**APPTREPENEUR COURSE**

**MODULE 1: ASSESSMENT 4**

**TECHNICAL REPORT**

WEBSITE FOR THE 25 HIGHEST GROSSING MOVIES OF ALL TIME

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CONTENTS PAGE

SUMMARY 4

INTRODUCTION 5

COLOUR CHOICE 5

TABLE LAYOUT 5

CONCLUSIONS 6

REFERENCES 7

BIBLIOGRAPHY 8

ACKNOWLEDGEMENTS 9

Summary

The objective of this report is to display a list of the 25 highest grossing movies of all time. The target demographic was found to be people aged 18-65 years of age. The focus was on the short the movie trailer included in the table as pic of the movie poster.

The website was designed to recreate the experience of going to the movie theatre, while maintaining a simple and minimalist aesthetic. The colour palette was therefore kept to a minimum, using darker shades with lighter colours being used to highlight text without distracting from the movie image. Intricate visual design was avoided in order to draw the eye towards the movie pic.

Fonts were kept simple yet modern. The demographics of age and gender were taken into consideration during the design process to create a gender neutral and non-age specific aesthetic that would appeal to all.

It was decided to include the movie clips to make the site more interactive and to serve as a go to site when consumers were deciding which movies to watch.

Movie genre was included to appeal to those who knew which kinds of movies they were interested in viewing thereby making it easier for the visitor to find what they were looking for quickly.

In addition, the website was optimised for viewing across various devices as there is a growing trend to view on mobile devices.

INTRODUCTION

The objective of this report is to discuss the approach taken to the design of a webpage to display the 25 highest grossing movies of all time. The list is displayed using a table. The topic was approached from the perspective of the web page being part of a website called “Movie Buff”, that is dedicated to all things related to the silver screen.

1.COLOUR CHOICES

Only three colours were used in the design so as not to compete with the various other colours in the images on the page. The specific colour palette was specifically chosen to recreate the feel of a dark movie theatre. The complementary colours were chosen to highlight text and images while maintaining the dark movie theatre feel and to be easy on the eye. Softer colours were chosen to prevent visual overwhelm and to create a relaxed state in the viewer.

2.TABLE LAYOUT

The table layout has been designed to include the following:

1. Year released

2. Title

3. Genre. This was done to help visitors to the site find what they were looking for easily

4. An image that doubles as a hyperlink to a short trailer of the movie. This provides visual interest and at the same time engages the visitor to the site to explore the movies showcased on the site.

5. Total box office earnings.

No contrasting table row and column colours were used except in the top row to avoid visual overwhelm and to keep the table simple.

CONCLUSIONS

In conclusion, the aim of the project to design a table that listed the 25 highest grossing movies of all time was achieved through use of design principles that included colour theory, made use of the visual impact of the images displayed and restraint in the use of visually intricate design.

This site could be further developed to lead visitors to a page to buy a subscription to a streaming service provided by the website and to an online store to buy the branded physical merchandise of various movies, e.g. an Avengers t-shirt, mug or hoodies etc.

Furthermore, the site could be expanded to include an online bookstore dedicated to books that have been made into movies. Here visitors could subscribe to read online or purchase a subscription to download or buy physical copies of the books.

A travel agency section could also be explored that allows the visitor to book trips curated to the needs of the visitor. These could include for example a two week stay visiting movie sets and countries in which their favourite movies were set in.

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