

project3

motion infographic/explainer

assistant professor

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objectives

- to understand how visuals enhance messages in media
- to express complex ideas using motion through symbols, icons, illustrations, and typography
- learn to use the principles of visual representation of data, metaphors, and symbols intended to convey information

description

Information graphics are graphic visual representations of information, data or knowledge. These graphics present complex information quickly and clearly, such as in signs, maps, journalism, technical writing, and education. The purpose of information graphics is to connect viewers with information in a short amount of time. The explainer video seeks to communicate the value a service, value, or message supported by a crafted narrative using visuals in motion. To be successful, a designer must be clear and consistent using visual language, principles, and metaphors.

In this project, you are going to create an animated infographic/explainer mograph. For your topic, select from the following:

- 1. Make a political statement to support or protest something or someone.**
- 2. Support a particular group, organization, or movement.**
- 3. Focus on events, issues, or actions you can do to support a cause.**

requirements

- Statistics should be researched, accurate, and retrieved from credible sources, giving credit to the appropriate sources
- Symbols, diagrams, and charts should be readable and understandable
- You will write the entire narrative. Pick something that matters or interests you!
- Duration: 60s-90s