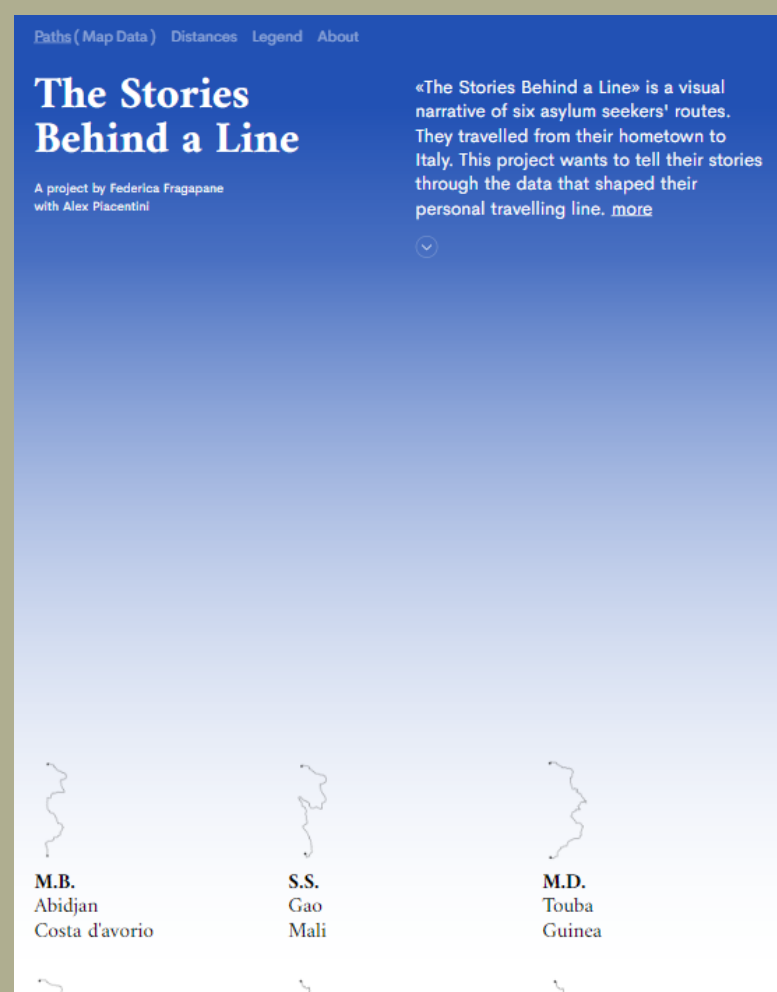
ii) Innovative

Interactions drive the experience by encouraging users to explore the facets of the website through unconventional interfaces



iii) Passive

Interactions are not present giving users to consume information more traditionally



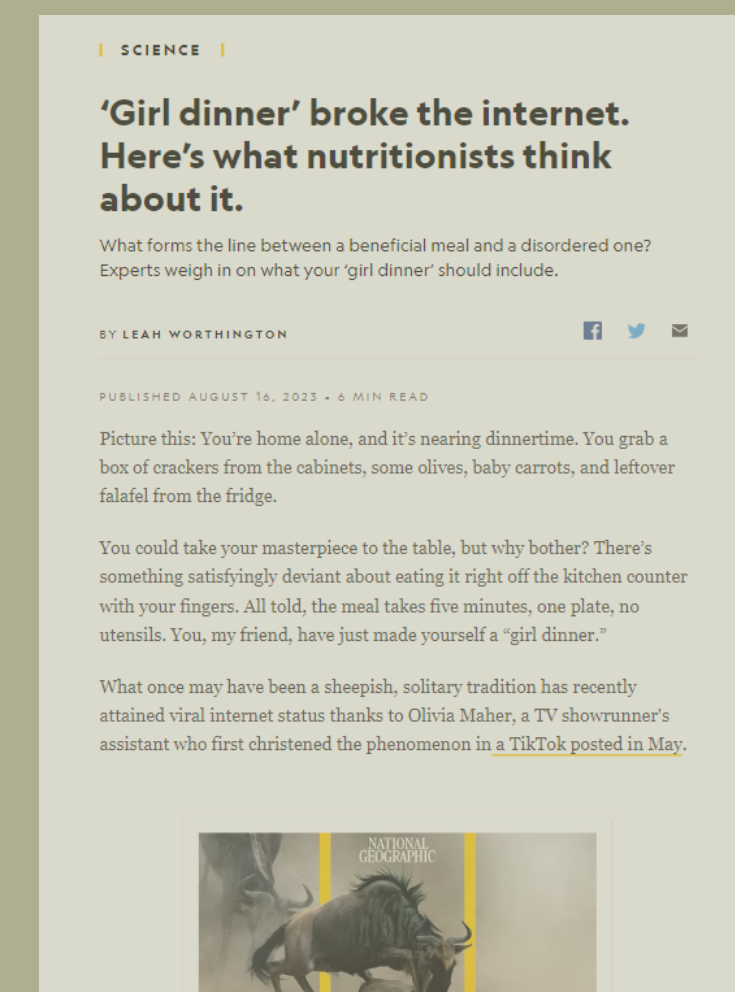
i) Interactive

Interactions drive the experience giving users access to information at their own pace.



ii) Innovative

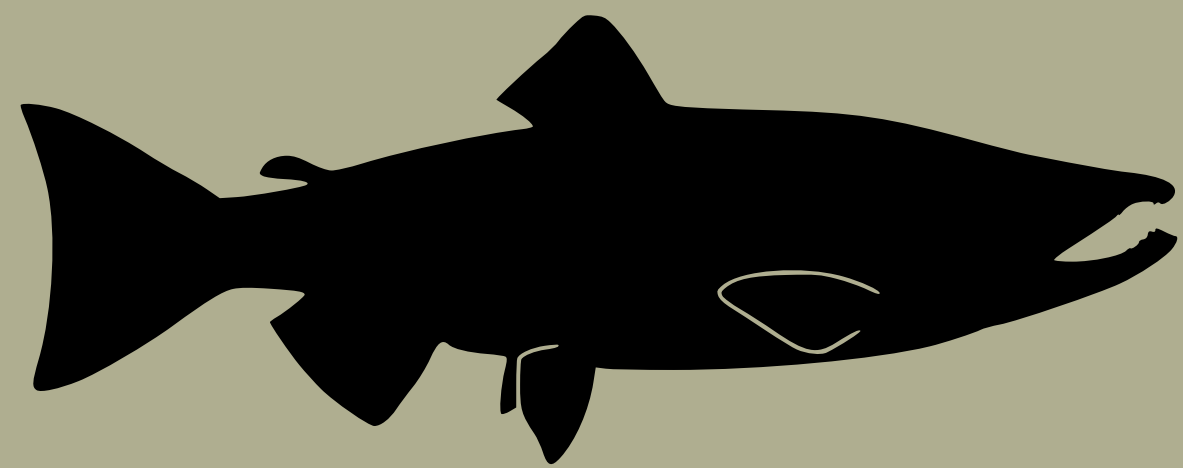
Interactions drive the experience by encouraging users to explore the facets of the website through unconventional interfaces



iii) Passive

Interactions are not present giving users to consume information more traditionally

Passive Interactions provide many chances for information crystallization, but interactions and innovative techniques for navigation give a greater chance of the experience to be memorable, thus more powerful.



Our data-driven story illustrated the uniqueness and “sticking power” of Fraser River Chinook through the last 40 years of data collections and explained how these fish acted as “keystone species” in the greater salish sea.

