CONCERTO

Elements IV Project 1

Olivia Grace

INTRODUCTION

DID YOU KNOW LIVE PERFORMANCES (IE. CONCERTS) MAKE UP 80% OF AN ARIST'S INCOME? WHICH IS WHY MANY ARTISTS STRIVE TO GIVE AUDIENCE THE BEST CONCERT EXPERIENCE POSSIBLE. THE AUDIENCE ARE OFTEN SPOILED WITH GIGANTIC VIDEO SCREENS, FIREWORKS, AND RIDICULOUS STAGE PROPS.

FOR THIS PROJECT I WAS PARTICULARLY INTERESTED IN ANALYZING SPECIAL EFFECTS AND SCALE OF TOP GROSSING CONCERTS. I WANTED TO SOLVE THE QUESTIONS: DO THESE TWO FEATURES CORRELATE WITH THE REVENUE THAT ARTISTS GAIN FROM LIVE PERFORMANCES?

WHAT IS CONCERTO?

CONCERTO IS A DATA VISUALIZATION WEB APPLICATION THAT USES DATA FROM THE TOP 20 GROSSING CONCERT TOURS OF ALL TIME. WE TAKE A LOOK AT THE “INGREDIENTS” OF A TOUR AND SEE WHAT IT TAKES TO MAKE A TOP GROSSING CONCERT.

TARGET AUDIENCE

The target audience for this web application is **college students** who are interested in concerts.

DATA SET & SOURCE

List of Highest Grossing Concert Tours

http://en.wikipedia.org/wiki/List_of_higest-grossing_concert_tours

Detailed Information of Concert Tours Map

http://www.setlist.fm

DESIGN RESEARCH

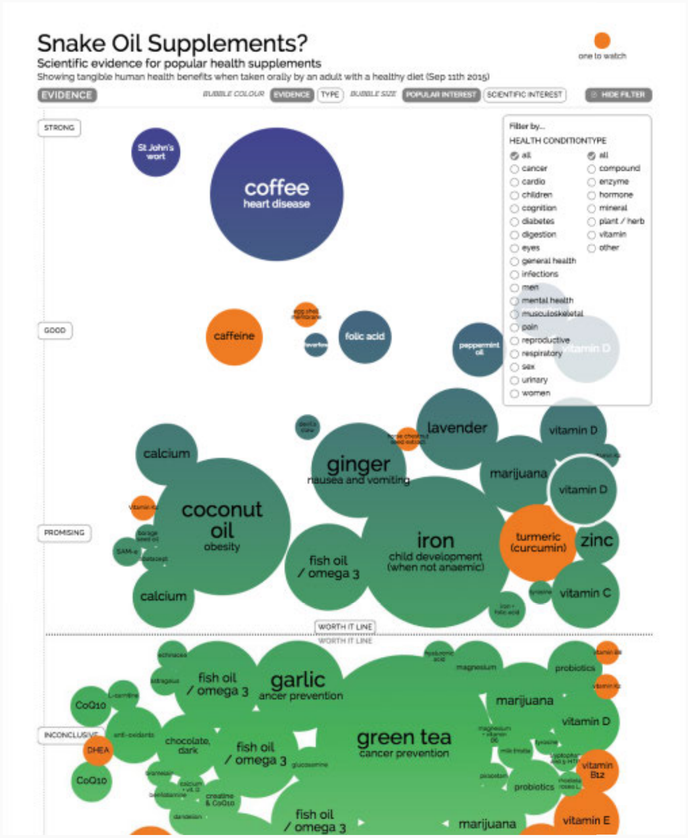
SINCE I'M COMPARING DIFFERENT REVENUES IN MY DATA VISUALIZATION, FOR MY DESIGN RESEARCH I FOCUSED ON DATA VISUALIZATIONS WHICH COMPARE NUMERICAL VALUES.

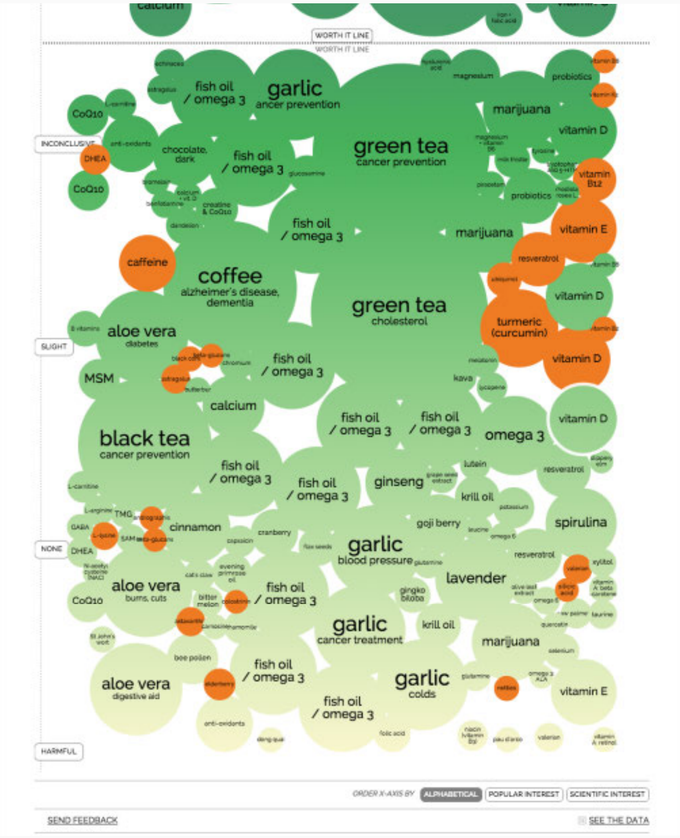
IN MY RESEARCH I ALSO RESEARCHED ON PROGRESSIVE DISCLOSURE. I WANTED USERS TO BE ABLE TO SEE DIFFERENT DATA SETS WITHIN THE SAME DATA VISUALIZATION. FOR EXAMPLE, A USER COULD COMPARE A CONCERT'S REVENUE IN RELATION TO THE EXPENSES PUT INTO SPECIAL EFFECTS, OR THE A CONCERT'S REVENUE IN RELATION TO HOW MANY COUNTRIES THE TOUR TRAVELLED TO.

SNAKE OIL SUPPLEMENTS

http://www.informationisbeautiful.net/visualizations/snake-oil-supplements/

This data visualization uses a bubble chart to display different types of information using one graph. The size of the bubble is proportionate to popular interest or scienctific interest. The colors of the bubbles changes based on how strong an evidence is. Last but not least, the location of a bubble on the y-axis is determined by how strong evidence is for the certain bubble.

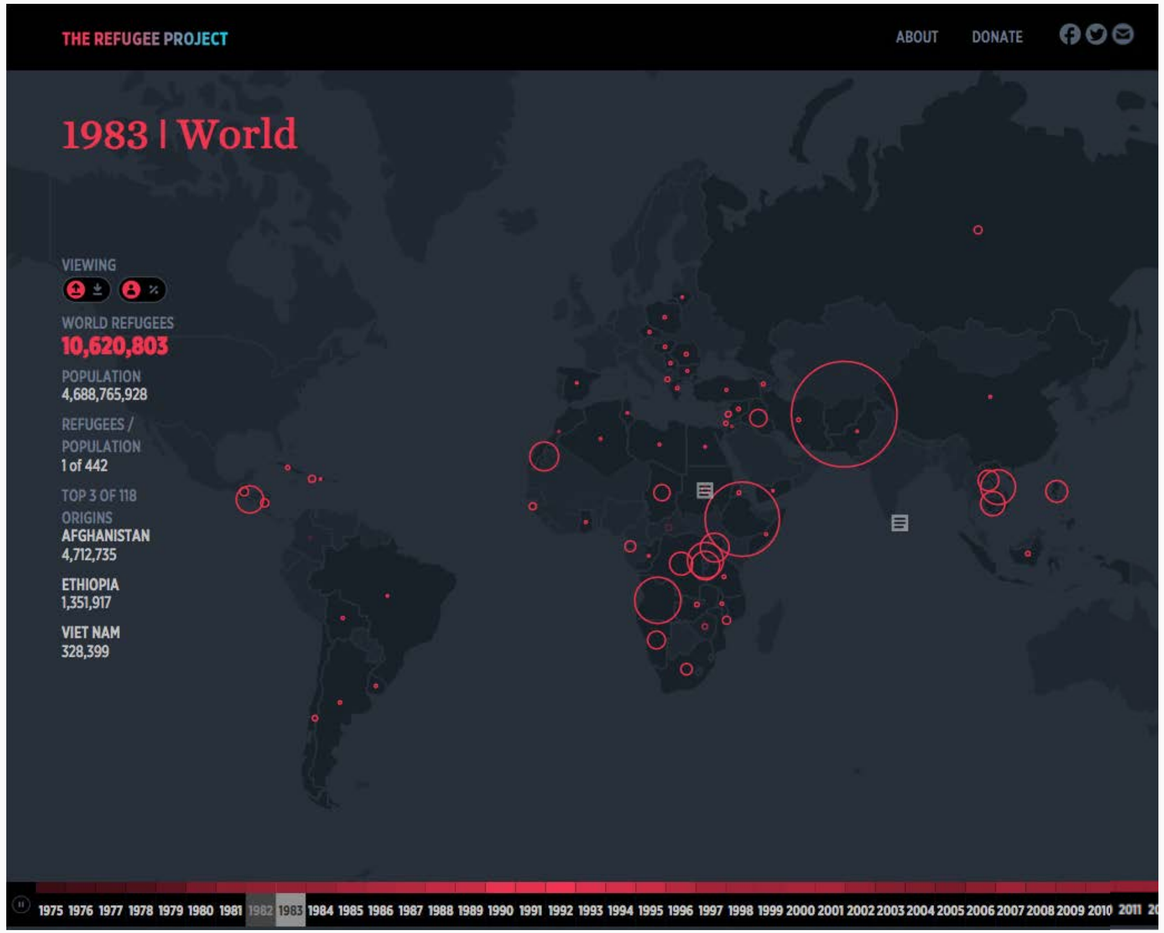




THE REFUGEE PROJECTS

http://www.therefugeeproject.org/#/1988

The refugee project is an interactive data visualizatoin web app that displays the journey of various refugess throughout the world from 1975 to 2012. I looked into this graph because I wanted to add a detail view of a concert tour journey from start to finish. The refugee gave the timeline element as well as the ability for a user to see how the data changes overtime.

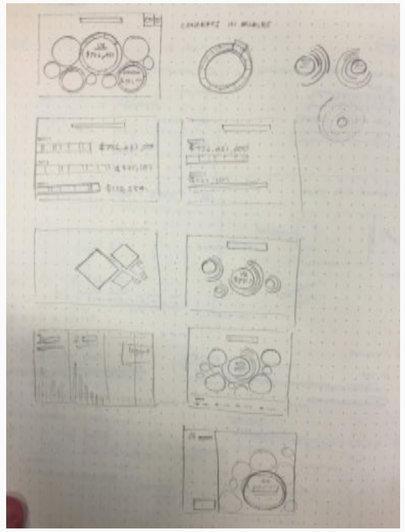


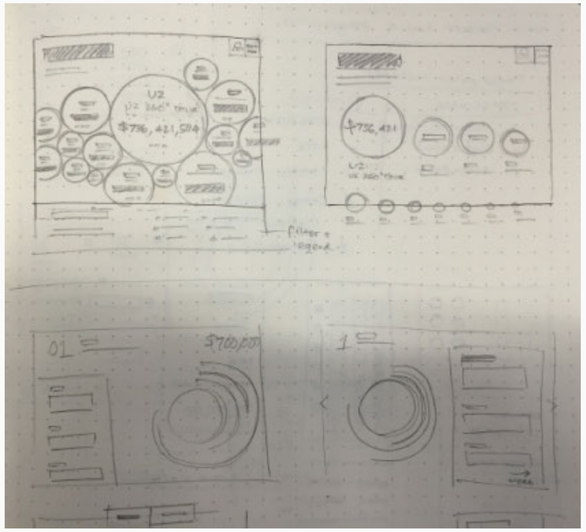
ROUND 1

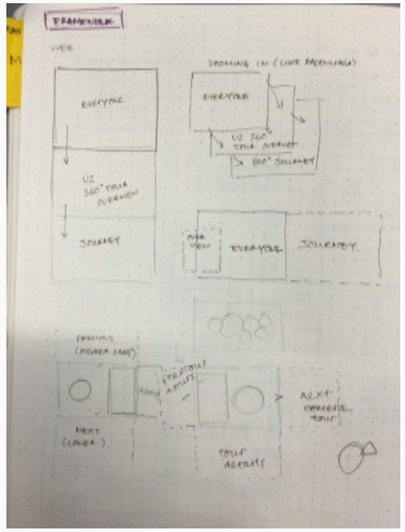
CONCEPTUALIZATION & EXPLORATION

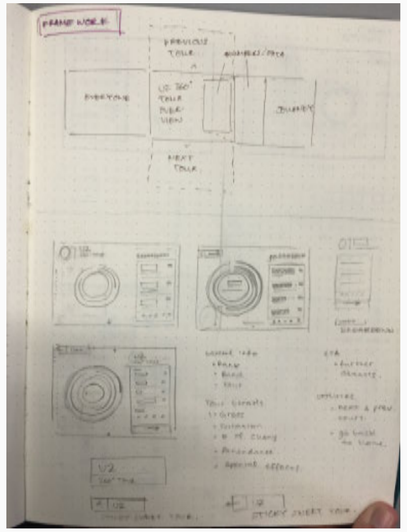
MY CONCEPTUALIZATION & EXPLORATION STAGE CONSISTS OF TWO ROUNDS WHICH ARE DOCUMENTED IN THE FOLLOWING PAGES. IN THE FIRST ROUND, I ATTEMPTED TO EXPLORED A MORE ABSTRACT UI. NONE OF THESE DESIGNS MADE IT TO THE FINAL COMPS, BUT IT WAS AN ESSENTIAL PART OF THE EXPLORATION PROCESS.

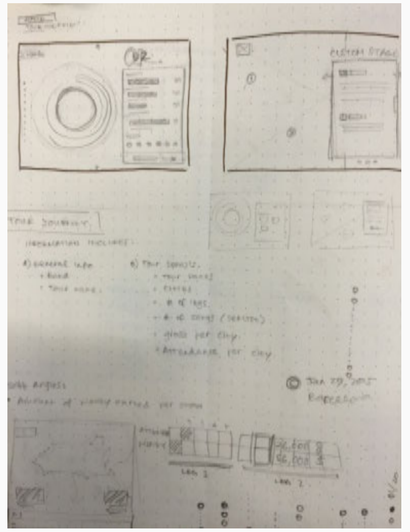
SKETCHES









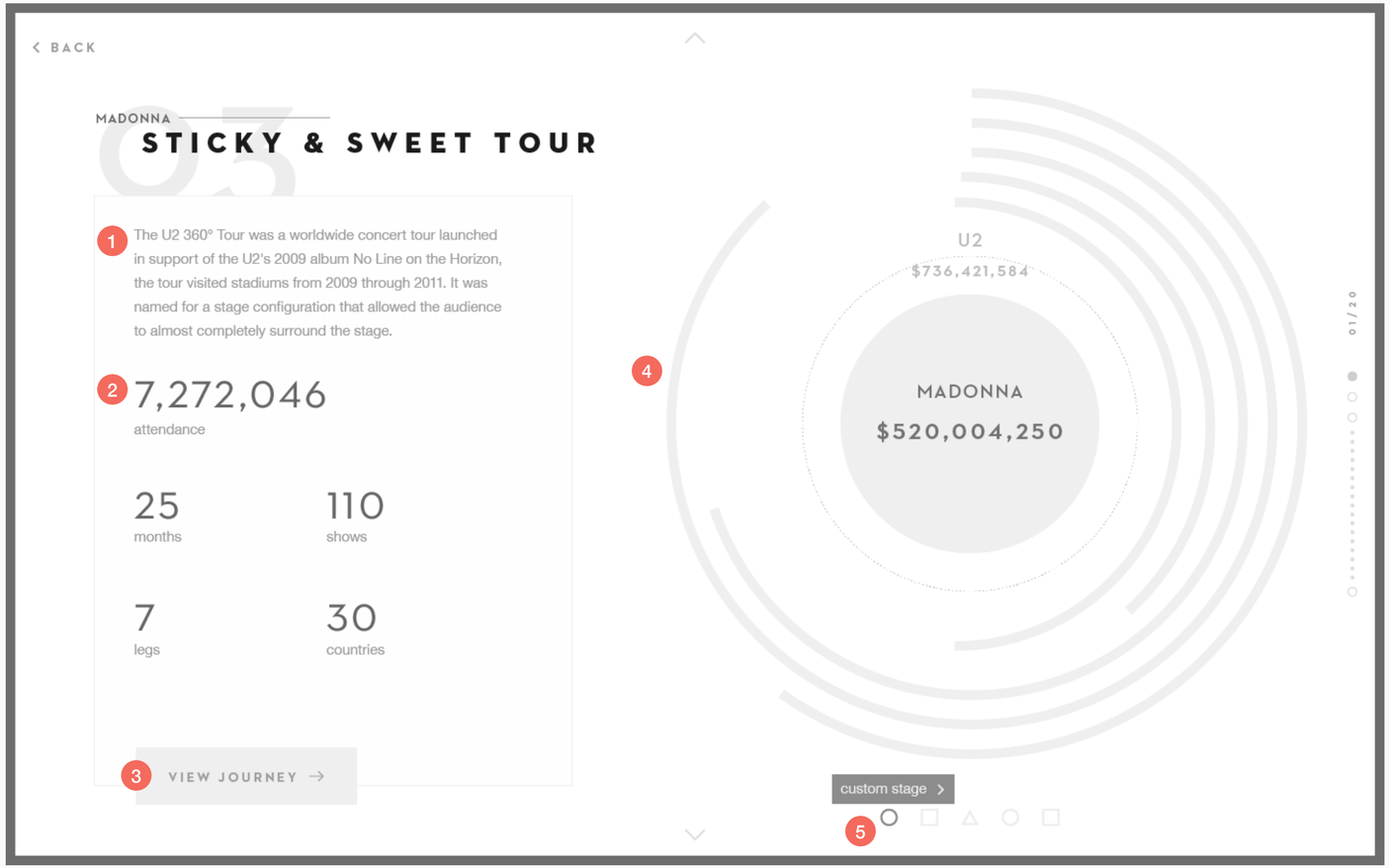


WIREFRAMES

Concert Details Page

This page displays detailed information on a certain concert. Including numerical data on total attendance, length of the tour, number of shows; as well as graphical data

1. Tour summary
2. Numerical data on the tour
3. CTA: to view the Tour Journey Page
4. Graph relating to numerical data
5. Tour Special effects (including custom stage, fireworks, lighting, etc)

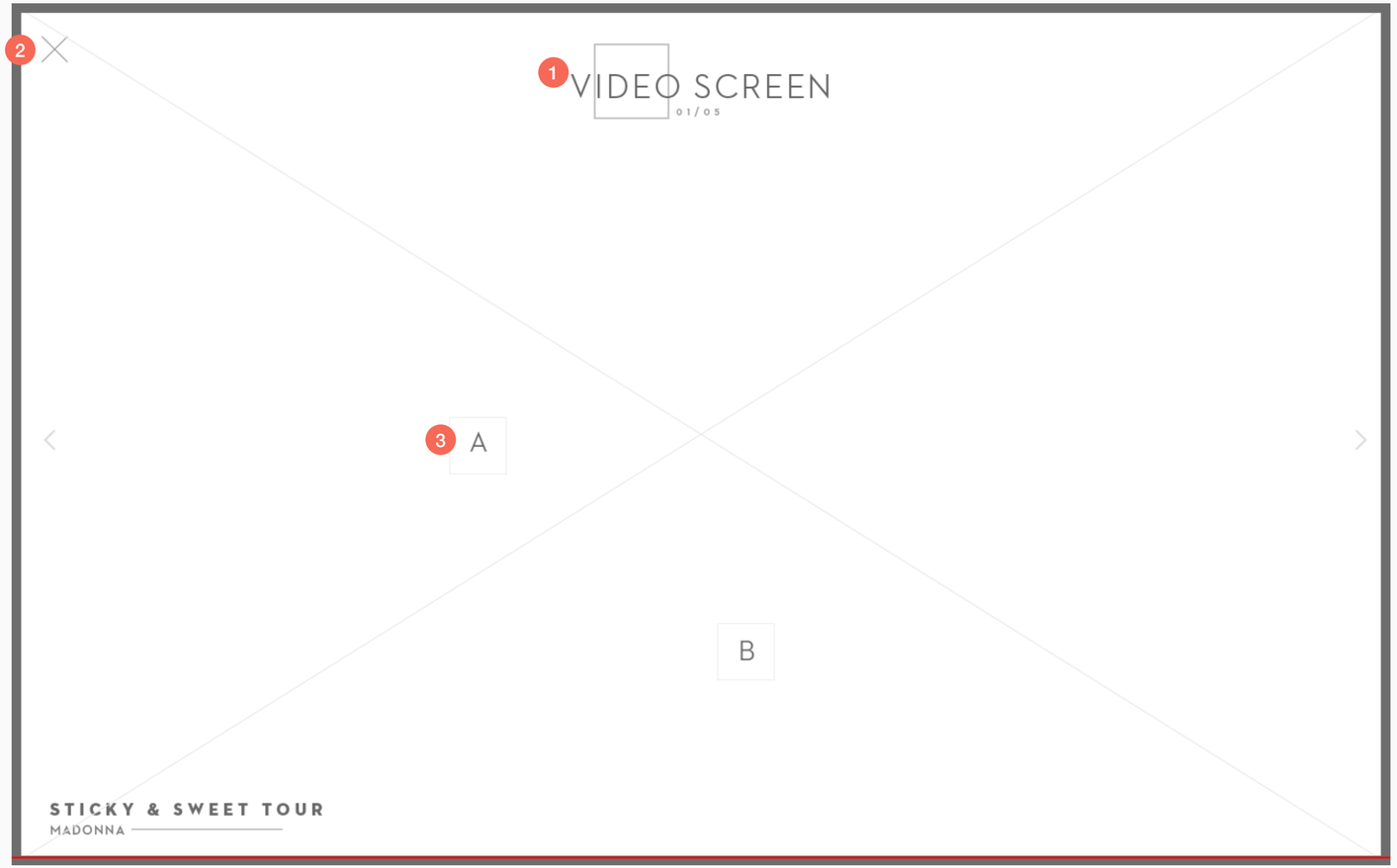


WIREFRAMES

Special Effects Page

This page displays detailed information on a certain concert. Including numerical data on total attendance, length of the tour, number of shows; as well as graphical data

1. Title/ Special Effects feature
2. Close window
3. CTA pop ups

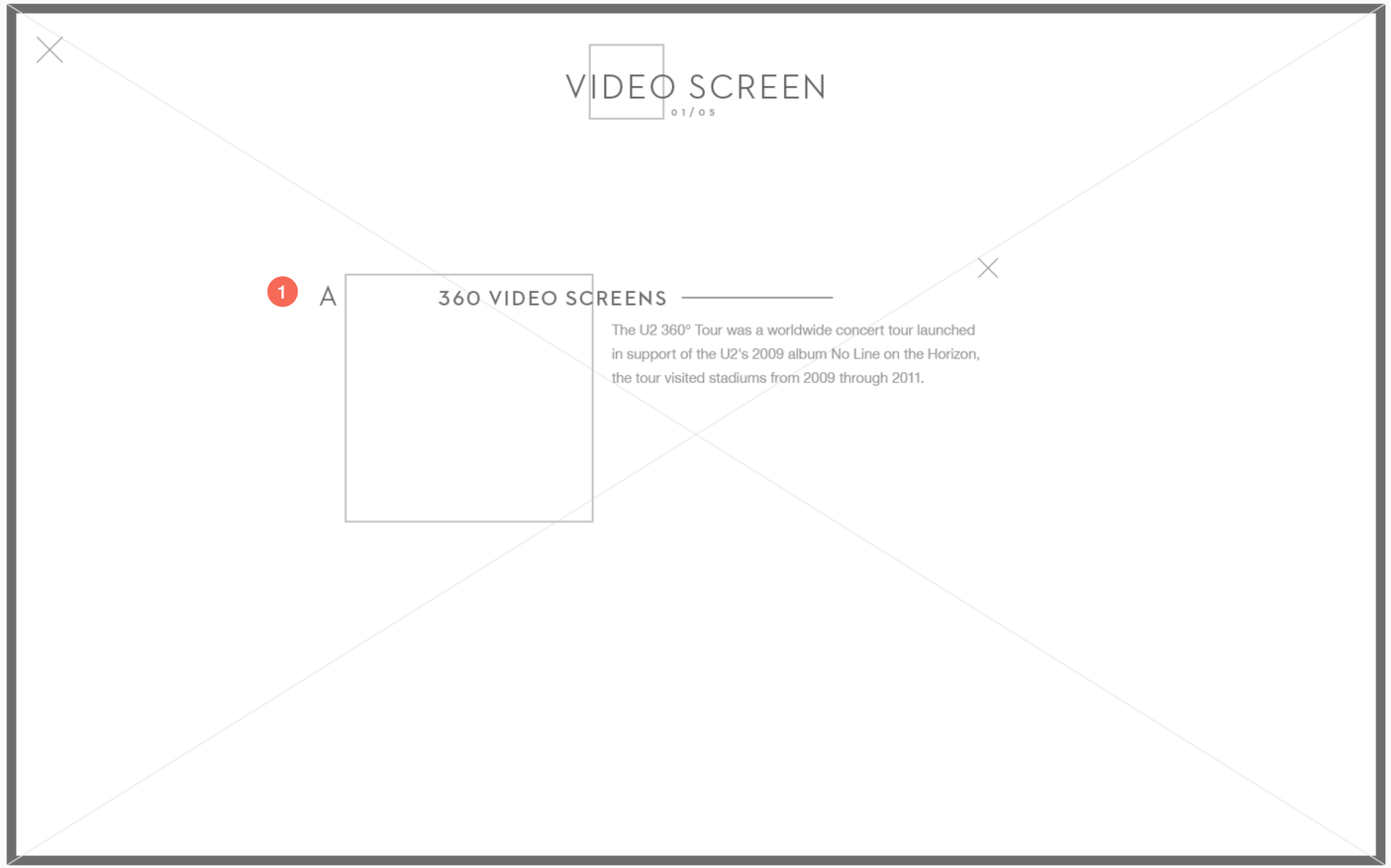


WIREFRAMES

Special Effects Page

This page displays detailed information on a certain concert. Including numerical data on total attendance, length of the tour, number of shows; as well as graphical data

1 Special Effects detail pop up

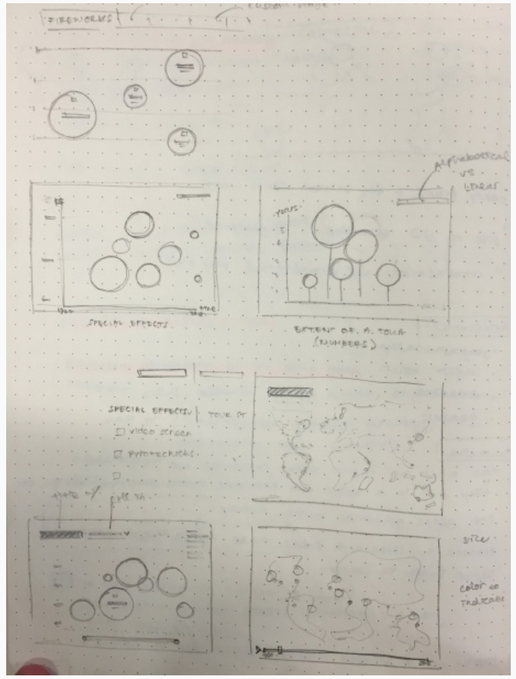


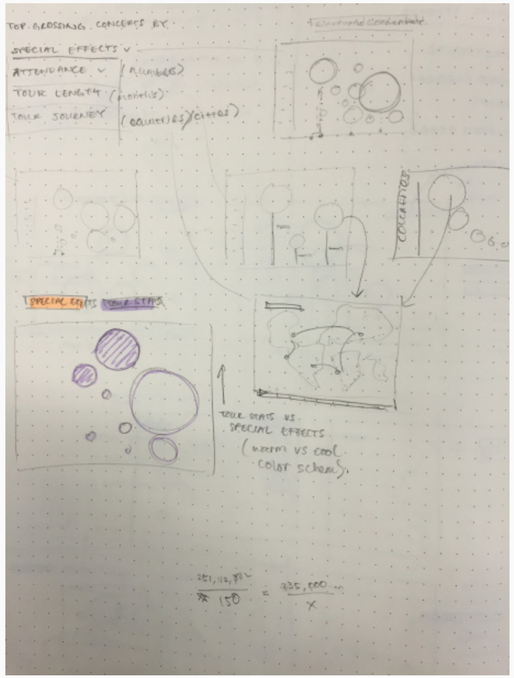
ROUND 2

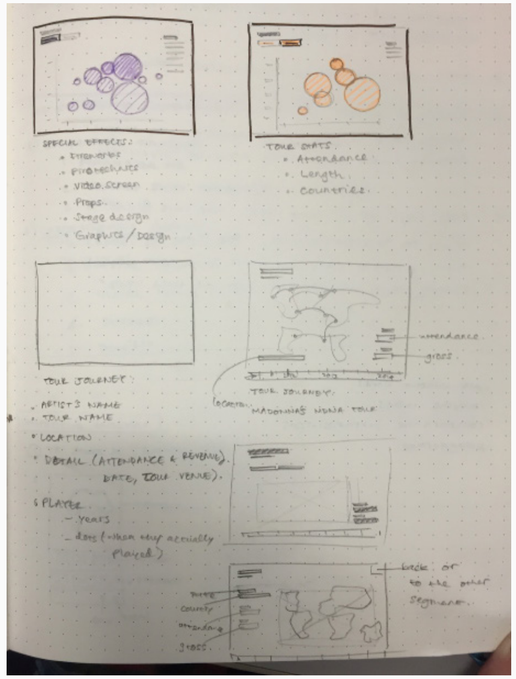
CONCEPTUALIZATION & EXPLORATION

THE SECOND ROUND IS AN ATTEMPT ON FIXING DESIGN PROBLEMS IN THE FIRST ITTERATION. SOME PROBLEMS THAT I TRIED TO TACKLE INCLUDED, ADDING MEANING IN THE PLACEMENT OF CERTAIN ELEMENTS, MINIMIZING THE DISTRACTION WITHIN THE DATA AND IMPLEMENTING BETTER PROGRESSIVE DISCLOSURE ON THE DATA.

SKETCHES


SPECIAL EFFECTS
TOUR OF
video screen
pyrotechnics
color or
trademark

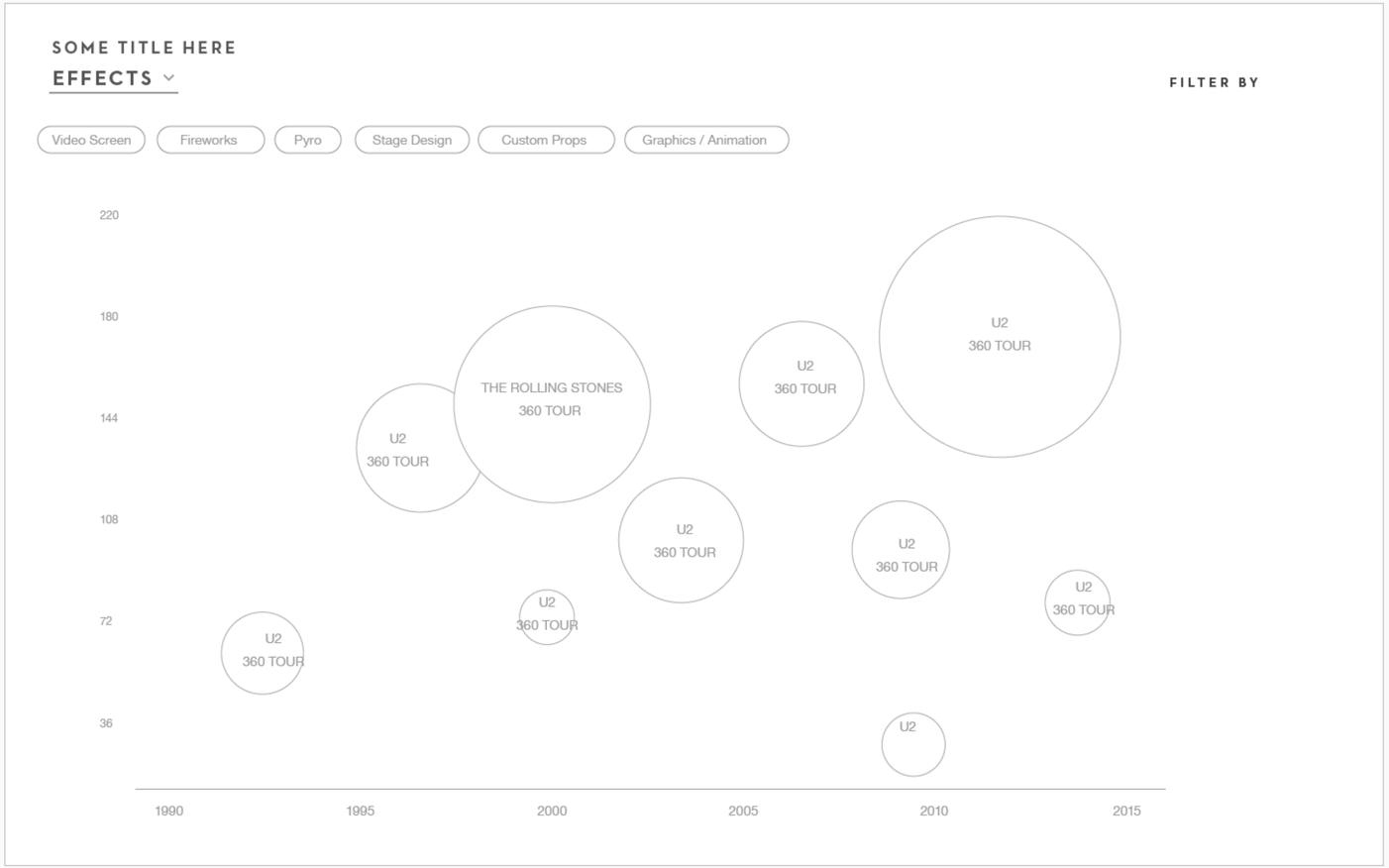

TOP GROSSING CONCERTS BY
SPECIAL EFFECTS v
ATTENDANCE v (NUMBERS)
TOUR LENGTH (MONTHS)
TOUR JOURNEY (COUNTRIES/CITIES)
SPECIAL EFFECTS TOUR STATS
TOUR STATS VS
SPECIAL EFFECTS
(WARM VS COOL
COLOR SCHEME)


SPECIAL EFFECTS:
• Fireworks
• Pyrotechnics
• Video screen
• Props
• Stage design
• Graphics / Design
TOUR STATS:
• Attendance
• Length
• Countries
TOUR JOURNEY
• ARTIST'S NAME
• TOUR NAME
• LOCATION
• DETAIL (ATTENDANCE & REVENUE, DATE, TOUR YEARS)
§ PLAYER
– years
– does (when they actually played)
MADONNA'S NINJA TOUR

WIREFRAMES

Special Effects Page

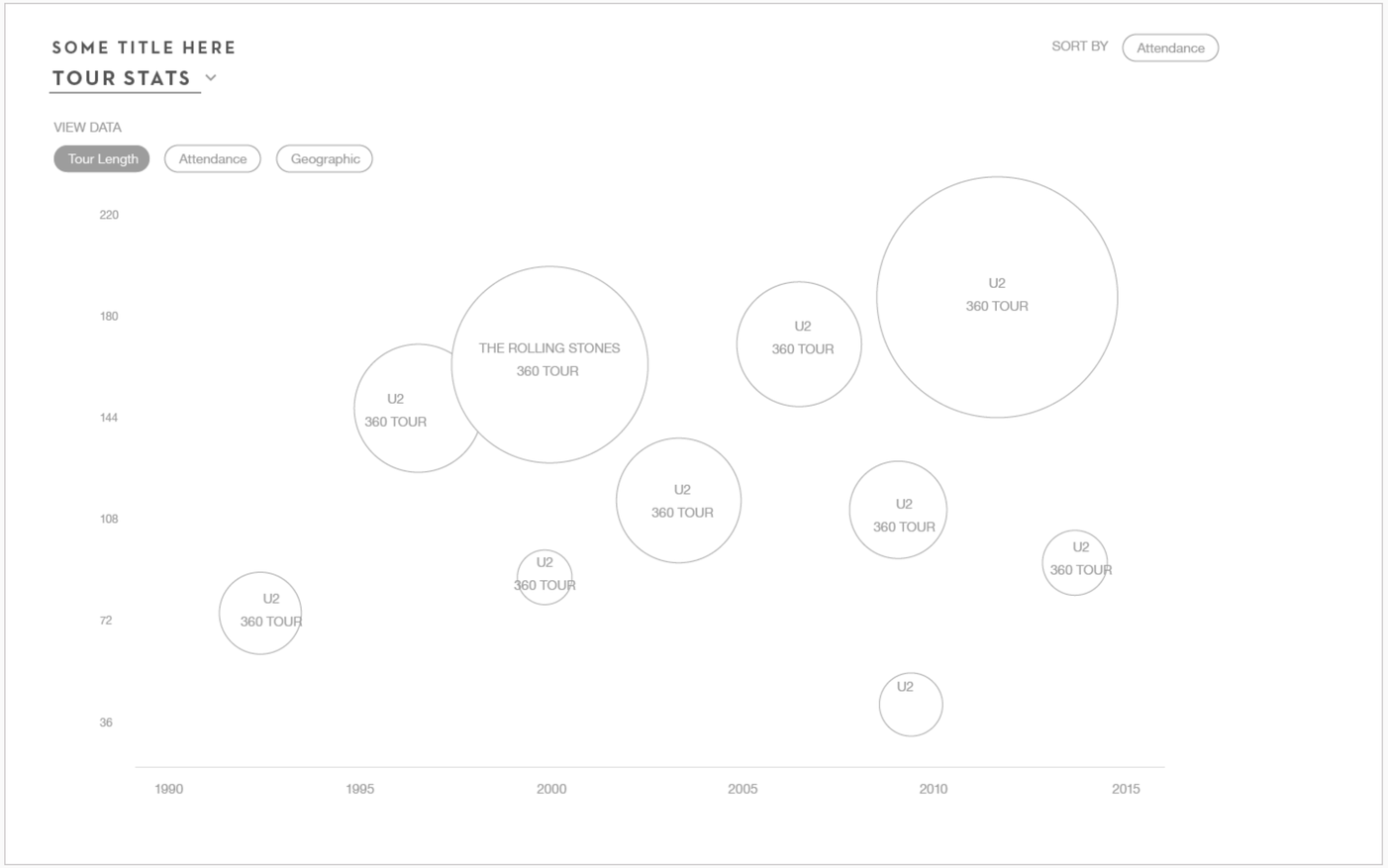
This page maps the top 20 grossing concert tours on a linear timeline (the x-axis) and on how much each of the special effects costed (the y-axis). Each bubble represents a concert tour. The size of the bubble represents the total refenue for the tour.



WIREFRAMES

Tour Statistics Page

This page maps the top 20 grossing concert tours on a linear timeline (the x-axis) and the length of a certain tour stat (the y-axis). Tour statistics include tour length, number of total attendance and how many countries were toured. Each bubble represents a concert tour. The size of the bubble represents the total refenue for the tour.



WIREFRAMES

Geographic Print Page

I wanted to map the different top 20 concert tours and then map them out on a linear timeline. As the timeline is playing, the map will show the different concert tours happening, indicated by the circles on the map. Each concert tour will have its own color. The size of the circle represents the revenue earned from that particular concert.

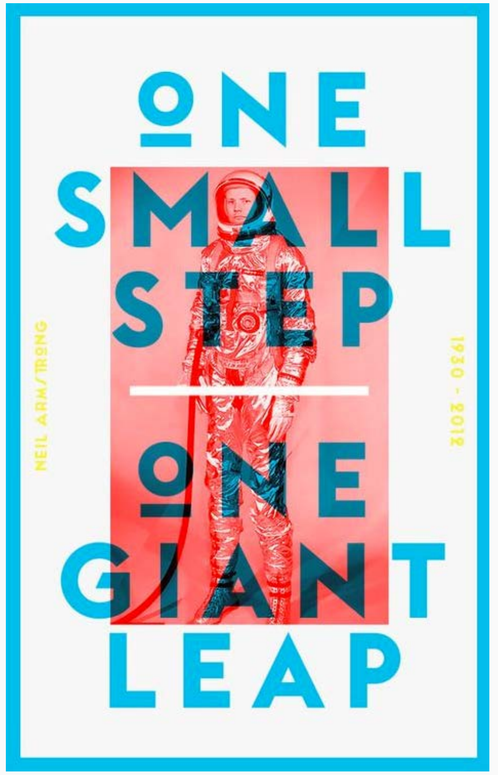
VISUAL DESIGN

AFTER WIREFRAMING, IT WAS TIME TO EXECUTE THE DESIGNS. FOR THIS DATA VISUALIZATION, I WANTED TO TRY EMULATE AN EDITORIAL STYLE; WHICH MEANT HAVING LOTS OF CONTRAST. IN RELATION TO THE ENERGY AND IREDESCENT QUALITY OF CONCERTS, I DECIDED TO USE BRIGHT COLORS TO HIGHLIGHT DATA.

STYLEGUIDE


PERMANENTE
MIRA DAS ABS TRAC TAS
JOSEF ALBERS
FRANCO GRIGNANI
BILL MAX
BRUNO MUNARI
WASSILY KANDINSKY
20
MUSEO DE ARTE CONTEMPORÁNEO DE BUENOS AIRES
FORMAS PURAS
13
TEMPORAL
MACBA
DISEÑO
La esencia de las cosas
CHARLES EAMES
ALVAR AALTO
POLLY STARCK
ZAHA HADID
OBJETOS
17-DIC-13
PISO 2 - SALA B
19 HS


COLECCIÓN PERMANENTE / SALA B
MIRA DAS ABS TRAC TAS
JOSEF ALBERS
WASSILY KANDINSKY
FRANCO GRIGNANI
BILL MAX
BRUNO MUNARI
FORMAS PURAS
ABSTRACTAS


ONE SMALL STEP
ONE GIANT LEAP
NEIL ARMSTRONG
1930 - 2012

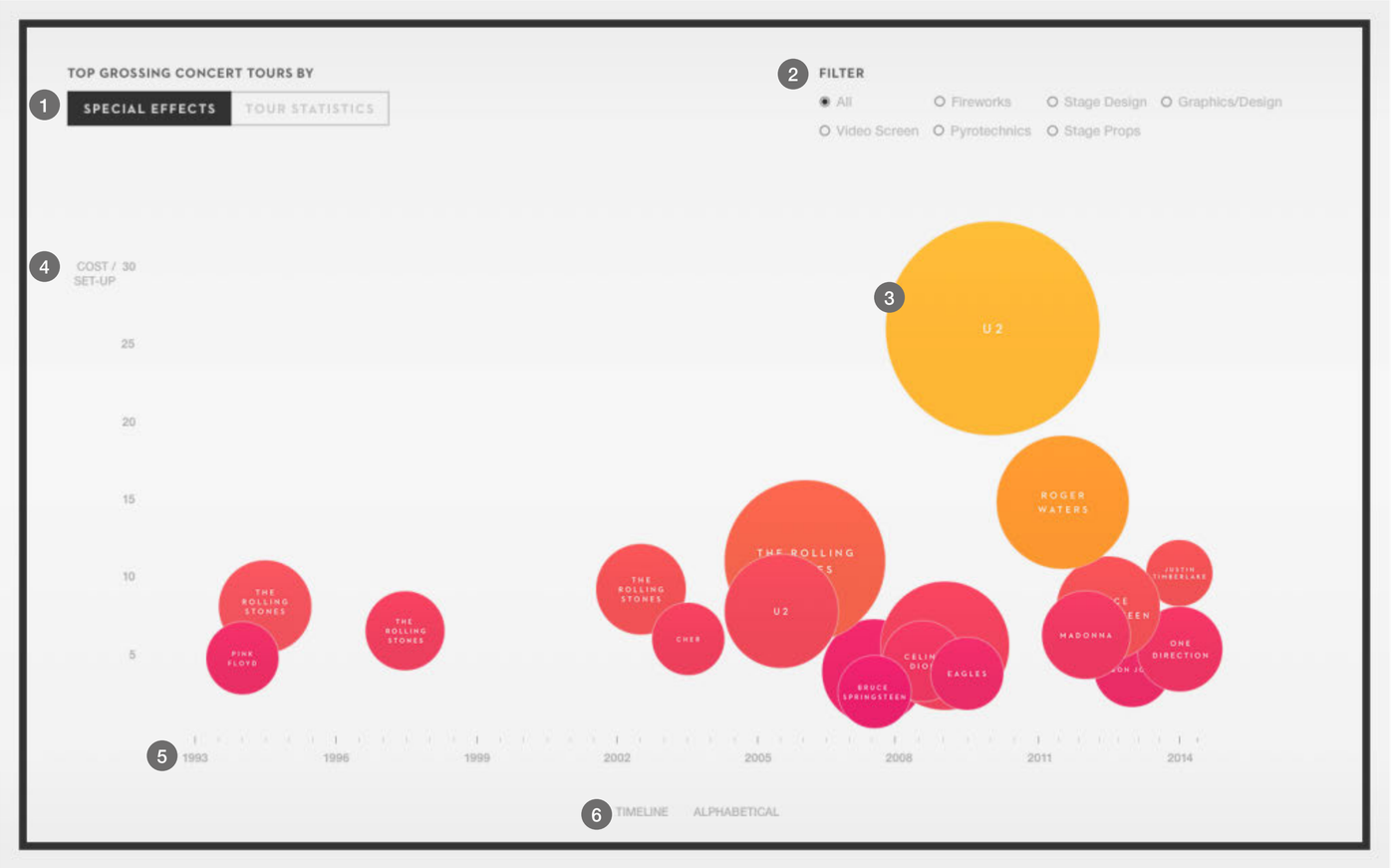

IT TAKES A MUSCLE TO FALL IN LOVE

VISUAL COMPS

Special Effects Page

This page maps the top 20 grossing concert tours on a linear timeline (the x-axis) and on how much each of the special effects costed (the y-axis). Each bubble represents a concert tour. The size of the bubble represents the total revenue for the tour. The colors of the bubble also change based on how much the special effects costs. Pink represents a low cost, whereas yellow indicates a high cost.

1. Special Effects Mode or Tour Stats Mode
2. Special effects filters
3. Tour bubble
4. Y-axis shows the cost per set up
5. X-axis shows the timeline
6. X-axis modes (timeline & alphabetical)

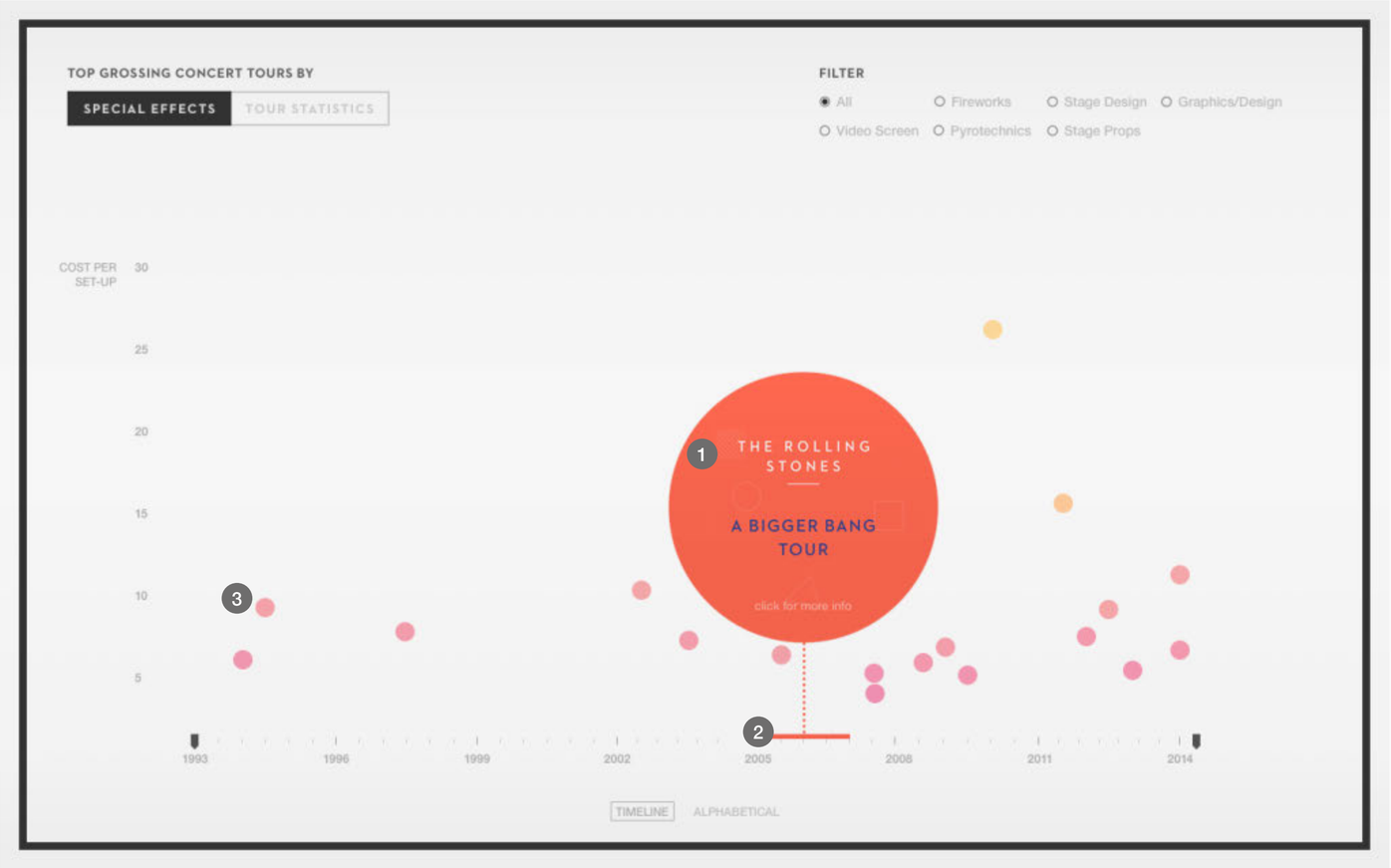


VISUAL COMPS

Special Effects Page, Hover State

When a user hovers over a concert bubble, the bubble expands to display more information.

1. The bubble expands and displays name of the concert tour, as well as the artist that did the concert.
2. A time indicator will appear on the x-axis to indicate how long the tour occured.
3. The other tour bubbles will decrease in size and fade.

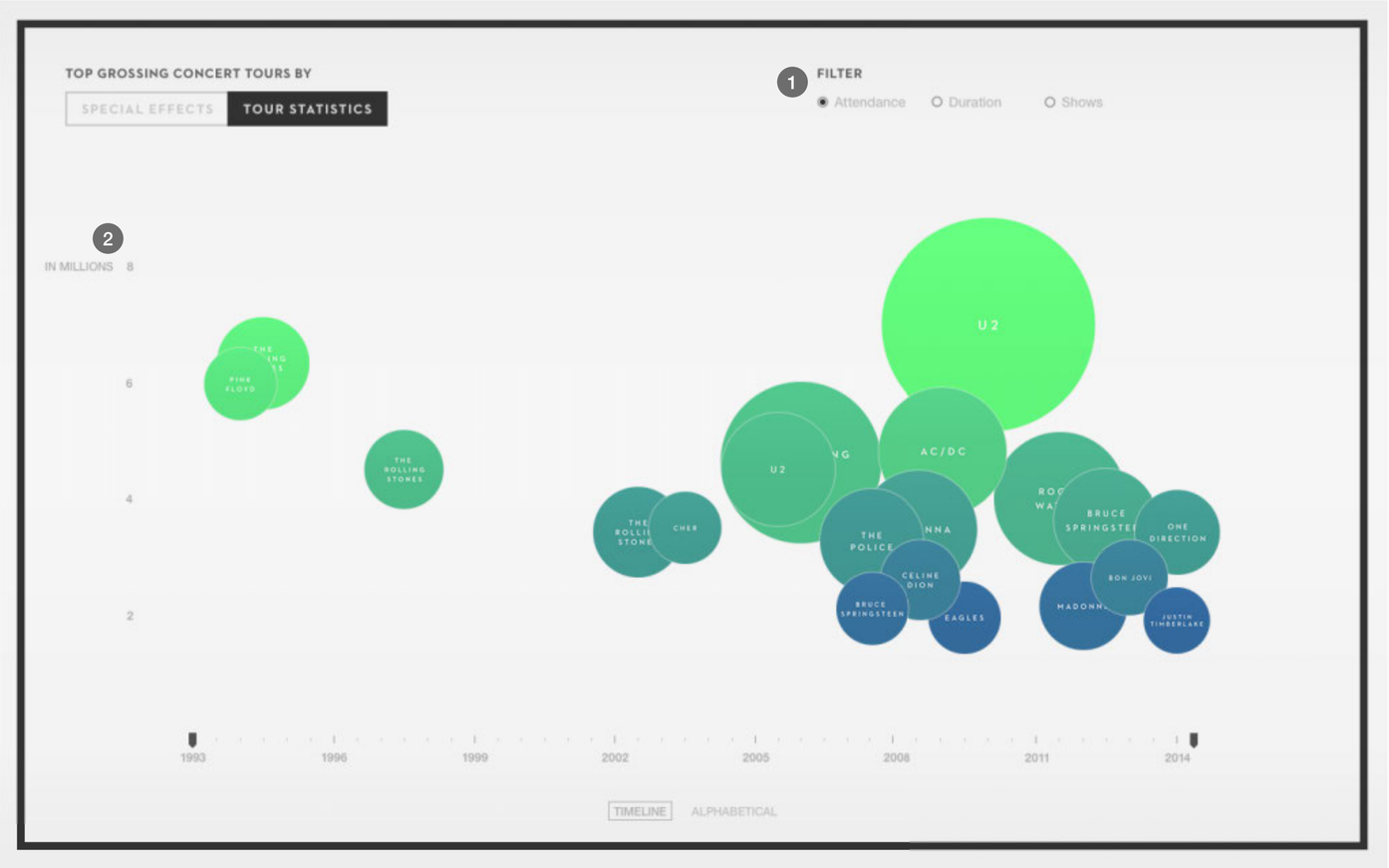


VISUAL COMPS

Tour Statistics Page

This page maps the top 20 grossing concert tours on a linear timeline (the x-axis) and the length/amount of a certain tour statistic (the y-axis). Each bubble represents a concert tour. The size of the bubble represents the total revenue for the tour. The colors of the bubble also change based on the quantity of a tour statistic. Blue represents a low cost, whereas green indicates a high cost.

1. Tour statistic filters
2. Y-axis shows the quantity



VISUAL COMPS

Tour Statistics Page, Hover State

When a user hovers over a concert bubble, the bubble expands to display more information.

1. The bubble expands and displays name of the concert tour, as well as the artist that did the concert.
2. An indicator will appear on the y-axis to show the detailed amount of a certain tour statistic.
3. If a user clicked on the bubble, it will take the users to the Tour Journey Page.

VISUAL COMPS

Tour Journey Page

This page displays maps out an artist's journey from city to city during the concert tour. The visualization is mapped on a timeline.

1. Tour name & artist
2. Tour path, indicated by the circles
3. City where the concert is occuring
4. Date of the concert
5. Concert statistics (attendance & gross)
6. Timeline (in months)