Coded Colour

The visualisation below was created using python which turns video files into 'barcodes' where vertical lines represent the average colour of individual frames. It works by taking average of RGB values of every pixel in a single frame of the video in a png file, the process is repeated for all the frames until the barcode is generated.

This project focuses on various music industries in the world and compares the colours used in the most popular music videos in 2018 on YouTube, the generated barcodes are arranged according to the YouTube charts ranking.

Comparing them side by side helps understand the colour culture of these popular countries, the colour palette significantly change with the culture, as the most popular video in South Korea is fairly brighter than the most popular video in all the other countries, colours used in India's videos are more vibrant than others, as in US the most popular video has a dark colour palette, videos in UK follow almost same pattern with various different colour palettes.
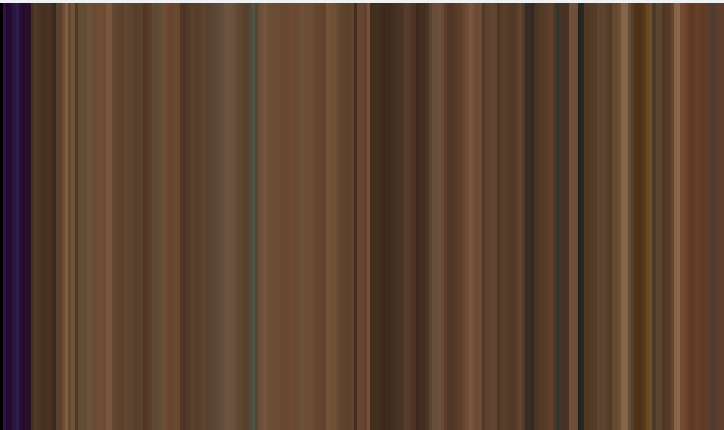
India
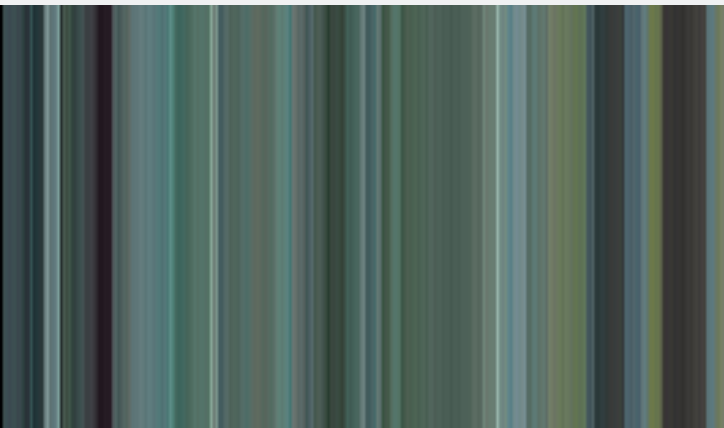
Bom Diggy Diggy
Released Feb 8 2018
365 million views
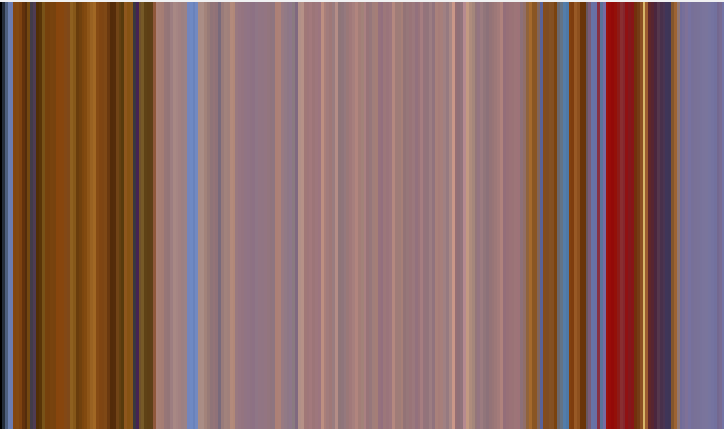
Dilbar
Released Jul 9, 2018
405 million views

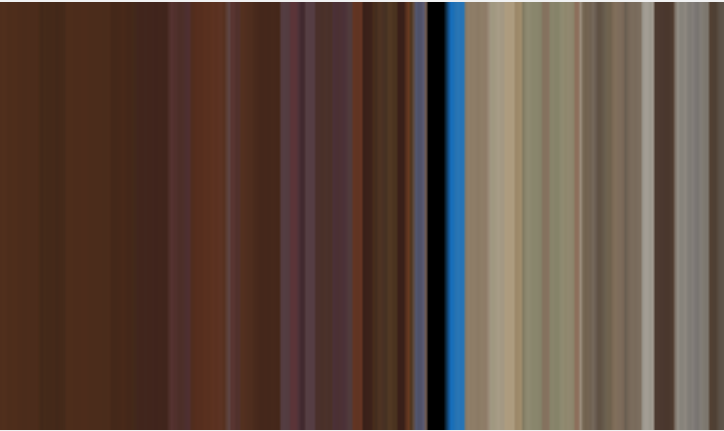**Laung Laachi**
Released Feb 21 2018
600 million views

Lahore
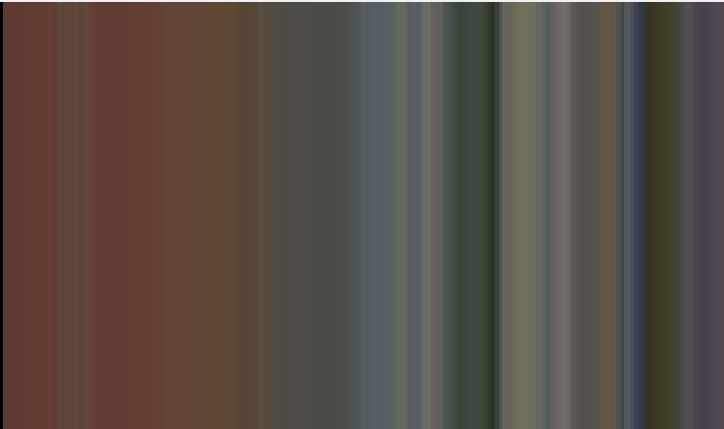Released Dec 29 2017
28 million views
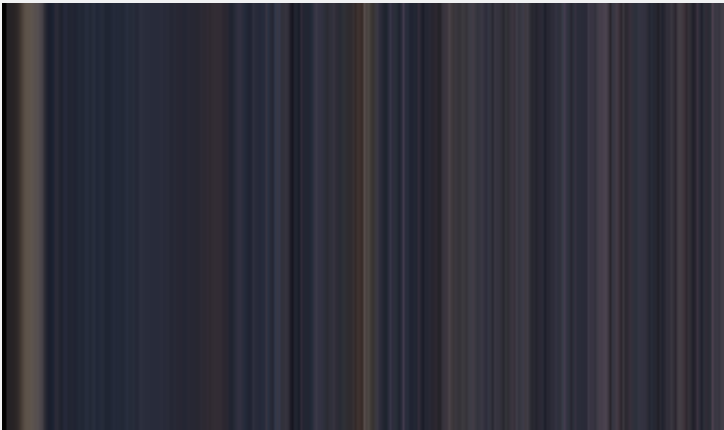
High Rated Gabru
Released Jan 5 2018
598 million views

United Kingdom

Freaky Friday
Released Mar 15 2018
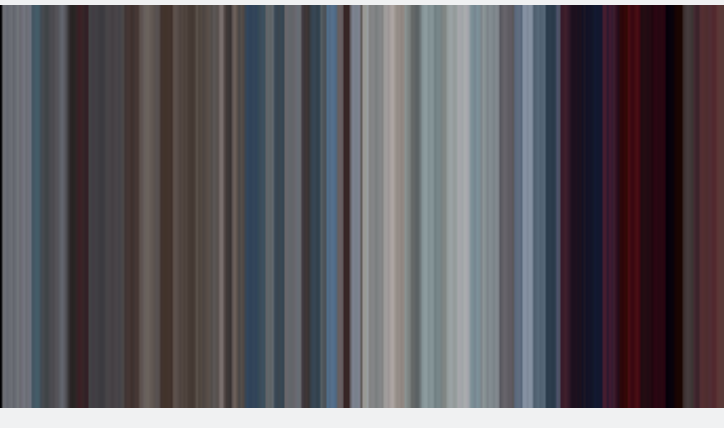460 million views

Shotgun
Released Jun 14 2018
35 million views
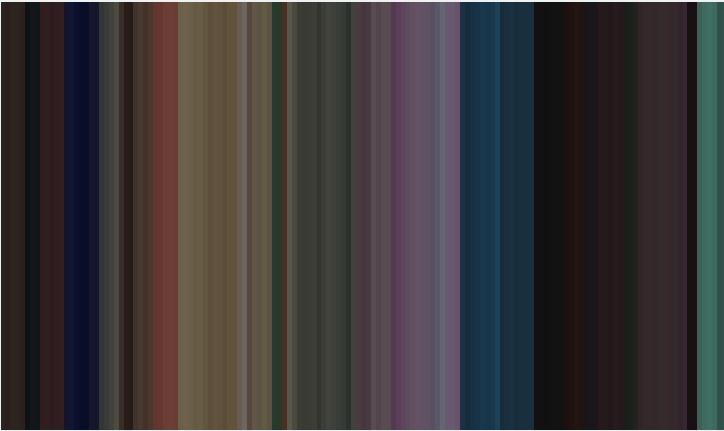
Girls Like You
Released May 30 2018
1.6 billion views

God's Plan
Released Feb 16 2018
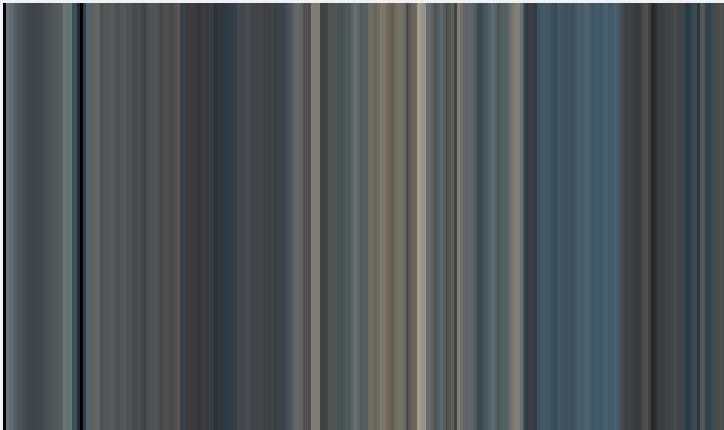922 million views

Perfect
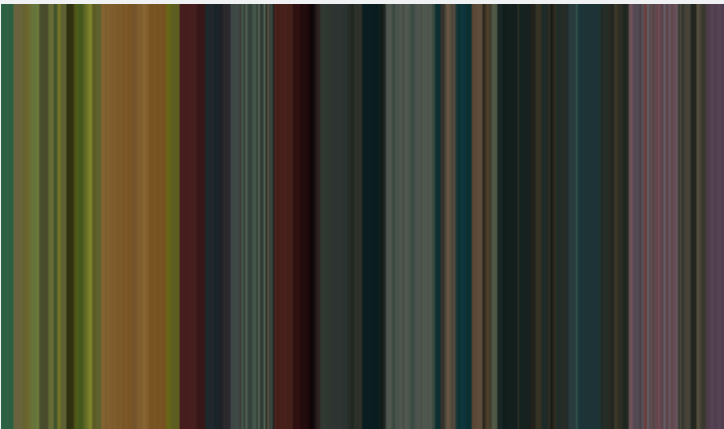Released Nov 9 2017
1.7 billion views

United States

thank u, next
Released Nov 30 2018
253 million views

Money
Released Oct 23 2018
87 million views
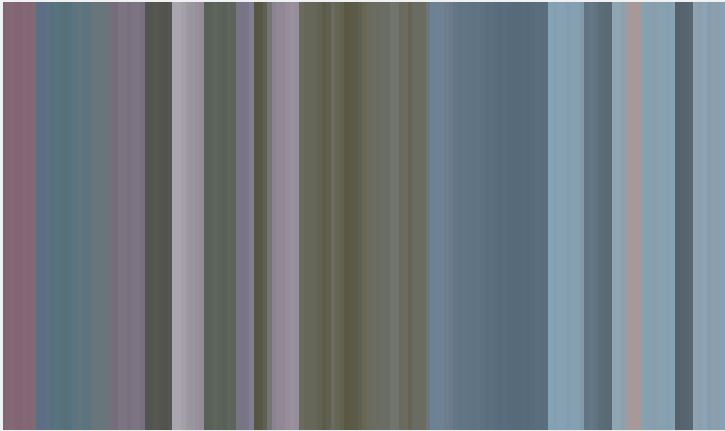
Sunflower
Released Oct 18 2018
201 million views

SICKO MODE
Released Oct 19 2018
186 million views

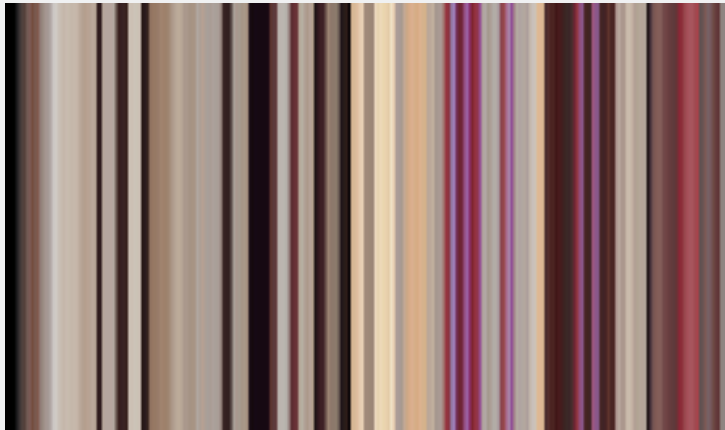**Wake Up in The Sky**
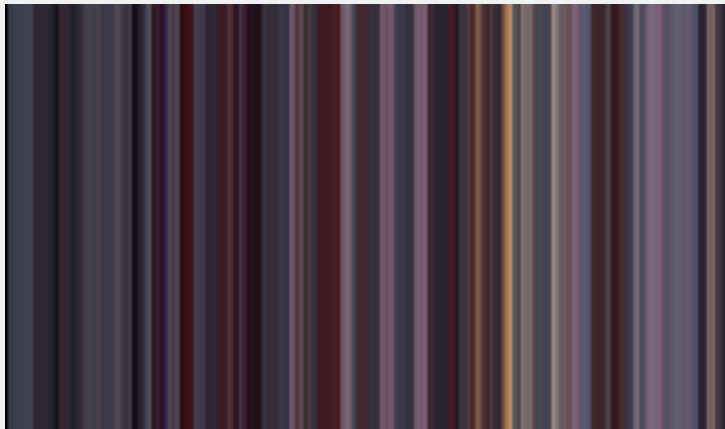Released Oct 31 2018
142 million views

South Korea

SOLO
Released Nov 12 2018
164 million views

YES or YES
Released Nov 5 2018
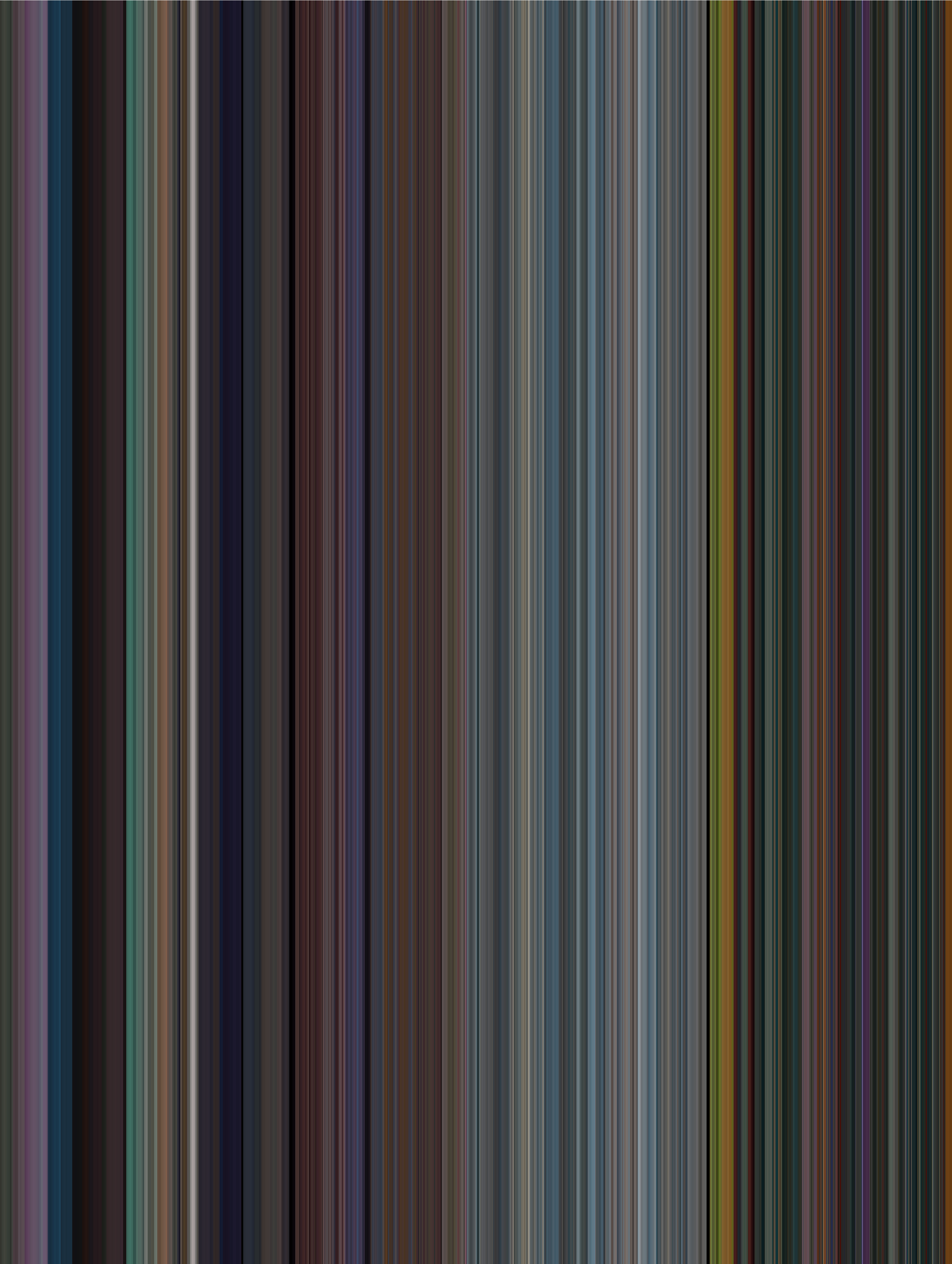124 million views

FIANCÉ
Released Nov 26 2018
31 million views

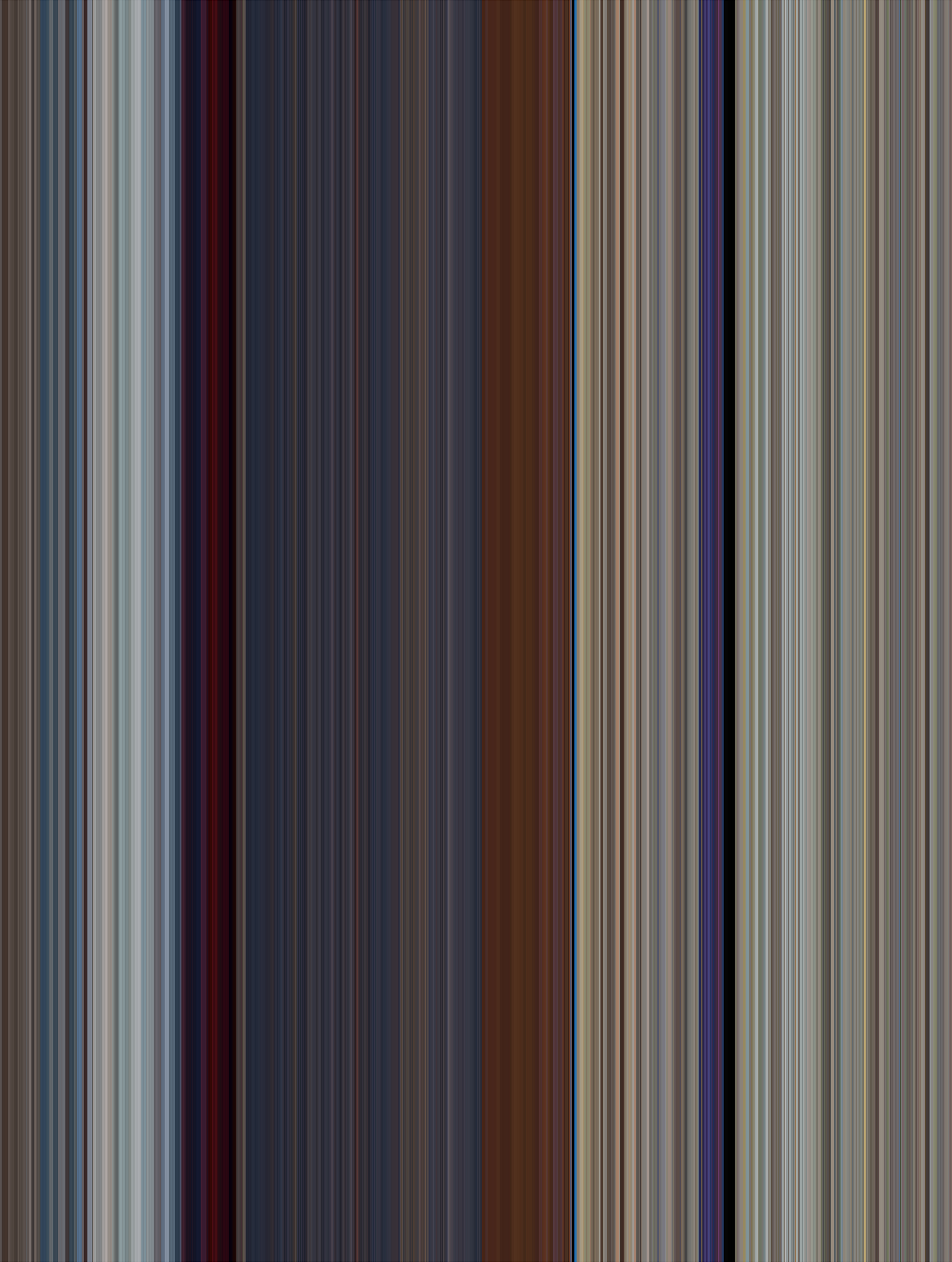**Love Shot**
Released Dec 13 2018
55 million views

HAEUN
Released Nov 6 2018
140 thousand views

Coded Colour

United States

Coded Colour

Coded Colour

United Kingdom

Coded Colour

India

Coded Colour

South Korea