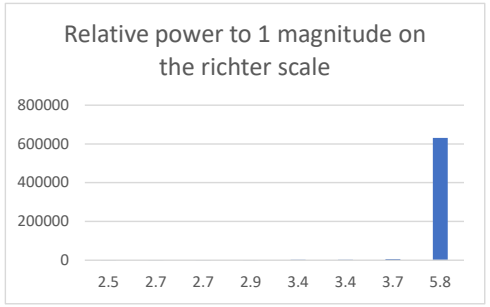
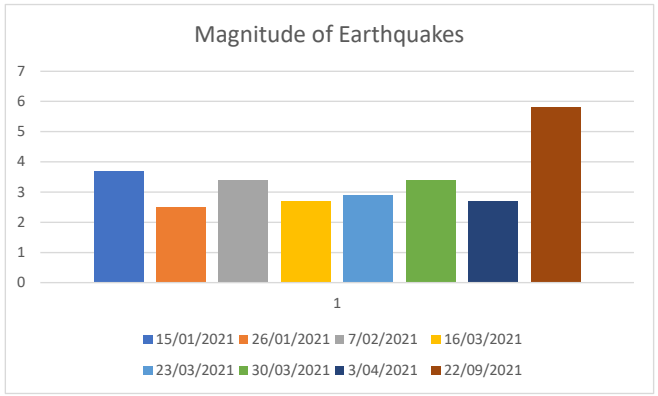
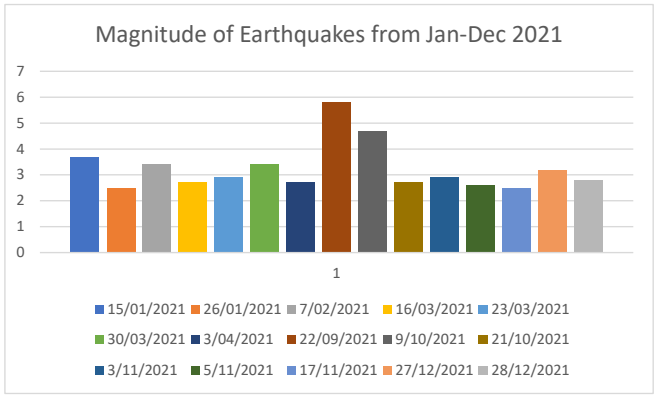
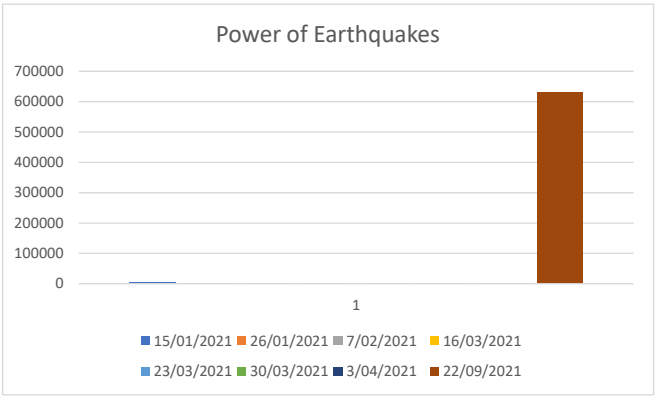
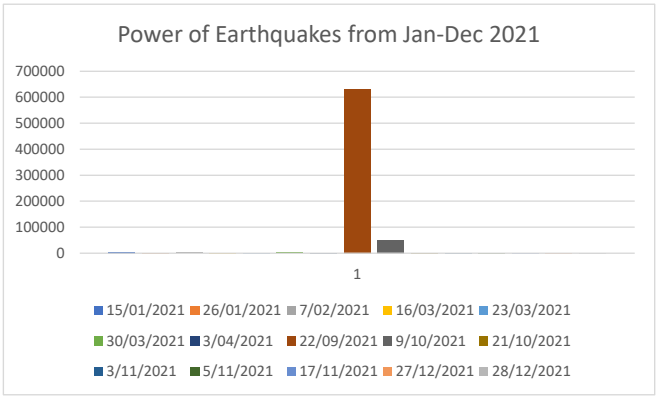
Sketch 1: Technical Ideation











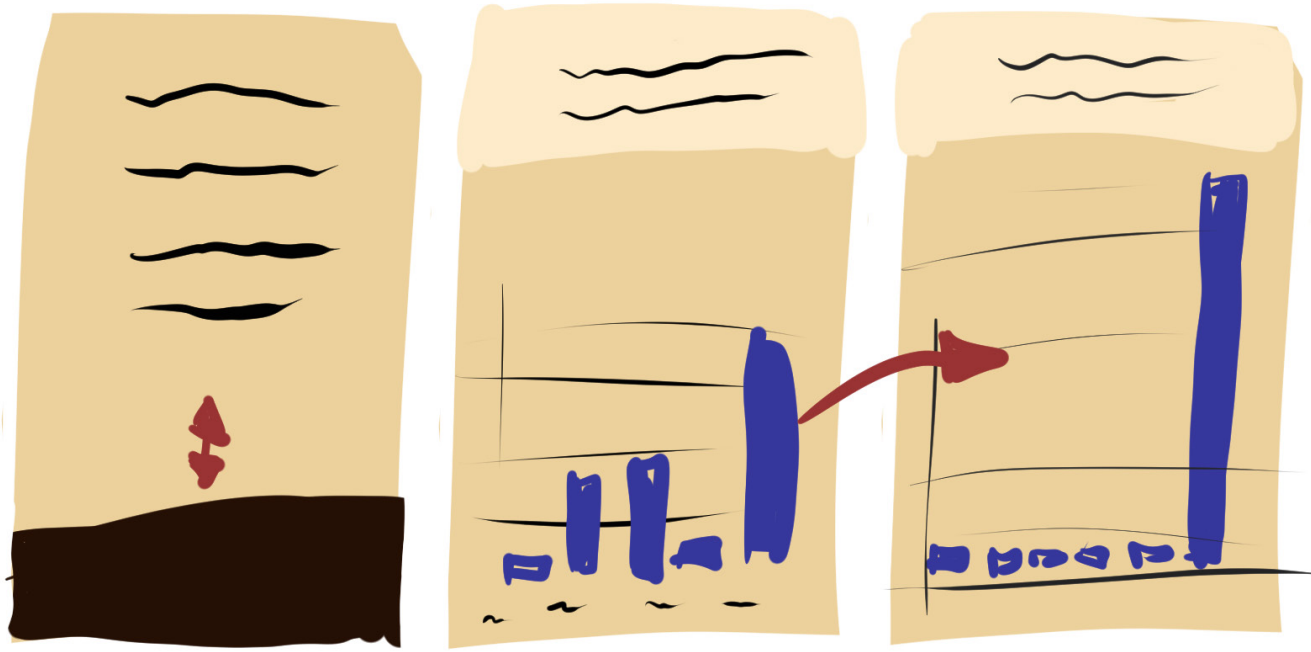
The goal of my visualisation is to show that Australia experiences significantly more earthquakes than many think. While providing the viewer with a reason for why this misconception exists. Starting from the lens of the earthquake experienced by Canberra residents in September of 2021, and expanding to the greater east coast, I show that earthquakes aren't rare, just the ones we feel. Displaying that as magnitude increases power greatly increases.

Instead of beginning my process with hand drawing as usual. I instead began in excel and used its data visualisation tools to quickly show how I could format my data in an understandable and accessible way. This proved efficient, as I quickly found that my initial perceptions of how I could represent earthquake magnitudes were lacking.

Originally, I wanted to plot the magnitude of an earthquake against its power, to show power increasing with magnitude. But I found that the graph was confusing and needed too much explaining.

Thus, I instead chose to have the x-axis be time and the y-axis switch from magnitude to power during the visualisation. Showing the relative difference between the two. Initially, my data set was just the earthquakes in Vic and NSW before the September quake, however, I chose to add the remainder of the year, to balance the graph and add some more complexity.

Sketch 2: Aesthetic Ideation



Aesthetically I chose the colour palette to be earthy, representing the ground. However, I chose stronger colours for the graph to make it more accessible. Finding that the earthy tones were too bland, and unclear.

Adapting this sketch, In the visualisation I changed the September quake to red, highlighting it as a point of interest for the viewer. I also changed the header to be consistent with the intro card, finding it significantly more visually interesting, and drawing the viewers attention to the words.

From the beginning, I knew that I wanted to attempt to simulate an earthquake with an animation, before beginning the visualisation. I thought it would add visual intrigue and explicitly show the viewer the topic of the presentation. though I'm happy with the result, I found that there are still inherent limitations to my approach. specifically, movement alone doesn't symbolise an earthquake, as it is more of a general perception thing.

Originally, I also wanted to have axis markers, to show the changing values, However, I wanted the viewer to instead focus on the relationship between the two graphs, not the values themselves. Also, the second graph is not a real metric and wouldn't make sense to give axis markers.

Overall, I am happy with the outcome of the design, and I think it conveys my intentions well. Though there is still some persistent clutter.