

em
e-motion

Data Visualization Project

Motion 3454
Nov 5, 2018

DATA VISUALIZATION: Analysis

Project Proposed By:

Cydney Phan

Overview:

Produce a video highlighting a data set from a makeshift company that encompasses the company's culture and feel.

Objective:

In a 15 second video, include a minimum of 10 video layers, 5 audio layers and 3 audio sweetening tracks. The footage used in the overall video should create a sense of motion with a matching set of data motion that highlights the function of the "eMotion" health app. With data visualizations being used in all aspects of advertisements and UX, the skills learned in this project will build a foundation for future projects.

Treatment:

This data visualization video will incorporate clean and minimalistic motion graphics so that data can be easily read during playback. Colors scheme would be earthy with a lot of footage that emulates a grounded and realistic lifestyle. This video isn't going to push a workout agenda but rather promote the "healthy" lifestyle: one were the user is eating, physically active (in whatever capacity) and takes care of their emotional needs.

Target Audience:

Technologically proficient 24- 65 year olds with at least a college degree, whom are also physically active Americans.

Deliverables:

A 15 second video, include a minimum of 10 video layers, 5 audio layers and 3 audio sweetening tracks. Final products uploaded to Vimeo and URL submitted to Canvas by Nov 12 before 11:59 PM.

Color Scheme:



Fonts:

Avenir Next Condensed Demi Bold (pt 14)
Avenir Next Regular (pt 14)

Audio Considerations:

- + Travis Scott "Wake Up" (Louis Futon Beats)
- + EEST COAST "My Luv"
- + Zhu "Faded" (ODESZA remix)

TIMETABLE

OCT 31, 2018

Introduction to Data Analysis Project

NOV 5, 2018

Preproduction and Proposal Due

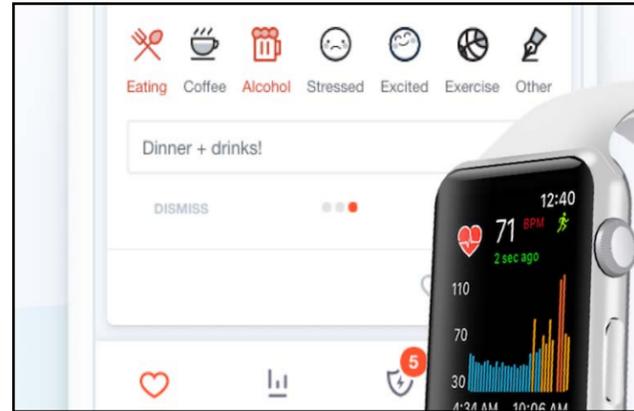
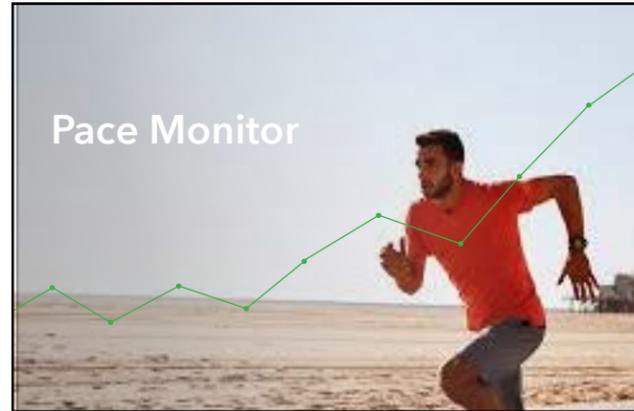
NOV 8, 2018

Finish 1/2 of Project Video

NOV 12, 2018

Final Video Due

STORYBOARD



STYLE FRAME

