

# Design Critique - Fear and Loathing in Cinema Theatre

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The first thing that catches your eye once the page loads is the background image of a couple in an empty theatre watching what appears to be an old film. I like this choice of background as it gives the viewer the right perception that this page has something to do with films. The colour and font choice for both the title and subtitle is good as they are readable and eye-catching. However, the quote at the bottom left of the page should've been in a different colour as some parts aren't easily readable and slightly ruins what would've otherwise been an elegant starting page to draw in the right audience.

Those who were intrigued by the title of the first page will scroll down to find a short paragraph followed by 6 well placed points across the screen. While the information presented is useful, it looks rather dull due to the minimalistic colour choice. Adding a few vibrant colours to the 6 points would've been visually appealing to viewer and would've kept their attention for a little bit longer. Also adding a line of text saying that you need to scroll further down/click on the points (since they're interactive buttons) to see each of them shown in detail would've also been useful as the viewer could get confused with the lack of context of the given information.

The use of interactive buttons is very helpful as the viewer may be interested in only one of the 6 points mentioned and giving them the option to choose which one they would like to see first is good design. Although as mentioned before, adding some text indicating that the buttons are interactive would've been helpful to the viewer.

On scrolling further down or clicking on the first point, you are immediately met with more than three colours for the first time since visiting the page. On glancing at the title which is placed at the top right, you notice that it's a repeat of the first point from the previous page, suggesting that the visuals further down will elaborate on the remaining 5 points from the previous page. The coloured circles representing different genres of films are easy to interpret. On hovering over them a little more information is provided to the viewer which is again a good choice since having too much text on the page would've taken away the elegance.

On scrolling further down, the viewer can see a fun transition between visualisations as the circles appear to come down from the previous page and merge with the new visual. The merging doesn't appear to be random as the two visuals have somewhat connected info although I am not very clear on the connection. Points 2 and 3 from the 'index page' have been merged to show one visualisation. It is neatly presented although this visual is not as intuitive as the previous one. The colour scheme is continued from the previous visual which adds on to the seamless transition.

The next visual is far more complex looking than the previous one and if one isn't very interested in knowing how drama connects to the remaining genres, will not even bother to try and interpret the visual. Again there is a nice transition between the previous visual and the current one which is actually quite fun to watch! The text summarising what the visual is trying to convey is well written and the repetition and highlighting of the word 'drama' catches your eye and highlights the main message of this visual.

The next visual is a little easier on the eyes compared to the previous one and a lot easier to interpret. The information presented is insightful and the use of a word cloud is smart

and elegant. The colour choice is interesting as one's initial perception is that blue represents positive words whereas red represents negative words, which isn't the case. I personally like the contrast between the red and blue which makes it readable and nice to look at, even though the colours themselves don't have any hidden meaning.

The final visual is a bit confusing at the first glance and needs a bit of time to understand what information its trying to convey. The text provided helps give a little context but it really depends on the viewers exposure to these kind of visuals as to how they interpret it or whether they understood it at all.

All in all it was a fun page to look at. Even though I wasn't very interested in the information, the fun animations and interesting set of visuals kept me on the page till the very end. It was elegantly presented apart from the first page quote which is a pity since it's the first page which makes or breaks your entire webpage. It is also trustworthy, as an extensive list of sources are cited along with links at the end. Overall it was a good design and I believe the right audience would've seen all the visuals in their entirety.