

## TASK 2

Movie statistics are quite the initial go-to for most movie buffs; keeping that in mind, the said data to be reviewed needs to be engaging, appealing and factually accurate. To keep it engaging I have captured the quintessential vibe engulfing the movie in the picture and also using the colour palate associated with the same. The slight elevations in pieces are meant to give the data interface a subtle, yet dynamic disposition. Percentages give better assessment of accuracy as a fraction than a smart object (which also might loosen the grasp of clarity that the number might give) but giving a gentle but reassuring object as analogy for the percentile, helps accentuate the idea of the quantity being represented ( in this case the circles below the percentage). Lucidity always gets a warm response. The size, and the visual representation of the data is given on the basis of its hierarchy with respect to the user (Primarily being a curious person reviewing a movie to watch or considering the movie statistics based on his estimation of said movie). In such a mental model the first thought is to spot the movie in question via the picture and a reassurance of the former by checking the name and year, after which would come the stats, and then the rest of the collaterals. The first page of each concept shows the pop up view and the second one as a cluster (where stats comparison can be made of the essentials). I have gone about the task in two approaches.

Concept 1: is a friendly, comforting, essential outlook. The excess of space is meant to bring out the essence of the graphic.

Concept 2: is a bold, professional, minimal, elegant experience. It accentuates sophistication by engaging simplicity.