RE SOURCE FULL

Process Deck

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Interactive IV | Fall 2016

PROJECT BRIEF

Despite the growing push towards clean energy in today's global society, the majority of the world's energy still comes from non-renewable resources. However, more and more countries are shifting their energy consumption to cleaner and more sustainable alternatives.

Resourcefull is an interactive infographic that sheds light on the resources we use to produce our energy and how they help make up the total energy use in countries around the world. The application aims to:

inform about international energy use

entertain through motion and interaction

provide perspective on what it takes to power our planet

RESEARCH

PERCENTAGE OF TOTAL U.S. ENERGY CONSUMPTION BY SOURCE:

FOSSIL FUELS = 67%

- COAL = 33%
- NATURAL GAS = 33%
- PETROLEUM = 1%

NUCLEAR = 20%

HYDRAULIC = 7%

WIND = 5%

SOLAR = 1%

ENERGY CONSUMPTION BY BTU* (British Thermal Units):

UNITED STATES = 97 quadrillion BTU

GLOBAL = 580 quadrillion BTU

*one British Thermal Unit is the amount of energy needed to raise one pound of water one degree Fahrenheit.
This is approximately equivalent to burning one matchstick.

AUDIENCE

Resourcefull is ideal for the budding student interested environmental studies and global relations who is looking to broaden their knowledge in an interactive, fun, intelligent way.

This interactive application also appeals to the teacher who is looking for new and exciting ways to engage their students with something that is both relevant and educational.

USE CASES

Joseph, 14, is a highschool freshman attending a public school in the northeast, and has aspirations of going to a private college nearby. He is interested in sustainability, feeling most connected with his school work in his earth science class. The information is exciting, but he wishes there was a more interactive way to engage with the topics he cares about.

Michael, 38, is an ecology professor that strives to amaze his students with the power of science. Lately he has noticed that the more visually oriented students in his class are neglecting the work in their current statistically heavy unit on energy. He hopes to find something that will both educate and capture the attention of his students.

DESIGN DIRECTION

TYPE

HEADER
Program Narrow, Bold

Body Copy
Adelle, Regular

DATA
15°
Program Narrow, Bold

COLOR PALETTE

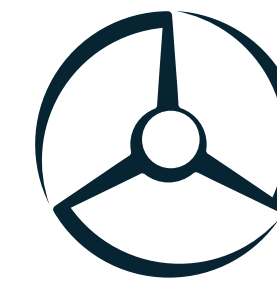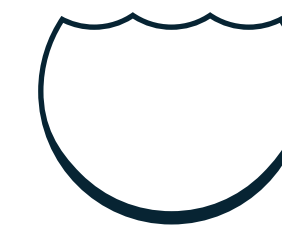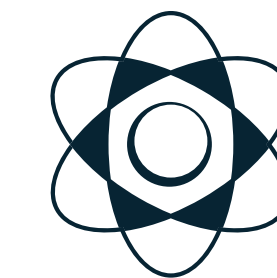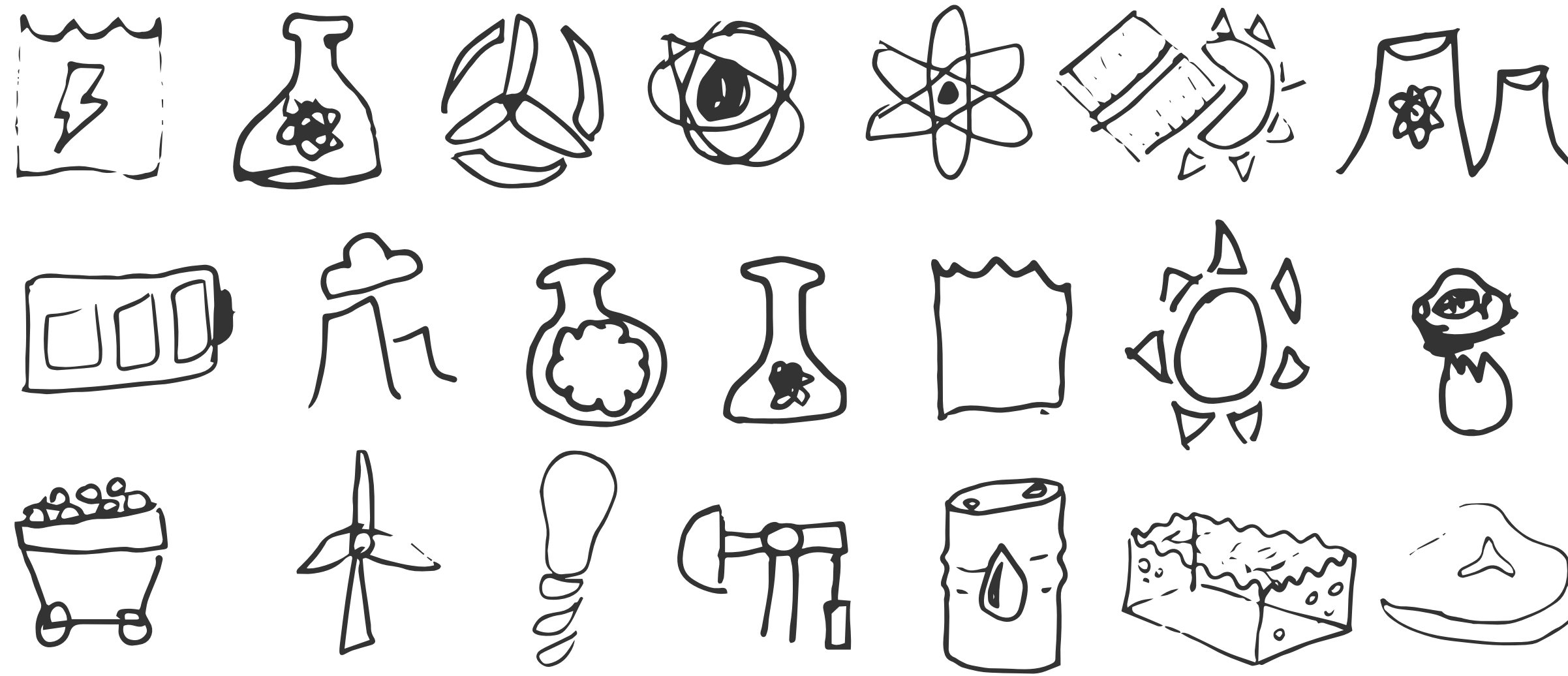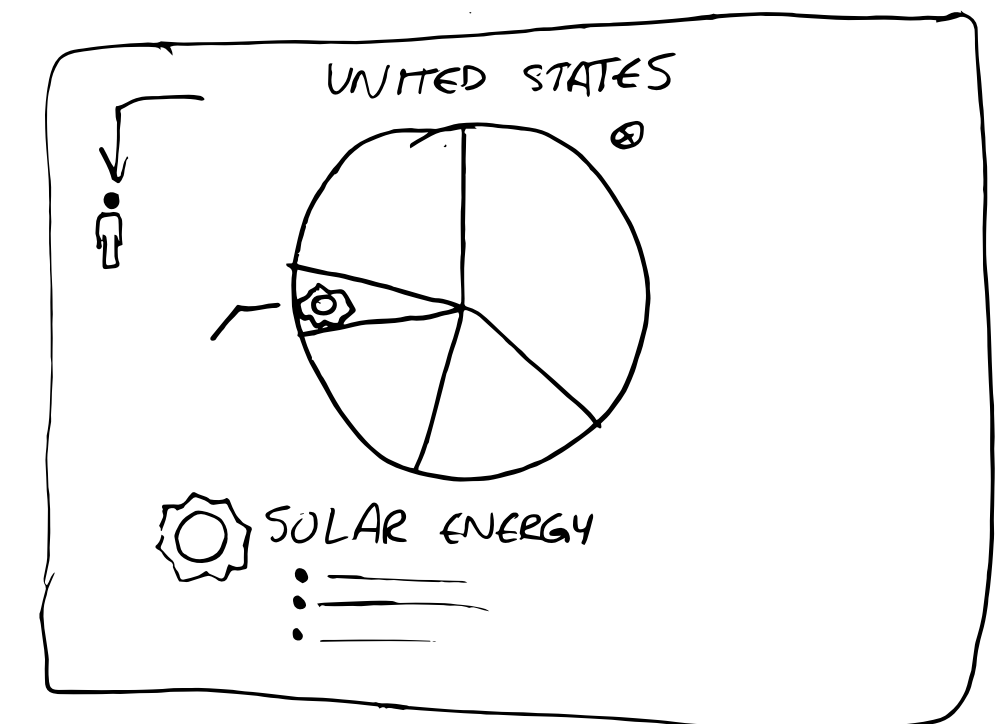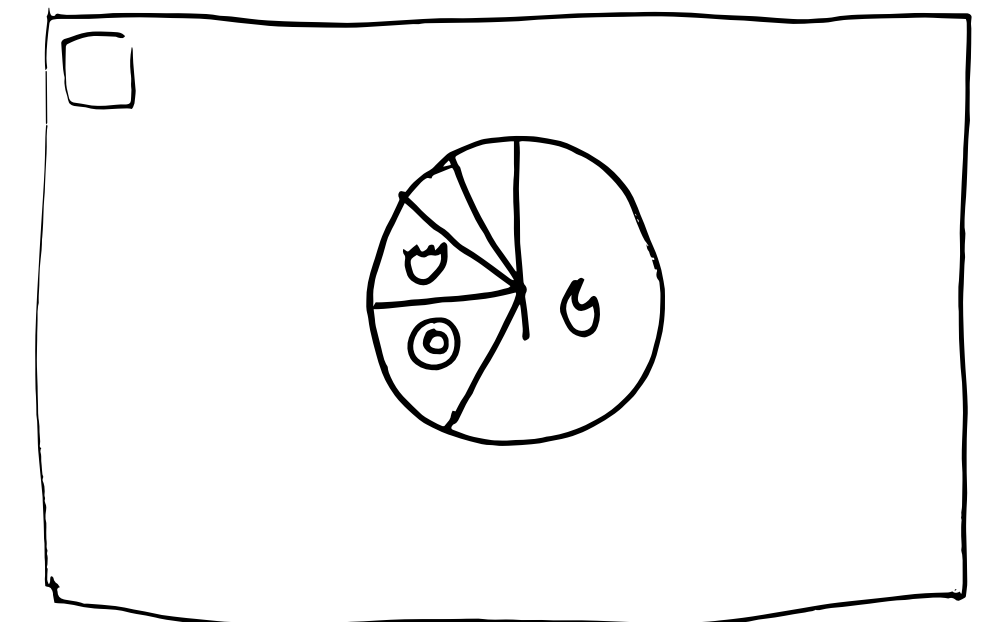|	
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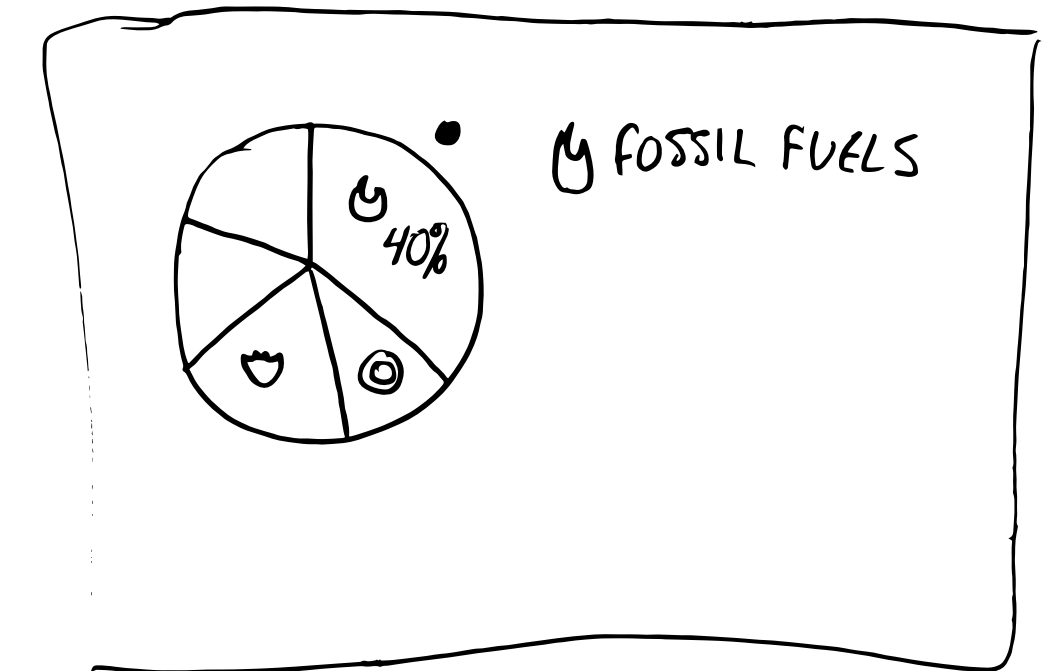## ICONOGRAPHY
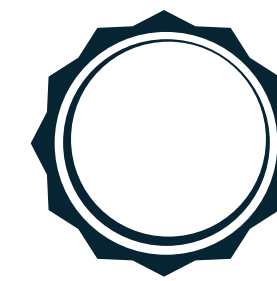
Solar

Fossil Fuels

Wind

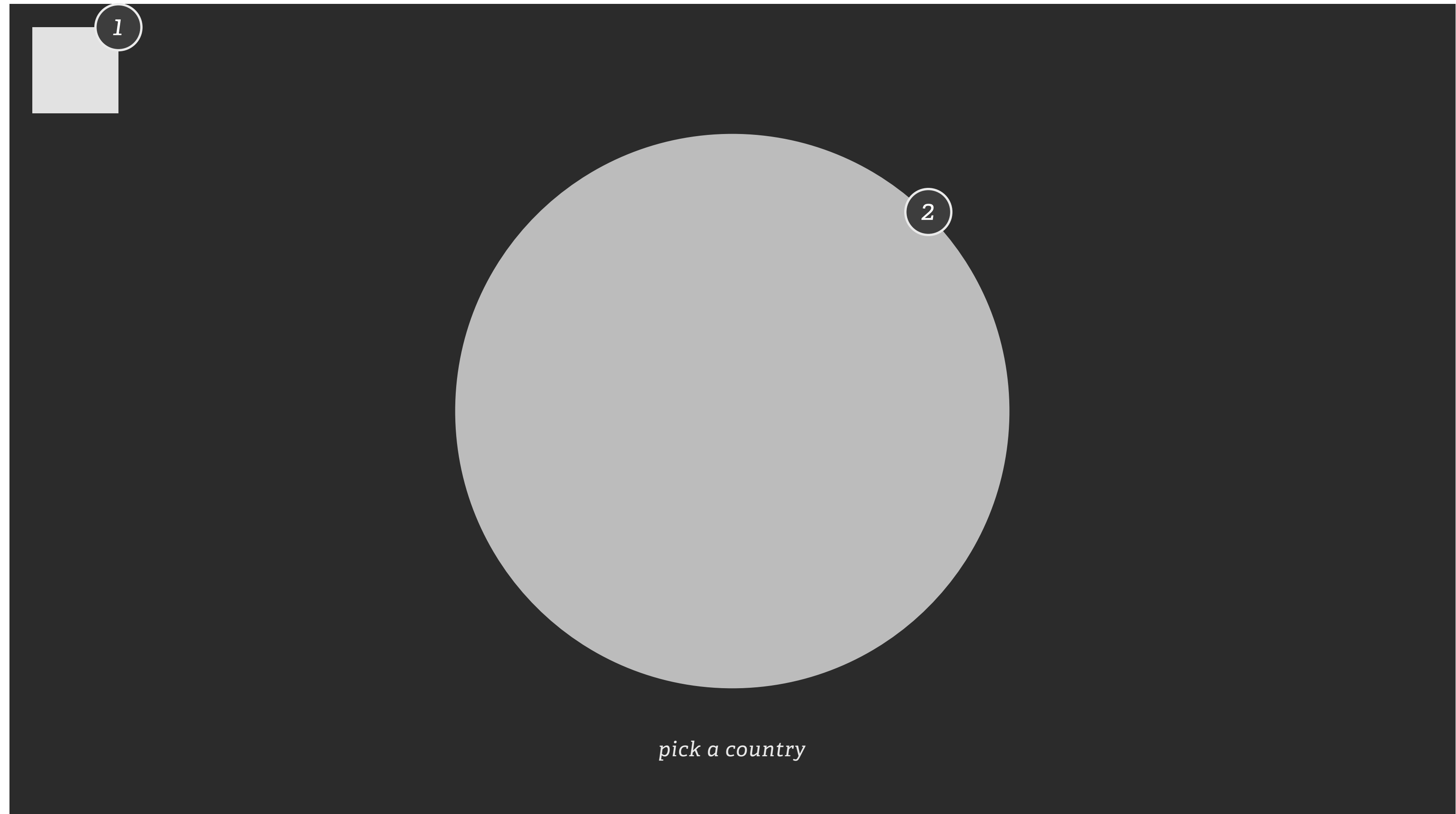Hydraulic

Nuclear

VECTOR GRAPHICS

IDEATION & SKETCHES

WIREFRAMES

1 *Resourcefull logo*

2 *Interactive spinning globe, rotation speed based on distance of mouse from center. (farther = faster)*
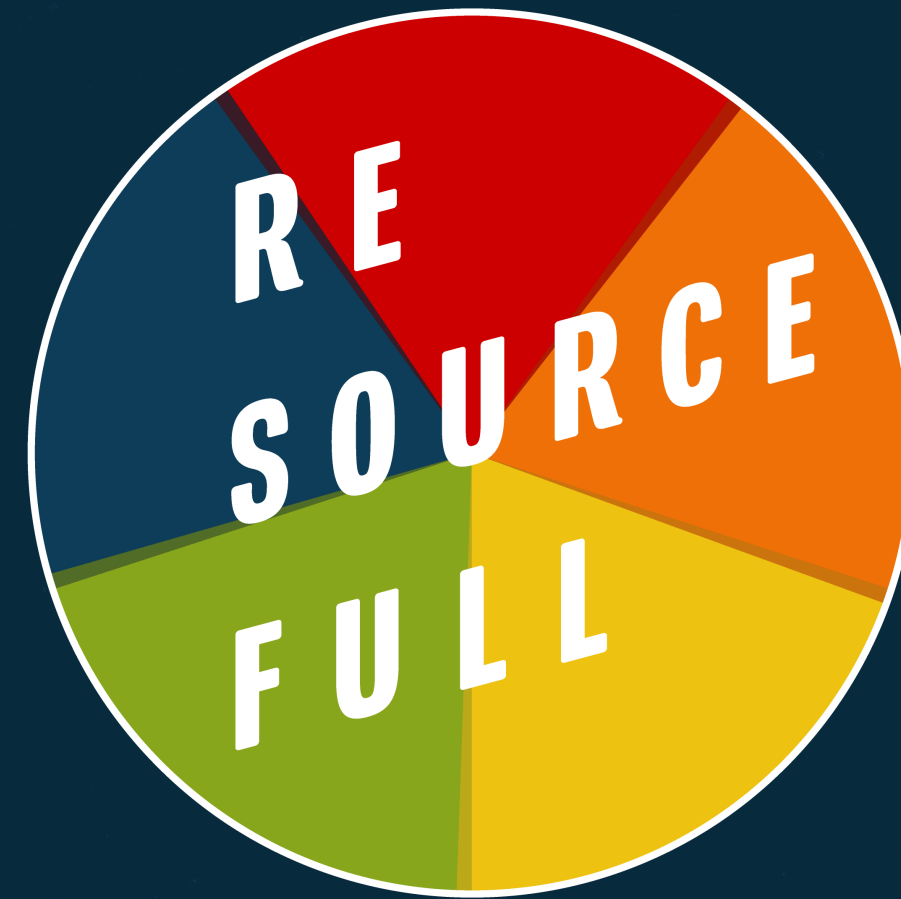

pick a country

LOGO DESIGN

1 *Simplified rainbow colors represent a full circle; alluding to a full spectrum of color alludes to global inclusion.*

2 *Text is dynamic to appeal to a young and curious yet mature audience.*

FINAL COMPS

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Resourcefull | Jamie Andrest

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