



INFORMATION DESIGN  
THE DESIGN PROJECT  
201148056  
DESN3725

# Area Overview

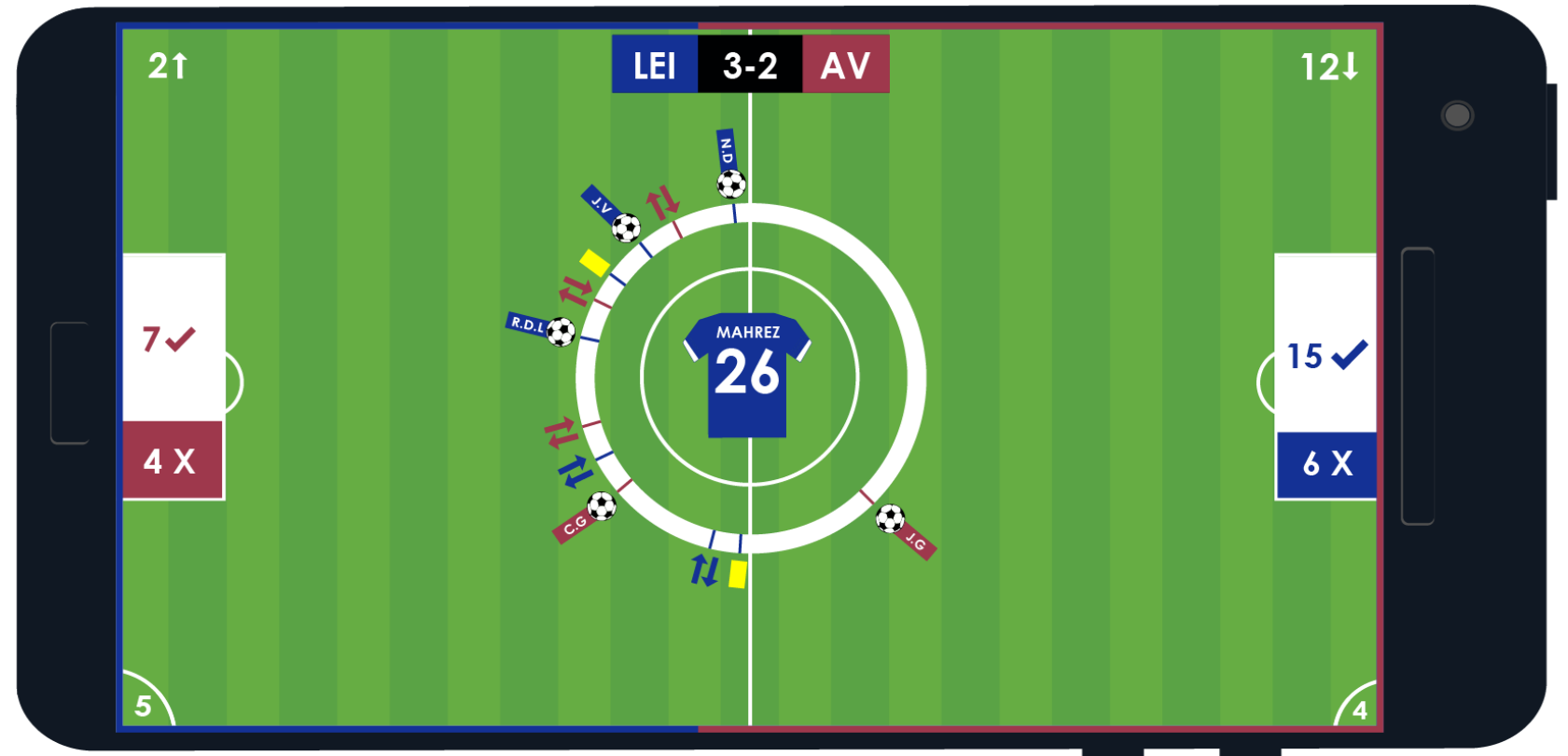
This project visualises football data in relation to Leicester City's seasons in 2014/15 and 2015/16.

It tells the story of how Leicester dramatically escaped relegation in 2015 by winning five out of their last 6 games to stay in the league. The following season Leicester won the premier league for their first time, a historic moment with having odds of 5000-1 at the start of the season to do so.

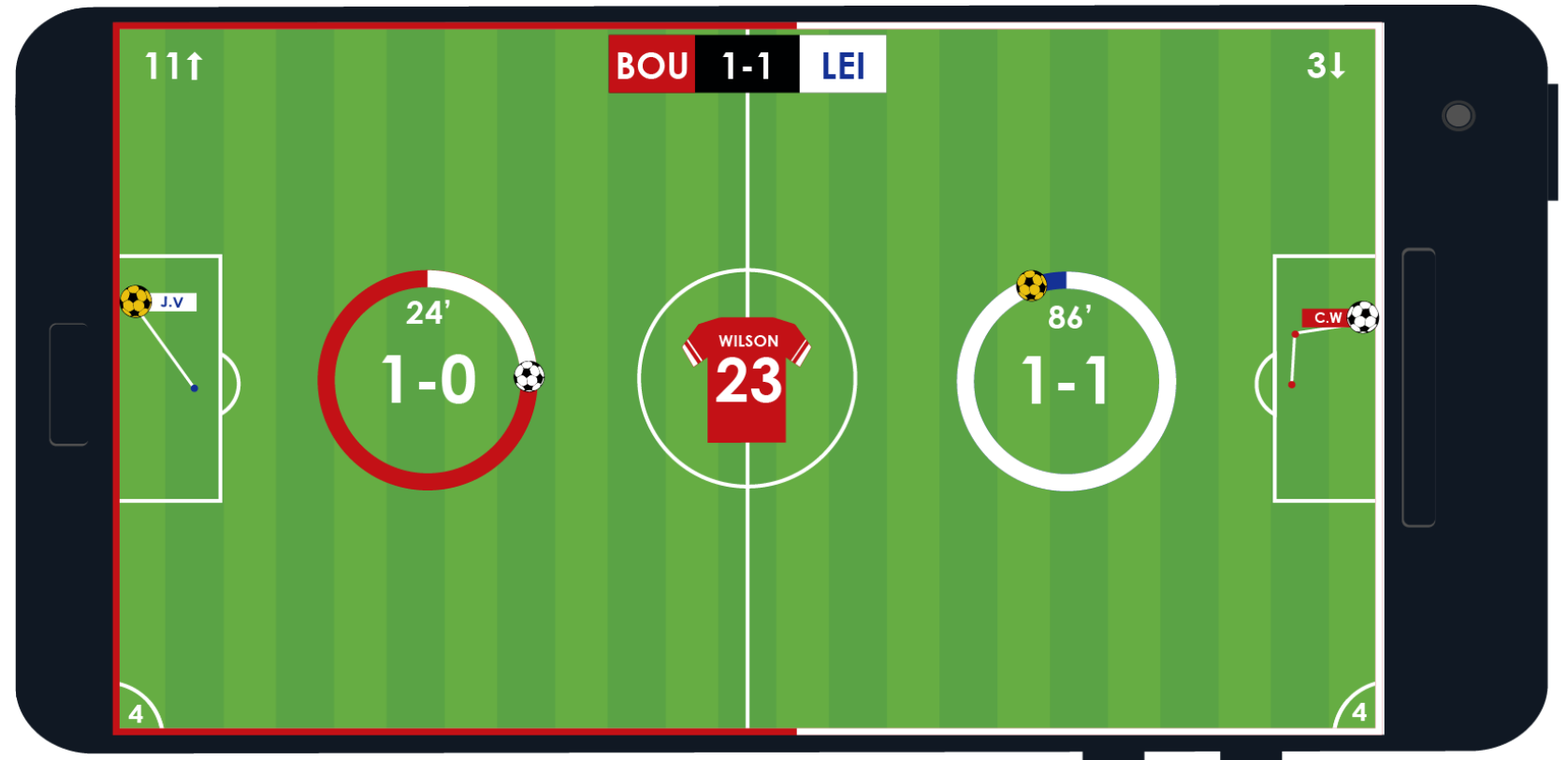
With the project being in the form of an app, users can scroll across to view the different football matches across the seasons by swiping up if Leicester won, across if it was a draw or down if it was a loss.



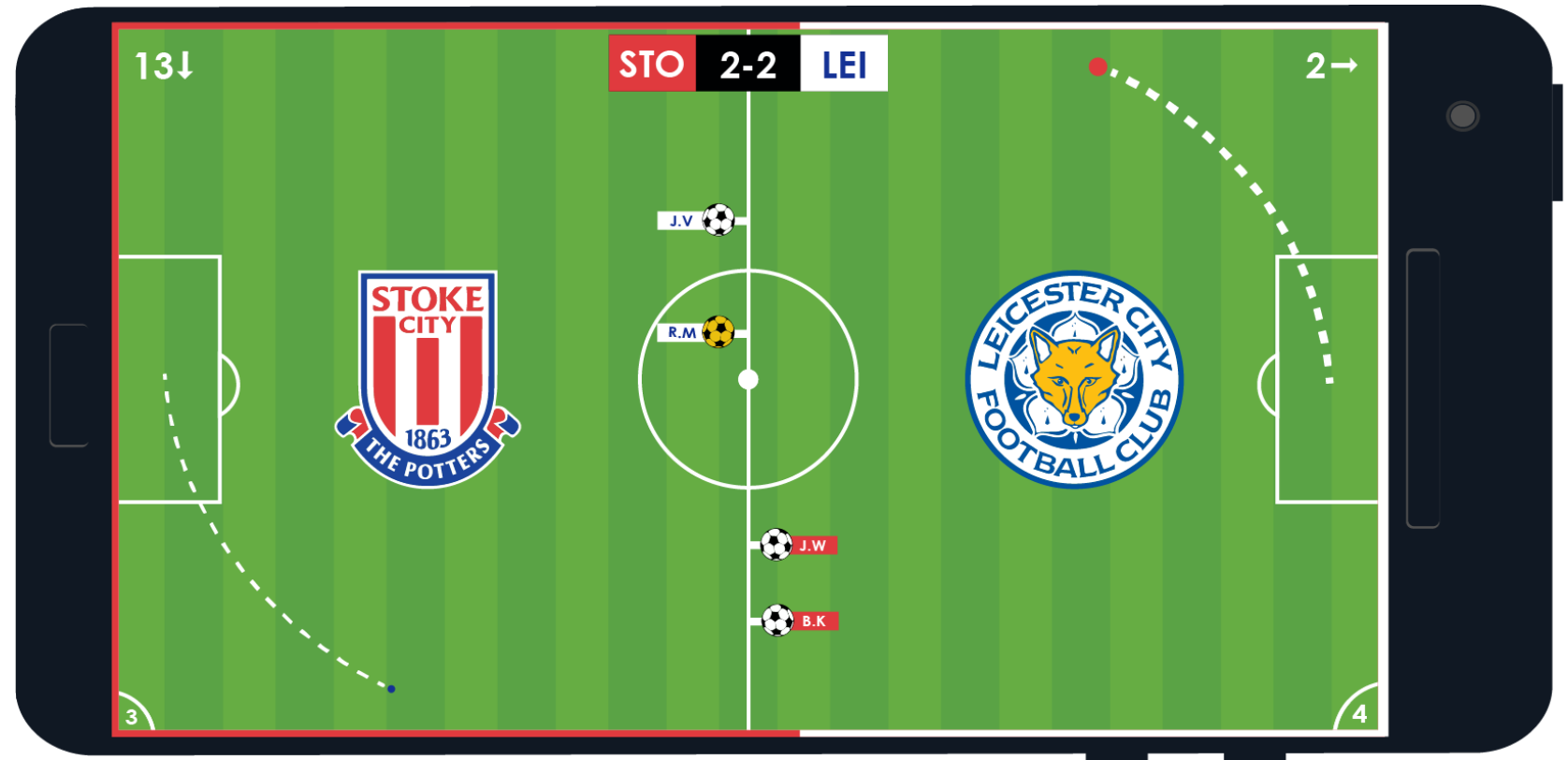
# Pitch Design Example 1



# Pitch Design Example 2



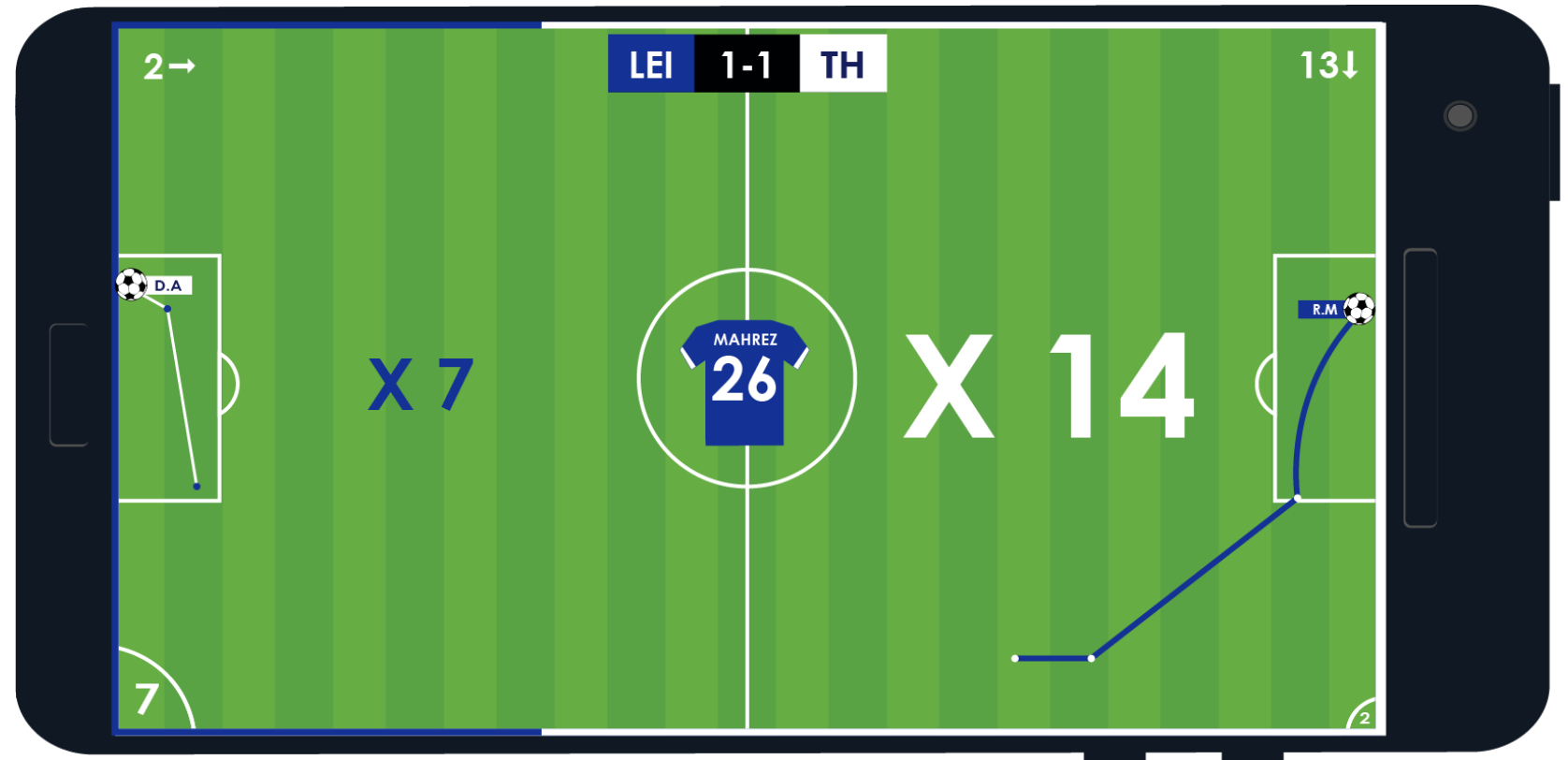
# Pitch Design Example 3



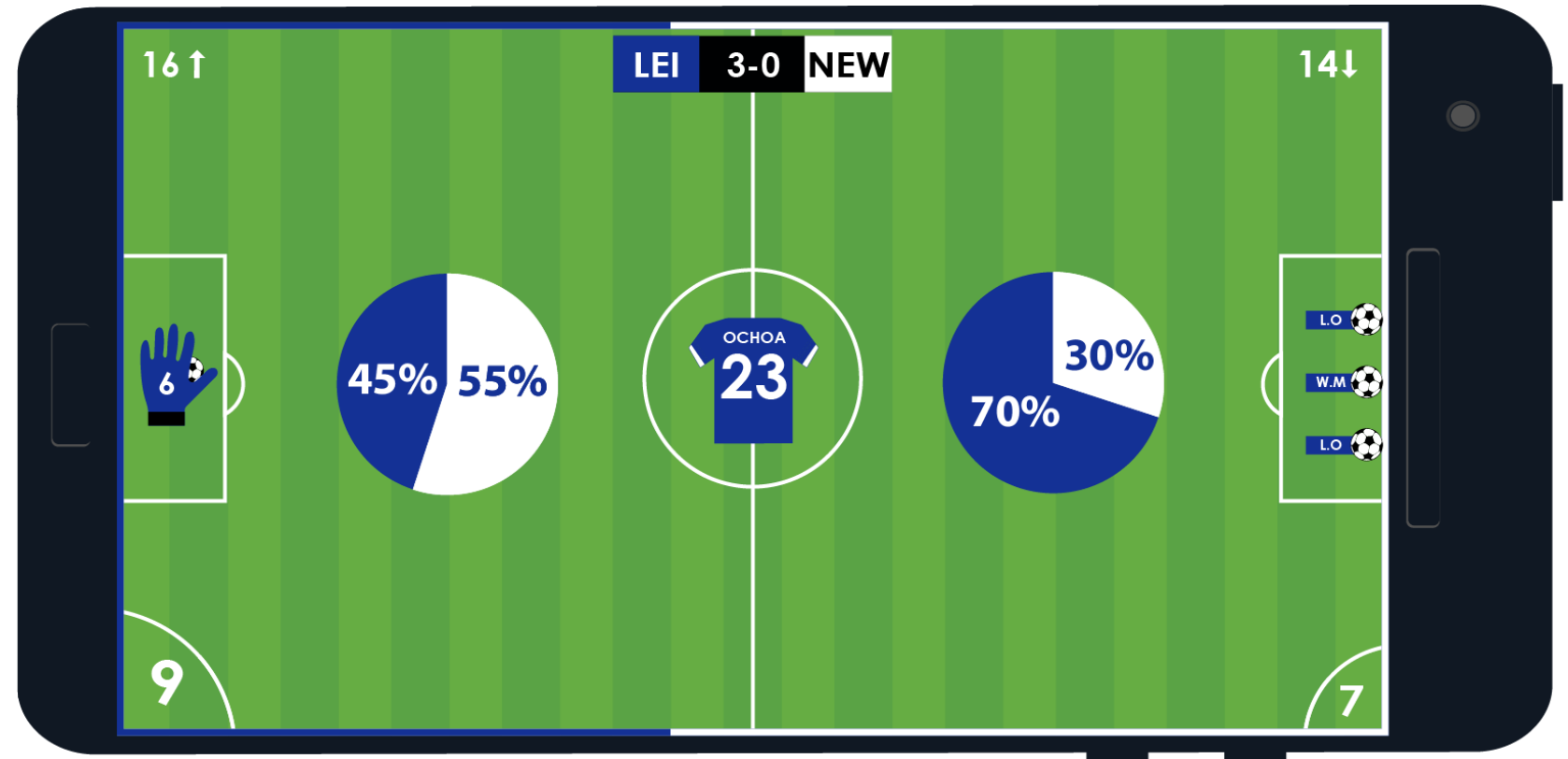
# Pitch Design Example 4



# Pitch Design Example 5

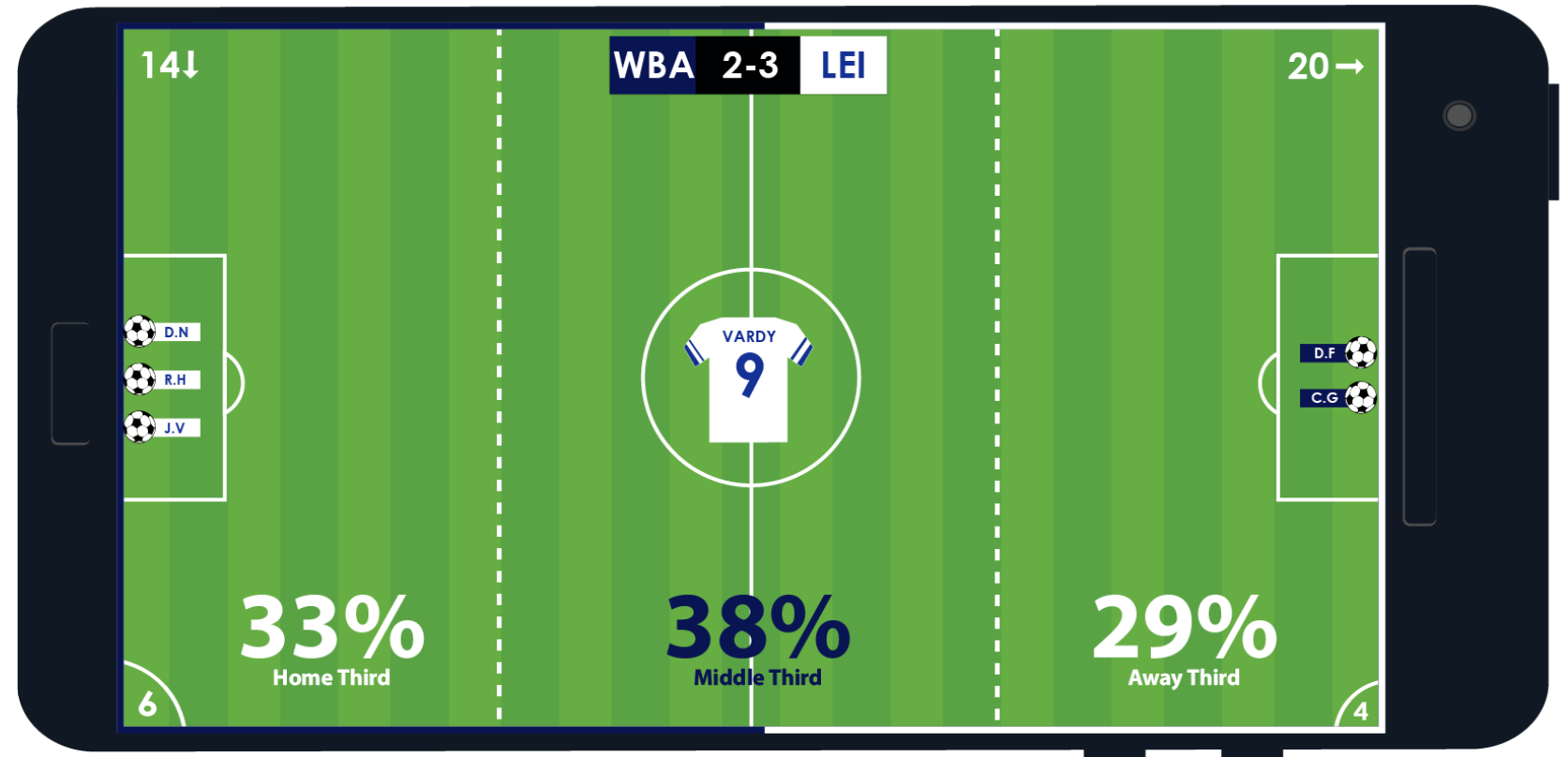


# Pitch Design Example 6





# Pitch Design Example 7



# Poster Design



# Personal Evaluation

## Introduction

To evaluate the strength and weaknesses of my project, I will refer back to the design guidelines outlined in my literature review.

## Literature Principles

A main focus of the project was to visualise data across the seasons to relive and understand how Leicester won the league. A strength is that I successfully achieved this through visualising data that was the key factor in the result of the football games. This complied with the principle of keeping designs short and concise as I didn't visualise too much data for each game. This was pursued throughout the season for the viewer to remember how Leicester won the league and the key moments that happened across the season.

Another strength was the projects ability to reveal stories within the data. Through using animation, I was able to bring the season to life and therefore made it more memorable and easier to understand for the viewer. However, a negative of the project is that sound is only used in two games instead of all of the games. If given more time, sound could have been used to

emphasise every element of each game to enable the viewer to really relive the seasons and understand the project. This was also the case with animations, more animated games would have improved the project.

Furthermore, by producing designs for the 14/15 and 15/16 seasons, the viewer can easily compare the timelines and see the clear difference in form which was a good strength of the project. This is also visualised in the poster design, which was another important goal of the project as it reveals the extent of Leicester's achievement.

## Colour

In evaluation of my use of colour, a strength was that all data visualisations correspond to the team colours of football teams. This increases comprehension of the visualisations, there were cases where away colours for the team was used but this was to ensure the design worked aesthetically. Blue was used for Leicester if they were playing at home, and white if they played away. This simple use of colour quickly visualises whether the game was home or away. A negative would be that the green

football pitches occasionally clashed which impacts the aesthetics of the designs, but this was a valued asset to the memorability and familiarity of the designs.

## End user requirements

Since the project was aimed at Leicester fans, comprehension wouldn't be a problem. However, for those who aren't familiar with football data might struggle to understand some visualisations due to the limited keys and text used to explain visualisations. This could be seen as a weakness; however, it does still suit the target audience. On the other hand, the project has good usability due to a clear instructions screen at the beginning of the app, this will enable users to use the app easily.

## Conclusion

Ultimately, in reflection of the literature review principles the project can be seen as a success. By meeting the main criteria of the project which was to visualise the data across the two seasons and for viewers to remember and understand key moments in how Leicester won the league.

# References

Poster image:

<https://www.cleanpng.com/png-jamie-vardy-leicester-city-f-c-sport-football-play-2045843/>

Poster frame:

<https://graphicburger.com/poster-frame-psd-mock-up/>

Music:

<https://www.bensound.com/royalty-free-music/track/birth-of-a-hero>