

A bold shift



By that time the on-air look&feel was heavily influenced by the broadcast “American style”. This visual style objective is to drag the audience attention. Hence, the use of bold and hyper decorated treatments. Unfortunately, this solution was particularly noisy and fragmented. Generating a sense of frustration when reading contents.



The solution

Here, I immediately spot the opportunity to renew audiences engagement by leveraging data aggregation and analysis.

I proposed a design solution which aimed to create a seamless and modular system that could guarantee a scalable and personalised solution. Being loyal to the Sky iconic glass, I got rid of unnecessary decorative elements and defined an “essential” look&feel.

Acknowledge by the fact of the fast-changing editorial needs, the intent was to provide a solution based on predefined spaces and units, so that the design package would always pursue its main goal of being fluid, clear and contemporary.

