

Interactive Key Visual for "New Mobility" Website



We designed an interactive key visual for the Canton of Zurich's "New Mobility" website. The dynamic illustration visualizes a diverse range of future-oriented topics relating to mobility throughout the canton. The 360-degree panorama provides users of the website with an overview, inspiration and a springboard to additional information. We designed the illustration in a manner that permits the easy addition of new contents and image elements in the future.

360° panoramic image with parallax effect

Our services

- Designing an image concept that permits the subsequent addition of new image elements
- Developing the look and feel within the specified color scheme
- Creation of a suitable illustration style
- Realisation the illustration and supplying data for parallax scrolling on the website
- Extracting individual image elements as topic vignettes

Client

Canton of Zurich Office of Mobility and Transport

Facts

Period 2023 - 2024
Project Country Switzerland

Contact persons

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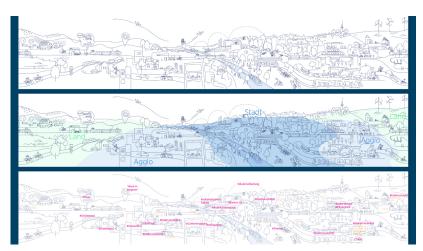
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Website header www.neuemobilitaet.zuerich (browser and mobile view)



Image details can be used as vignettes for editorial articles



Sketches and concept images



From the initial sketch to the final dynamic illustration