

worldwide

① Choropleth map of box office of domestically produced films



Filter

④ removed

- Map ① has more interesting data. Also, some states don't share this data.

② removed

- Shows less information than ③, and doesn't add anything.

⑤ removed

- Data already indicated in ③

⑥ removed

- Genres proportion shown in ⑦ already

Categorise

- "Funnel approach" used

- ↳ Start broad, then narrow in on specifics

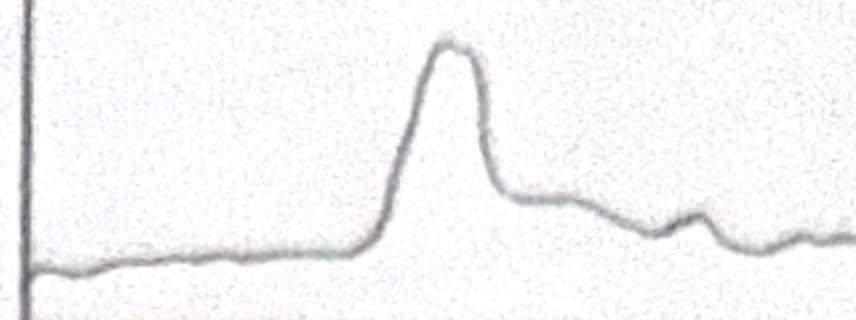
produced  
films

④ Choropleth map  
of spending on Aus films



②

Box office of Aus films

B USD  
B GBP  
B CNY

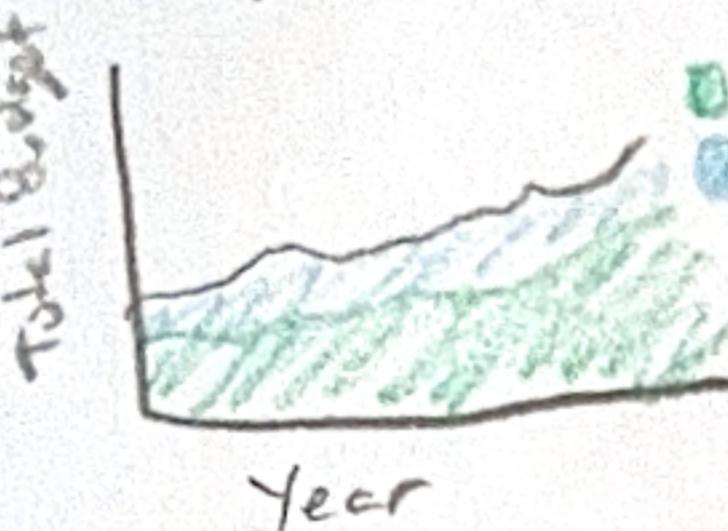
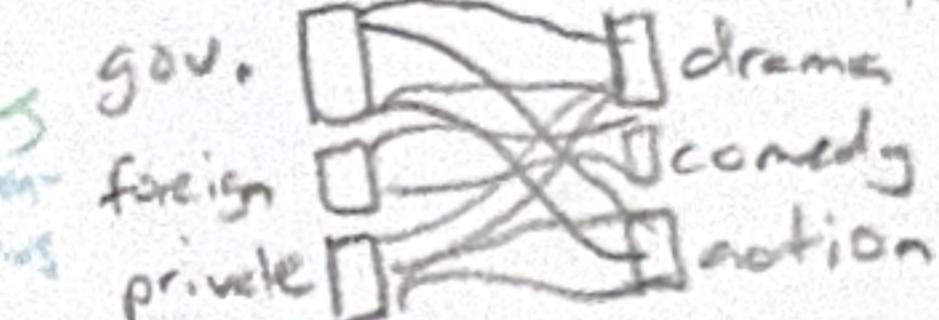
③ Box office of Aus films

Year  
1990  
1995  
2000  
2005  
2010  
2015

⑤ Box office vs # Films (Aus)

Year  
1990  
1995  
2000  
2005  
2010  
2015

⑥ Genres of Aus films

⑧ Budget spent  
in/out of Aus⑦ Finding sources for Aus films  
to genre

①

"Australia's box office success compared to the rest of the world"

③

"How have Aus films' box office changed over time?"

⑦ + ⑧

"Where is the funding going in Australian films?"

Combine &amp; Refine

- If ⑥ included, a donut chart or treemap could make the proportions easier to identify

- ③ has identical chart below it (but shorter) that acts as a scale for main chart

- If ⑦ has too many categories for genre, combine the smaller ones

- Ensure all charts (but ④ and ⑧ especially as in same section) do not use sketching colours.

Summarise and question

- Is there another, more appropriate map type for ①?

- ↳ No, as long as the data is normalised the choropleth is most appropriate

- Is the Aus film industry thoroughly investigated?

- ↳ Yes, look at success at box office both vs other countries and over time, as well as funding.

## Australia's Film Industry

Intro Text

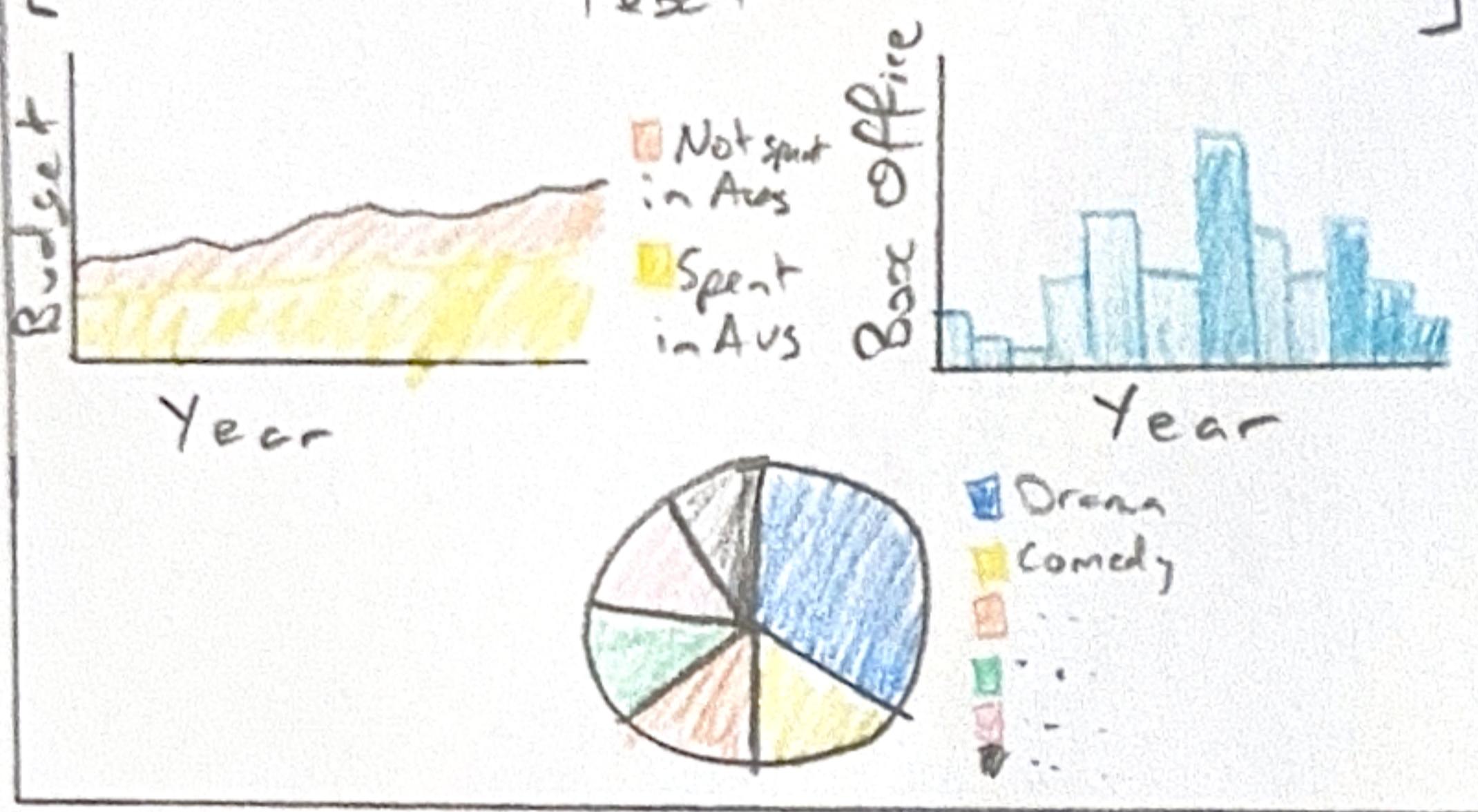
International Box Office

Text



## Australian Films

Text



## Part / Focus

The main focus is the world map

- ↳ Section is same size as other three charts combined
- ↳ Choropleth map is normalised by dividing the total worldwide box office of domestically produced films by the number of these films, to ensure fair comparison to film industries between populations.
- ↳ Therefore, need area-preserving map projection.
- ↳ Adjust classification intervals if needed to allow comparison between lower box office countries.

Sheet 2,3,4

Name Dylan Redden

Date 14/9

## Title Australia's Film Industry

## Description

Designing a visualisation based on Australia's film industry.

## Components / Operations

## - Tooltips:



Country : Australia  
Worldwide USD per film : \$5,234,152

Worldwide USD: \$623,318,921  
Release Year: 2016  
# Films Produced: 64

- Clicking on a different genre in the pie chart will highlight what proportion of the above bar and stacked area charts apply to that genre

## Pro &amp; Cons

## Advantages:

- Main focus gives reader clear information on topic at a glance
- Good interactivity of lower charts

## Disadvantages:

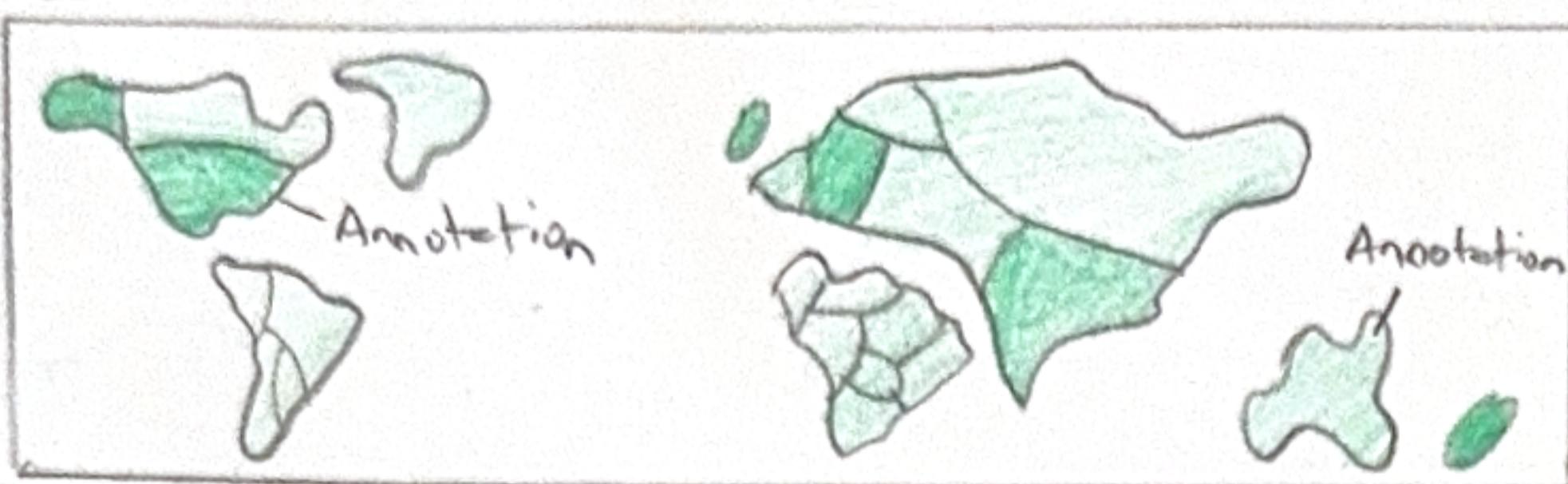
- Many colours used likely to lead to overlap of colours
- Bottom charts are all quite simplistic
- Lacking annotations

# AUSTRALIA'S FILM INDUSTRY

## Intro text

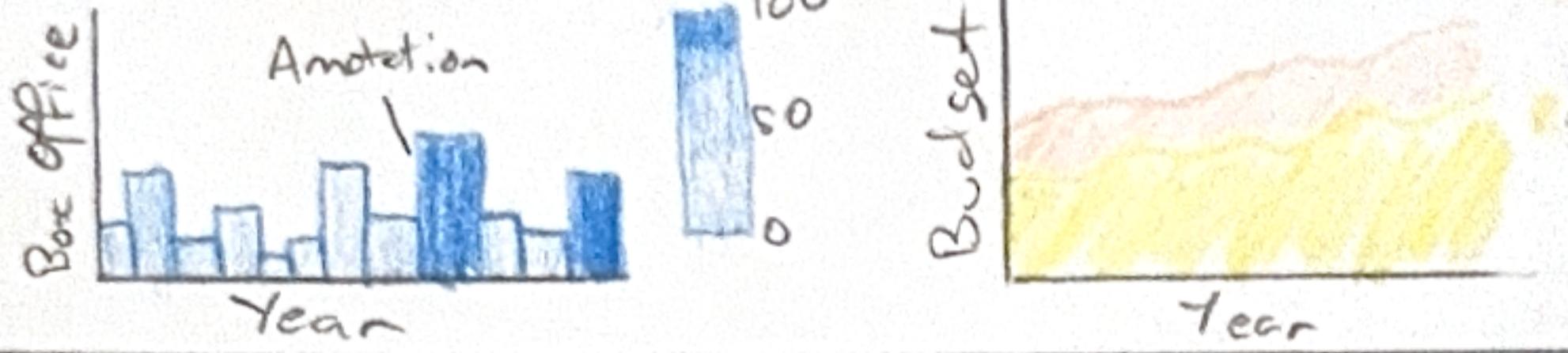
# International Box Office

Teaser



Australia, Box Office

## Text



## Funding by Genre

Text



## Parti / Focus

- There is not a main chart focus, instead each of the three sections are equally weighted.
    - ↳ The focus is instead on the storytelling, with the text throughout guiding
    - ↳ Annotations throughout aid with this storytelling, highlighting interesting elements

Sheet 20.4

Name Dylan Redman

Date 14/9

Title Australia's Film Industry

### Description

Designing a visualisation based on  
Australia's film industry

## Components / Operations

### - Tooltips



Worldwide USD: \$468,912,365  
Release Year : 2014  
Highest grossing film : The Lego Movie



Contribution : \$564 m  
Genre : Comedy

- Clicking on different genres in the Scanbey diagram changes the 'Australian Box Office' diagrams to only the dots for that genre.

## Pro & Cons

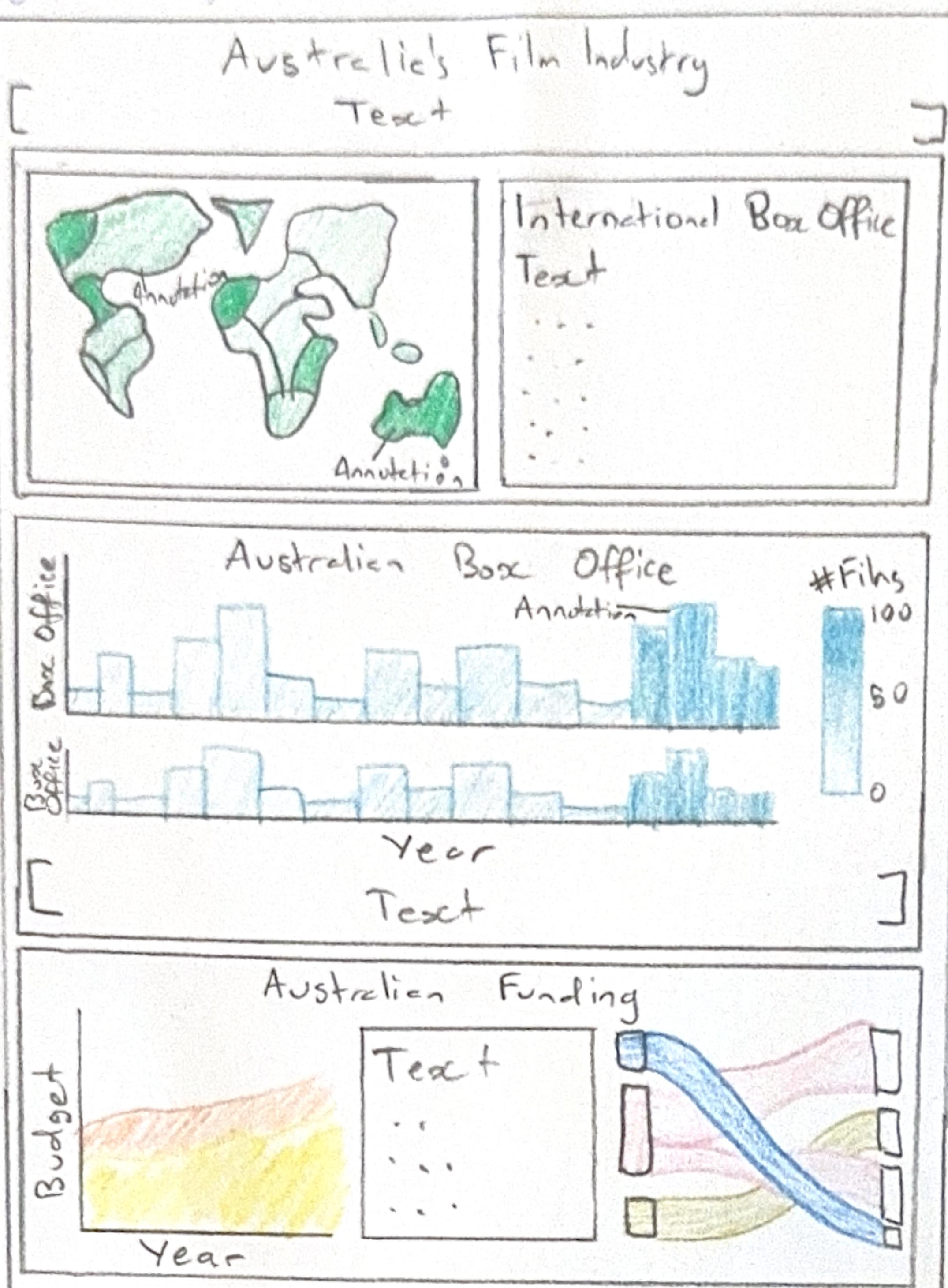
## Advantages:

- The way each section is segmented allows the information to be easily understood
  - Amount of colours means there should not be repeated usage

## Dissadvantages:

- Limited text reduces storytelling
  - Interaction is ~~over~~ changes the chords too much, and may be confusing
  - Sections could be better organized.

## Big Picture / Layout



## Part / Focus

- The main focus of the ~~app~~ vis is the Australian Box Office bar chart
  - ↳ This is the most important chart as it shows the change in Australia's film industry over time (in both box office and number of films).
  - ↳ The chart is made of two ~~two~~ sections:
    - ↳ Main chart at the top changes to show the selected data
    - ↳ Interactive selection bar at the bottom allows users to highlight a certain section.

Sheet 2,3,4  
Name Dylan Redman  
Date 15/9

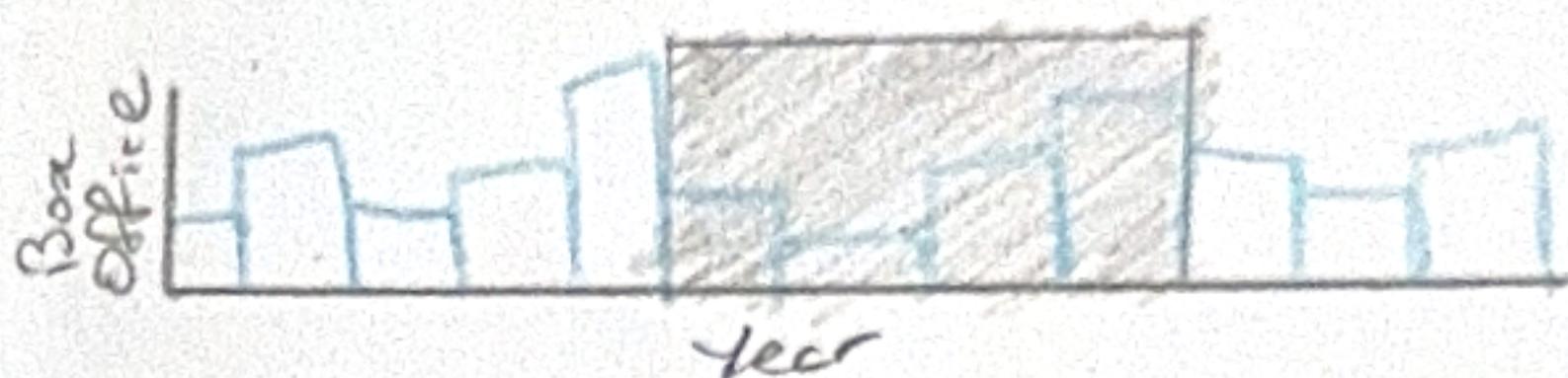
Title Australia's Film Industry

Description

Designing a visualization based on Australia's Film Industry

## Components / Operations

- Selection bar:



- 'Australian Box Office' annotation highlights the highest grossing year in the selection, as well as the highest grossing film from that year.

## Pro & Cons

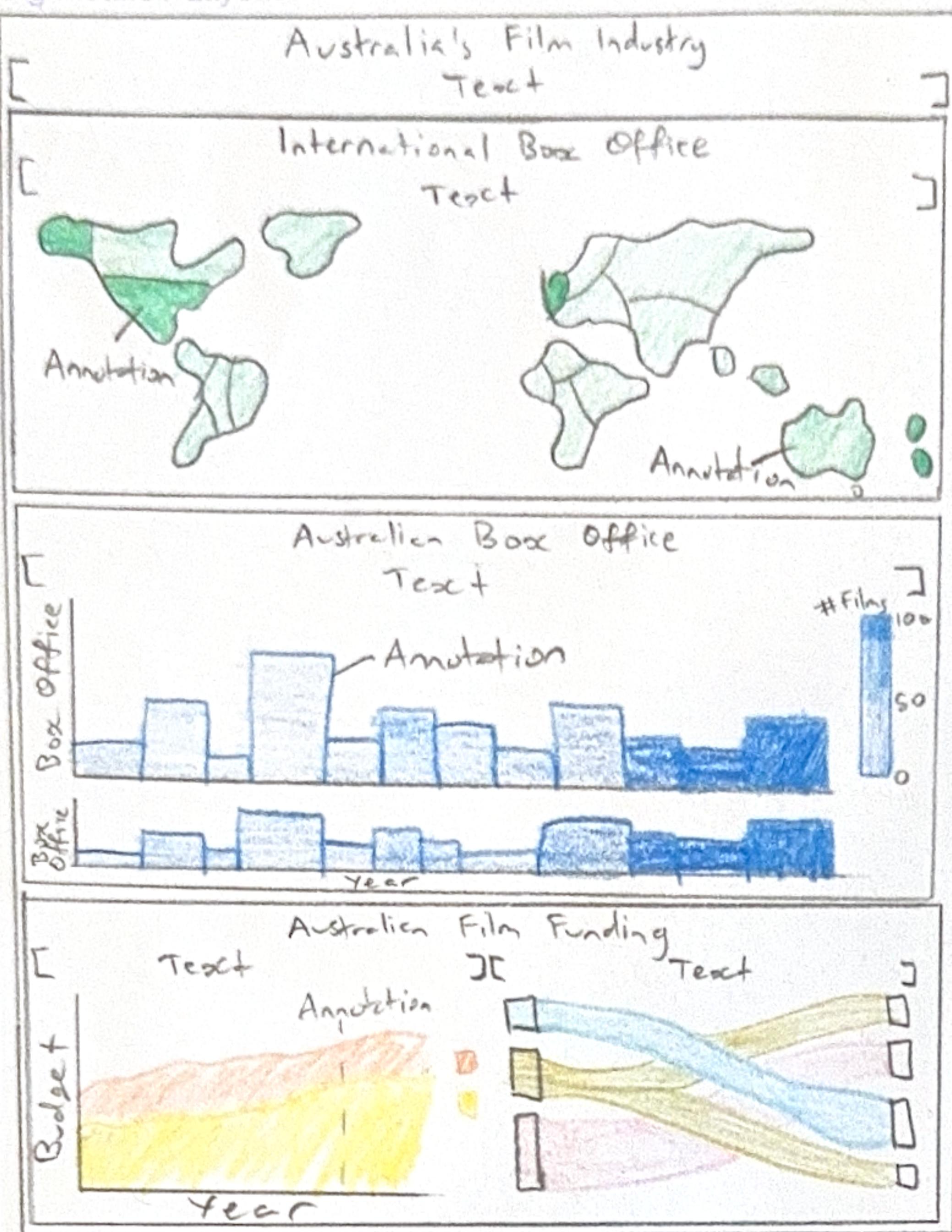
### Advantages:

- Text ~~sections~~ and annotations allow for effective, ordered storytelling
- Sections are well organized
- Interactivity is intuitive and informative

### Disadvantages:

- Smaller world map makes it difficult to identify smaller countries
- 'Australian Funding' section is too filled
- Sightlines are not followed throughout

## Big Picture / Layout



## Part / Focus

- There is not a main focus, instead each of the three sections is equally weighted.
  - ↳ Storytelling is the main focus, with the text and annotations working together to walk the viewer through the story told.
  - ↳ The 'Australian Box Office' bar chart is made up of two charts:
    - ↳ Interactive selection bar at bottom allows users to highlight a certain section
    - ↳ Main chart at the top changes to show the selected years.

## Sheet 5

Name Dylan Readman

Date 13/9

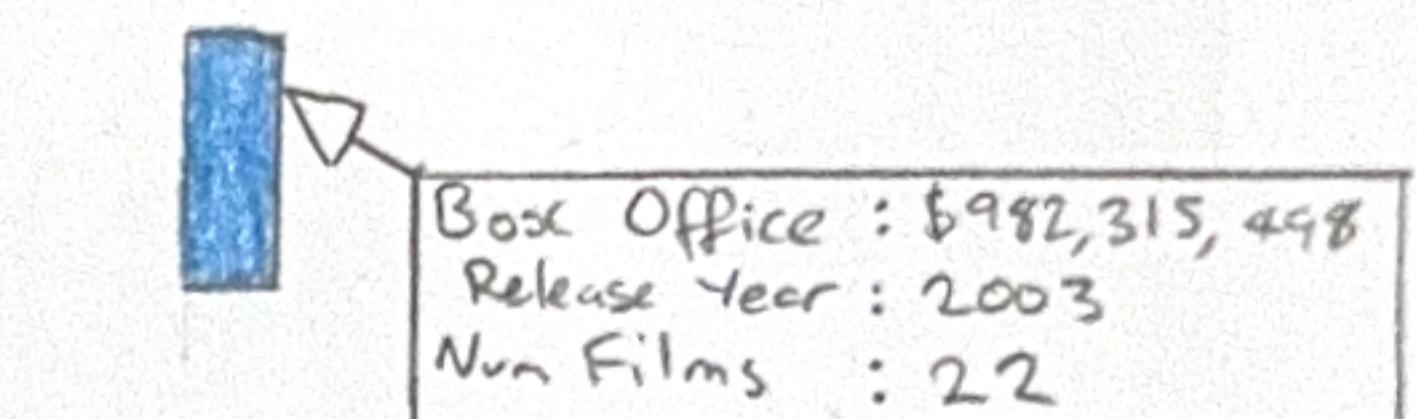
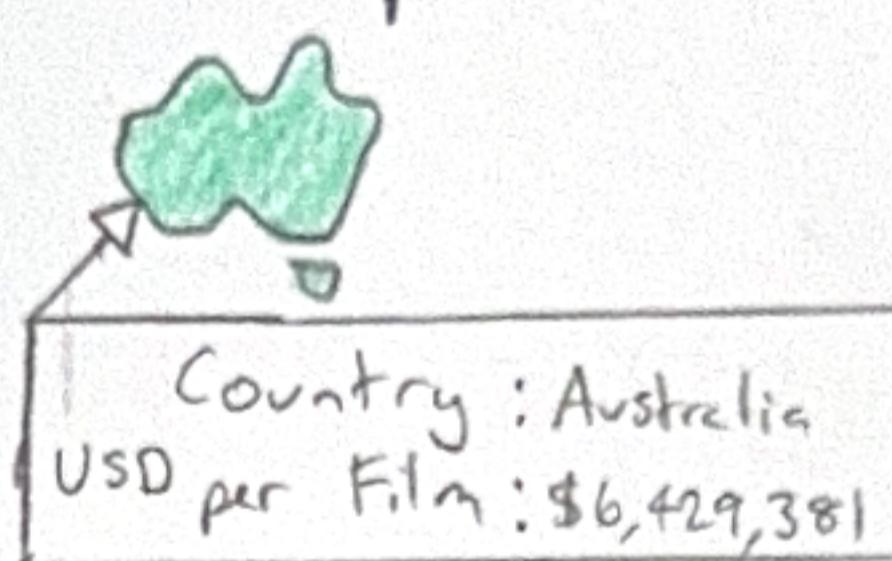
Title Australia's Film Industry

Description

Designing a visualisation for Australia's Film Industry

## Components / Operations

### - Tooltips:



### - Selection bar:



- ↳ 'Australia Box Office' annotation highlights the highest grossing year in the selection, as well as the highest grossing film from that year.

## Details

- Annotations in world map used to highlight high box office countries, and also Australia's ranking
- Annotations in stacked area chart used to highlight relevant events in Aus film market.
- Estimated time is 1 week:
  - ↳ 1.5 days for world map
  - ↳ 1.5 days for bar chart
  - ↳ 1 day for stacked area chart
  - ↳ 2 days for sunburst diagram
  - ↳ 1 day to finalise