

Project Title: Smarter Travel 2019 (multimedia)

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Overview

We were to develop a piece of media to encourage staff and students to choose smarter modes of transport. We created a parallax website that included animations. The aim of this website was to promote the positive aspects of cycling. We are telling a story visually through this website. The purpose of this was to promote the benefits of cycling as a method of transport and to encourage students to cycle more often because it's a healthy mode of transport.

Project

Secondary and primary research was done in order to understand this topic well. A research document was created so all of this information that was collected was visually showcased in one place. An audio piece was made in order to complete the primary research section. It was a vox-pop discussing how students and lecturers travel to college. Story boards were created to demonstrate the story that will be told through this visual media. Once the illustrations were designed they were implemented into the website. The purpose of this website is to promote the positive aspects of cycling and also to outline why you should cycle. The outcomes were that while you are scrolling down through the webpage you begin to gain a better understanding of what the benefits of cycling are and why you should cycle to college and or work. The objectives of this website were to encourage students to cycle and to promote the benefits of cycling and they were achieved by visually conveying the statistics of cycling in Ireland through the use of illustrations and animations.



Promo Poster Design



Results

We told our story through visuals, statistics and animations. We decided to visually tell the story this way because we found that it was most compelling and engaging. By including animations in the website when you over or click on an image while you scroll you are more likely enjoying the story and taking it in. The website showcases engaging animations as you scroll through the site. You follow the cyclist on his journey and while you do this statistics, cycling apps, research and an audio piece pops up. A poster was created to promote the website as well as highlights the different phases of its story. The logo was designed to clearly convey what the website is about and its purpose.



Conclusion

In conclusion the website effectively conveys a cyclists journey while promoting the positive aspects of cycling and it outlines the reason why you should cycle. The website makes use of animations with images with helps to engage the viewer as well as inform them on this matter.

Our Logo Design

