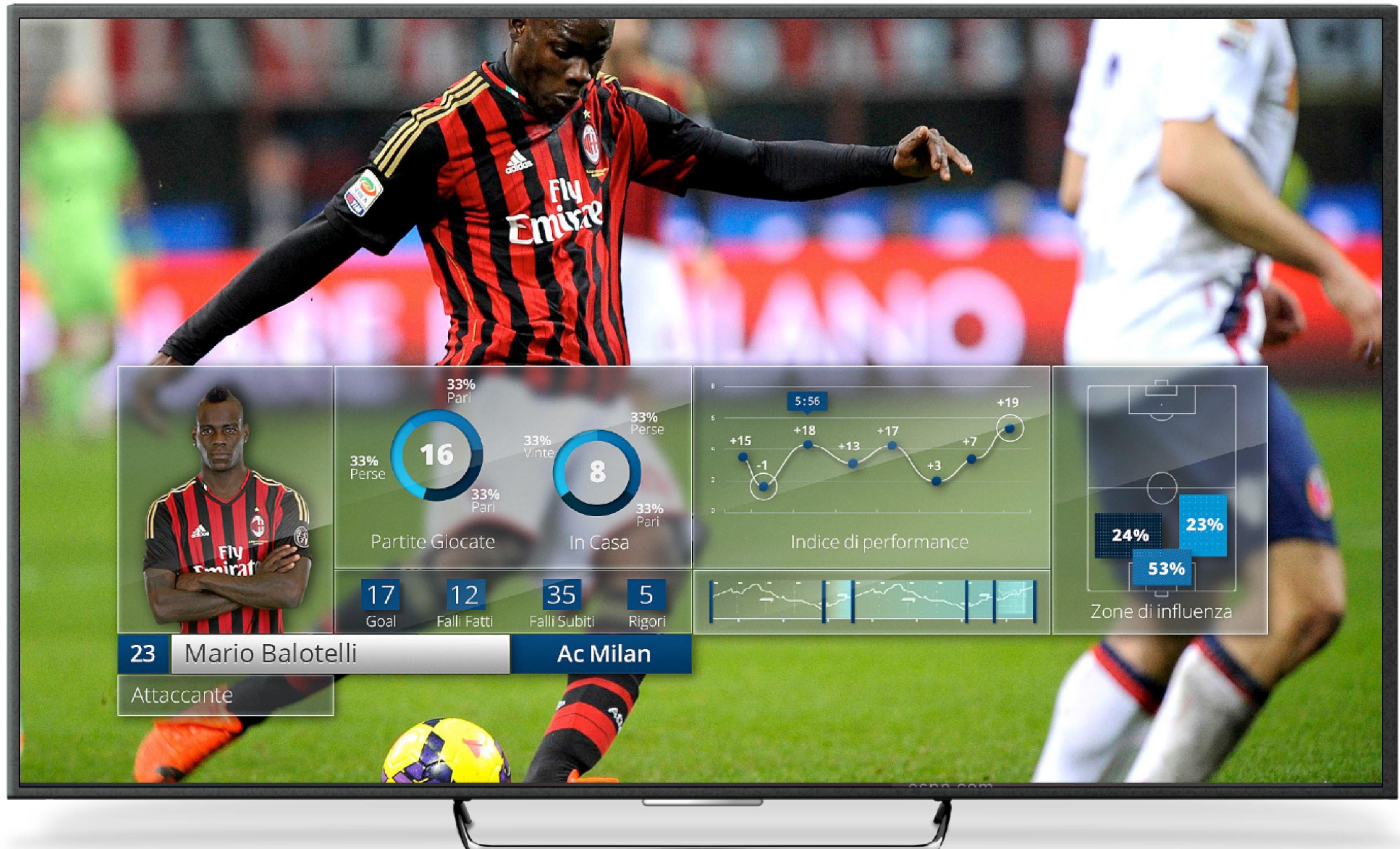


# SkySport Live data

In July 2014 following the successful collaboration with Sky, I was appointed once again by SkySport to redesign the channel live matches graphic package to fuel viewer engagement.



# 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.