

## LOGISTICS AND RESOURCING

The final output(s) for this project will be determined when more is known about the specific problem to be addressed. With that said, the outcome will be in line with my own interests in terms of its specific medium. My main areas of work are motion graphics and interactive graphics.

## MOTION GRAPHICS SOLUTION

As a purely digital medium, the creation of motion graphics is dependent solely upon access to a suitably equipped computer. However, distribution of motion graphics has several considerations. Firstly, the visibility of the graphics for the target audience presents a challenge.

The normal home for such graphics is websites, apps, and social media pages. All three of these require that the target audience is made aware of the platform and is motivated to engage. Apps present a further hurdle insofar as needing to motivate a user to download the app before engagement can begin. Furthermore, the graphics could be deployed as part of a new, unique platform, or attached to an existing platform, both with considerations peculiar to themselves.

To create a new platform gives more freedom to create a bespoke solution but lacks the established recognition and trust of an existing platform. Conversely, attaching to an existing platform requires considerably more work in establishing a working relationship and identifying groups appropriate to the solution.

Public display in a real, physical space is another option, and this brings with it extra planning in terms of organising a physical space - replete with audio/visual equipment - and drawing relevant attention to it. Some customisation of display equipment may also be necessary if the solution is to go beyond basic screen presentation.

## INTERACTIVE GRAPHICS SOLUTION

Considerations here are somewhat similar to those of motion graphics. Interactive graphics occupy a purely digital space, and so have no real resource requirements in the development stage beyond access to a computer with sufficient power suitable software.

Again, distribution presents the most challenge when ensuring that the message reaches the target audience. Interactive graphics can attract and hold attention more than motion graphics, and possess a greater potential for transmitting a message due to this. If the solution takes the form of an interactive installation, its presentation will require a suitable machine to run it from as well as a display tailored to the interactive (again, this may not be a simple screen presentation).

Something to watch with the design and delivery of an interactive graphics solution is that the visual work does not take a back seat to the coding work. The user experience must be novel, informative, and enjoyable, and the interface should be aesthetically appropriate to the target users.