PROJECT: Infographics

- DESIGN PLAN

What is the Business Type and Name?
Charity, online store, event venue, etc

NASA / space research and education website

What is the Infographic for?
Product to be sold, event, informational, etc

to provide information about different planets

Who is the target Audience?
demographic based on age, gender, occupation, interest, nationality, etc.

people with an interest in space of any age and gender

What type of Infographic will be used?
statistical, timeline, comparison, etc.

comparison

Where is the Infographic going to be used? *Ex.*
web page, ad network, app, etc

on their website and social media

What are the Infographic specifications?
Aspect ratio, dimensions and weight, etc.

735px x 1416px / 291KB
3063px x 5901px / 765KB

What is the format and delivery size of the Cinemagraph?
Gif, jpg, mp4, png, png sequence, animation, etc

jpg, png

How will the Cinemagraph be created?
Software or apps, etc.

Illustrator

What content elements will be used?
vector graphics, sketches, text, etc

vector graphics, text, possible photo or two

What design elements will be used?

- Existing brand items   NASA logo
- Color scheme   Blues, oranges, yellows, purples
- Typography   slab serifs, sans serifs, or monospaced
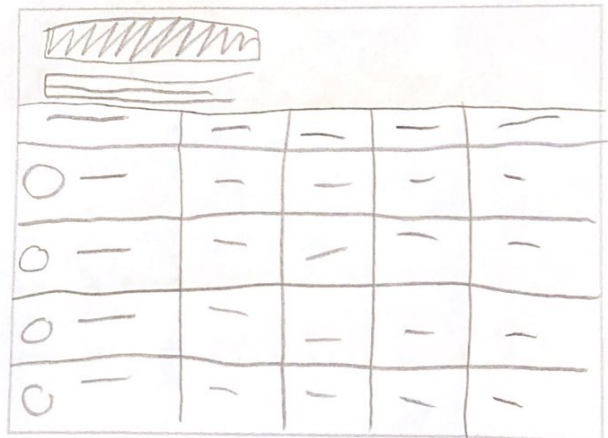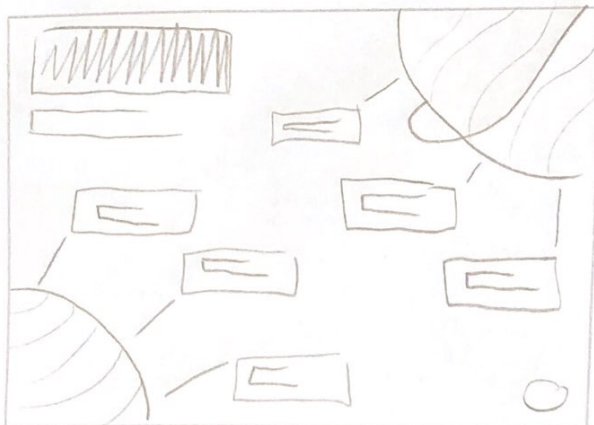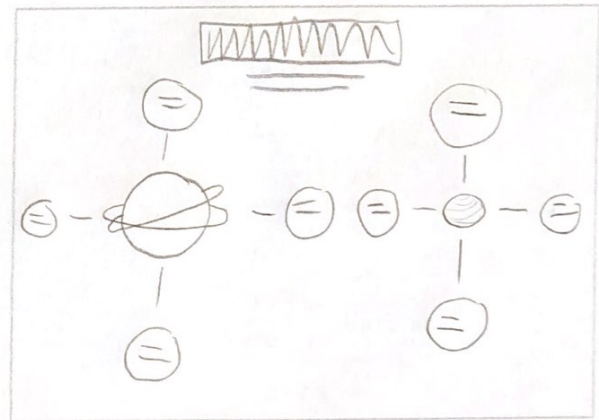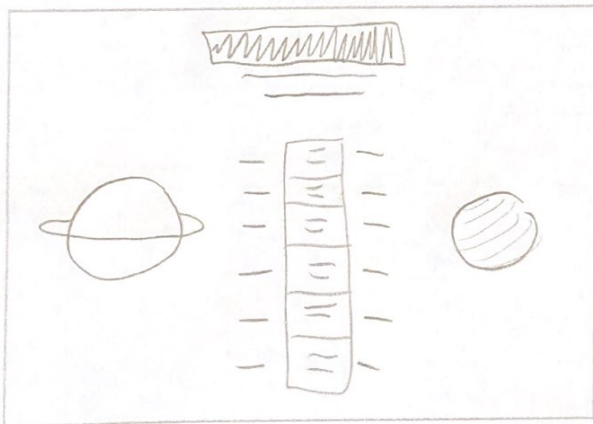- Graphics   space related items
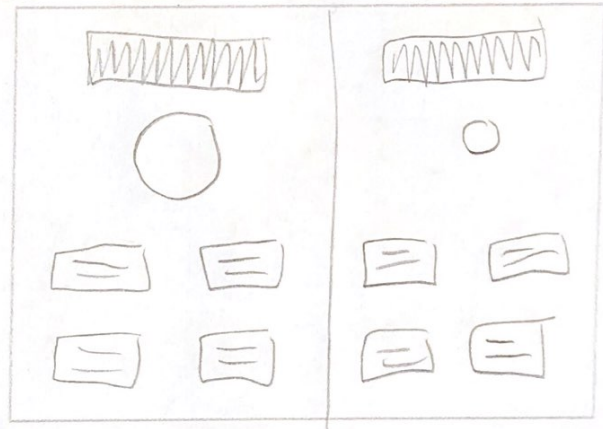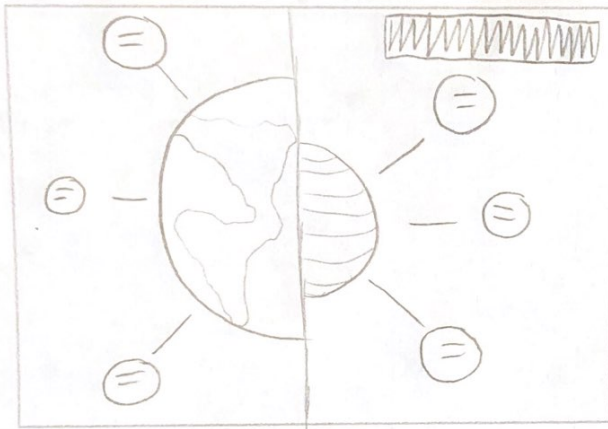
Create sketches, use design tools such as Style Tile to narrow down colors, fonts, images.

PROJECT: Infographics

- DESIGN THUMBNAILS: Layout Ideas of the Composition Elements

PROJECT: Infographics

- DESIGN Notes: Layout Ideas of the Composition Elements - Notes

Draft notes of your design ideas. Write down association words.

Draft notes of your animation ideas.

space
planets
stars
rockets
moons
rings
size
axis
velocity
orbit
blue
dark
sun