

# 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

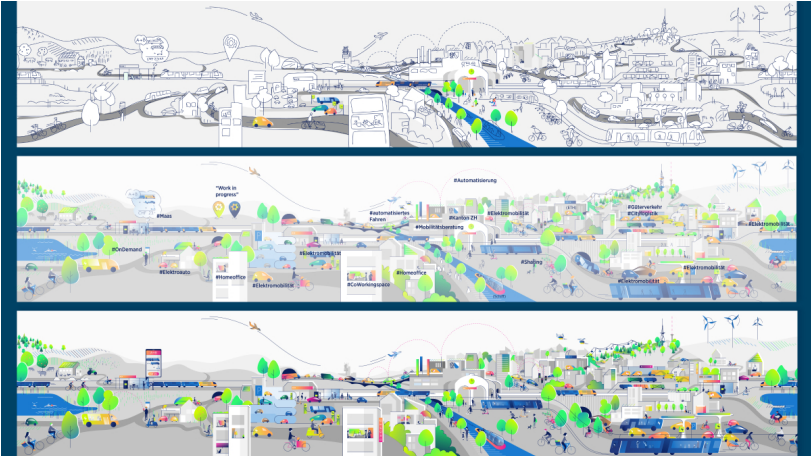
Project Country Switzerland

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From the initial sketch to the final dynamic illustration