

# MU IDM STUDIO X APCSC

## MONMOUTH UNIVERSITY IDM Studio

November 2021

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**IDM (INTERACTIVE DIGITAL MEDIA) STUDIO**  
**GRADUATE COURSE M.A. IN COMMUNICATION**



# Community Information Design: Special Topics

IDM STUDIO: EXERCISE 2: FA 21

Information Design is the practice of presenting information in a way that fosters an efficient and effective understanding of the information. The term has come to be used for a specific area of visual design related to displaying information effectively, rather than just attractively or for artistic expression.

During the fall 2021 semester the IDM Studio class from Monmouth University will work with Asbury Park Complete Streets Coalition (APCSC) on a Community Information Design Project. Four weeks of the semester will be dedicated to learning about Complete Streets, Asbury Park, Vision Zero, and the new 4ft passing law in NJ. The students will produce informational projects that aim to educate the local community on these topics.

# **PART 1: APCSC Presentation Outline**

Introduce APCSC

Talk about projects/events from APCSC

Discuss the history of how the auto industry's influence

Move into the meaning and history of Vision Zero

Discuss the new 4' passing law. Why it was established. What are the goals surrounding this law?

What are the challenges of implementing it/enforcing it?

Q&A with students

## Consider:

What did you know about this topic before the presentation?

Who is your audience? There can be multiple or you can focus on one!

How does this relate to climate change and the health of communities and the planet?

How does this relate/affect equity in communities?

What are car drivers and car companies' role?

How could self-driving cars affect this issue?

## PART 2:

NJ Safe Passing Law: <https://njbwc.org/team4nj/> (Required Reading)

Your task is to respond to this information by applying design thinking skills to create a tangible project/prototype!

This is a self-designed project, however your instructor can help guide you. You are allowed to work in teams of 2 or by yourself.

Deliverables:

1. Discuss your topic with your instructor
2. Imagine that you have no limits! Money is not an issue! This can be conceptual
3. Focus on: Education & information
4. Document your project on the IDM lab website

DUE: There will be a progress check-in on NOV. 1st

On NOV. 15th The final project is due. Your prototypes will be presented in front of the class and APCSC. At this time your documentation is also due.

# Asbury Park Complete Streets Coalition (APCSC)

## 2021 LINKS:

<https://apcompletestreets.org/>

### CORE ELEMENTS:

Vision Zero

[https://visionzeronetwork.org/wp-content/uploads/2018/11/VZN\\_CoreElements\\_FINAL.pdf](https://visionzeronetwork.org/wp-content/uploads/2018/11/VZN_CoreElements_FINAL.pdf)

9 Components of a Strong Vision Zero Commitment

<https://visionzeronetwork.org/9-components-of-a-strong-vision-zero-commitment/>

Guidelines for an Effective Vision Zero Action Plan

[https://visionzeronetwork.org/wp-content/uploads/2017/12/VZN\\_ActionPlan\\_FINAL.pdf](https://visionzeronetwork.org/wp-content/uploads/2017/12/VZN_ActionPlan_FINAL.pdf)

Vision Zero 101: From Fundamentals to Action webinar:

<https://visionzeronetwork.org/vision-zero-101-from-fundamentals-to-action/>

### RELATED ARTICLES/DISCUSSIONS:

Adam Ruins Everything -Jaywalking :

[https://youtu.be/-AFn7MiJz\\_s](https://youtu.be/-AFn7MiJz_s)

The worst car ad competition:

<https://usa.streetsblog.org/2021/10/08/americas-most-toxic-car-ads-hummer-ev-vs-dodge-demon/>

Tom Flood:

<https://twitter.com/tomflood1/status/1356639850905153543?s=21>

## URBAN PLANNING, DESIGN, & TRANSPORTATION:

Transportation For America

Strong Towns website, Strong Towns podcast

StreetsBlog USA

Smart Growth America

Next City

Curbed

Planetizen

Citylab

North Jersey Transportation Planning Authority

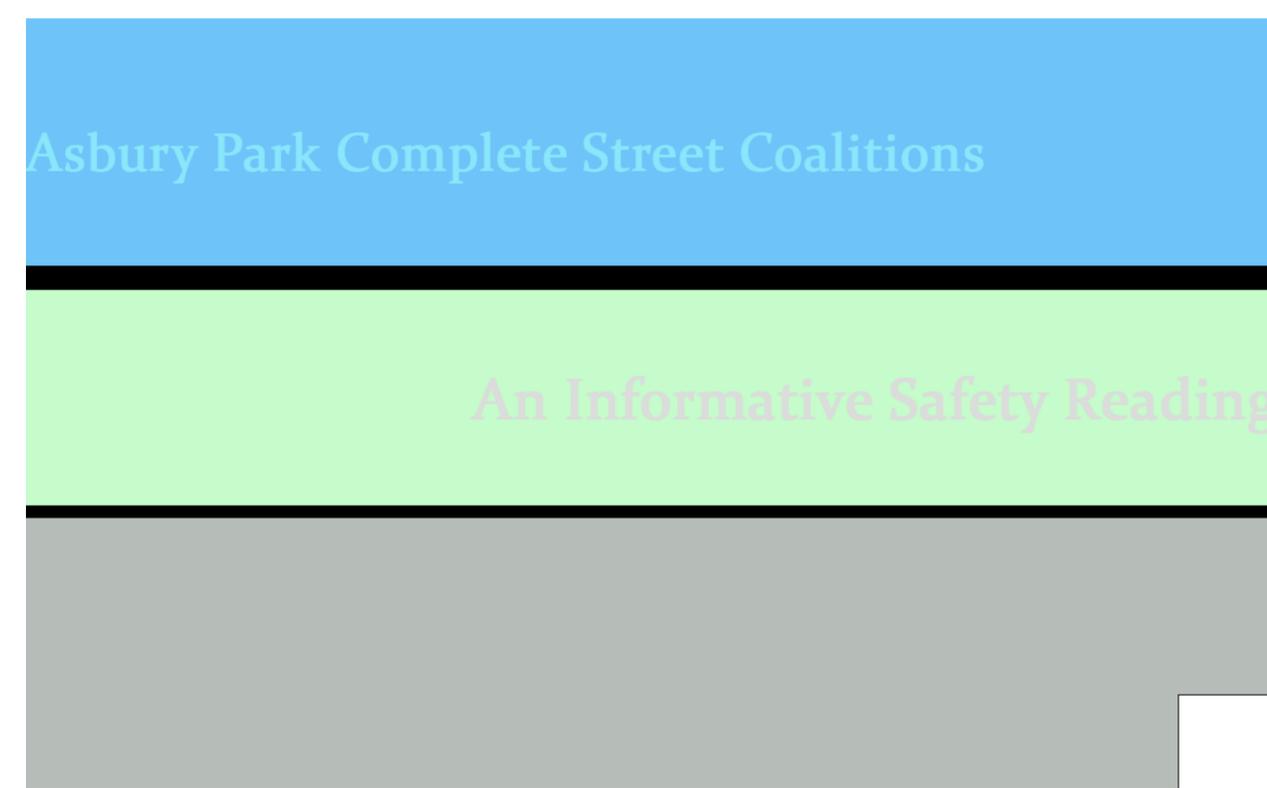
## Project Proposals as of Nov. 1st:

Student 1: Gianna Acquavella

My idea for exercise 2 would be using the drone, taking videos of the streets. My concept is to reimagine Asbury Park with “complete streets”. I will create a video showing the reimagined roadways using drone footage and illustration.

Student 2: AJ Benfante

I’m planning on making my exercise 2 prototype based on a storybook format. I have been currently thinking about using something like photoshop and p5js both in order to present slides and images discussing APCSC and the 4’ law. However, this is subject to change, but this is what I am currently thinking.



Asbury Park Complete Street Coalitions

An Informative Safety Reading

Students 3 & 4: Stella Clark & Skylar Smith

The main technology we would like to use is the drone. The drone would be used in the Asbury Park, Main Street area to collect photos and videos of the streets, biking lanes, and pedestrian walkways. Our goal for this exercise is to create an informational campaign for Complete Streets and Vision Zero. We would use the drone photos to design various graphics, posters, etc in photoshop with information about the subject. Then we would also take the drone footage to create a short informational video in premiere pro.

If it is not too over ambitious, we would also like to take all of what we created and design a new tab for the APCSC website where all of this could be posted.

Students 5 & 6: Idalis Maldonado & Nicole Totland

We are thinking of working with the drone and 360 cameras to create a short video on the 4 ft law and/or promoting bike safety tips that can be used for social media or a website for this project.



## Student 7: Abby Brooks

I had envisioned a non-linear storyline where you get to choose whether you're "playing" as a cyclist or as someone driving a car and walk through what the 4 foot passing rule would look like through both perspectives as well as address the environmental impacts of each method of transportation.

As you're leaving your apartment to go to work, you realize it's an unusually nice fall day.

**Next**

Do you **drive your car** or **take your bike** to work?

Drive  
or  
Bike

The **transport sector** is one of the largest sources of CO2 emissions - it accounts for **29%** of all greenhouse gas emissions in the U.S.

**Next**

## Final Projects: All project videos and links are available [here](#).

Student 1: Gianna Acquavella

For my project I used a drone for the footage then used premiere to bring it together. After finish editing I brought it into After Effects to add the illustrations. The point of this video is to educate the public about the four feet law and being more safe around bikers and walkers



Student 2: AJ Benfante

This project is a visual narrative in a storybook format.

# Asbury Park Complete Streets Coalitions

## Vision Zero

### 4 Ft Law

Students 3 & 4: Stella Clark & Skylar Smith

Technologies Used: Drone (DJI Mavic Pro), Photoshop, Premiere Pro, and ProCreate.

What we learned:

One thing that worked well for us was our planning process. By having a solid plan from the start, we were able to create our content efficiently and in an organized way. We believe we were successful overall because of our detailed and extensive planning.

One thing we struggled with was finding time to get the drone videos and photos. We eventually were able to, but we ran into several obstacles. Weather and schedule conflicts were the main issues.

Planning Process:

In addition to these materials, we created a document where we planned out all of the information and resources we were going to incorporate into this project. We also planned other aspects such as our color scheme.

# Graphics:

We created three series of graphics, two in each. These graphics contain some of the information about Vision Zero that we found to be most important.

<b>TRAFFIC DEATHS ARE PREVENTABLE</b>	<b>IT'S NOT A TRAFFIC ACCIDENT</b>	<b>ZERO TRAFFIC DEATHS BY 2030</b> 	 <b>40,000 DEATHS EACH YEAR ON AMERICAN STREETS</b>
			
<b>NOT INEVITABLE</b>	<b>IT'S A TRAFFIC CRASH</b>	 <b>1954</b>	 <b>2021</b>
			

Video:

In addition to the information on the graphics, we wanted to create a short video to display the information too. This gives people another way to learn about APCSC and Vision Zero.



## Students 5 & 6: Idalis Maldonado & Nicole Totland

For this project, we used the DJI Mavic Pro drone, Insta360 camera, premiere pro, adobe illustrator, and adobe audition.

To start, we decided on creating a short educational video for APCSC social media. Next, we narrowed down the story we wanted to tell and created a shot list and soon after a script. Idalis' prior production experience was useful in capturing and editing the shots as well as recording and editing the voiceover. Nicole's personal biking experience as well as her research skills were helpful in creating the scripted voiceover playing throughout the clip that includes various Asbury Park data and information on the 4ft law.



[apcompletestreets.org](http://apcompletestreets.org)

Transportation Equity in Our City



sburyParkCSC

sburyparkcompletestreets

sbury Park Complete Streets Coalition



Student 7: Abby Brooks

Technologies used: Adobe Illustrator, p5js

For this assignment, I chose to create another non-linear story like we did for Exercise 1. This time, I opted for a more informational approach in which the user still gets to choose their path by clicking different buttons and seeing different outcomes, but I included a lot of research about NJ's Safe Passing Law and potential Complete Streets movements. Instead of using photographs, I chose to focus more heavily on font/typeface in the stylistic approach to this project. The user got to choose whether they were a pedestrian on a bike or a driver in a car and were given various choices from there about how/where they drove or biked. I tried to talk about environmental impacts as well, because I study global sustainability and it felt especially relevant for this project.

I started out with a general wireframe to map out how I wanted the final product to look and how many scenes I was going to have, which ended up being more than I had originally anticipated. I then explored some of my different options with how I could use typeface/fonts to enhance my project, as well as different color schemes. I kept all of my information and sources in a google doc so that everything I needed was in one place – this is also where I typed out a lot of the project before putting it into artboards and eventually uploading to p5js to be coded.

## ***Commuting to work in Asbury Park***

**A closer look at Safe Passing and Complete  
Streets**

**Good choice!** Bikes are a great alternative to cars. They have a much smaller *carbon footprint* and emit virtually no *greenhouse gases*.



**Next**