

Final Major Project

Syed Zeeshan Ali | BA Hons Graphic Design | May 2021



Initial ideas

My initial focus was to track people's moods and feelings in relation to movies. The main reason people indulge in movies is to entertain and escape, choosing different genres depending on how they're feeling. However, there are only methods to track your mood in a journal form without any real focus or incentive. This is the problem which keeps users away from interacting with these methods regularly as they don't supply any sort of solution.

Why do you watch movies?

21 responses

Good time pass

An escape from uni work and to relax with family

because it allows me to escape reality

It's a form of entertainment

Entertainment

To unwind and relax

Escapism

It's something chill to do in the evening

For entertainment and enjoyment

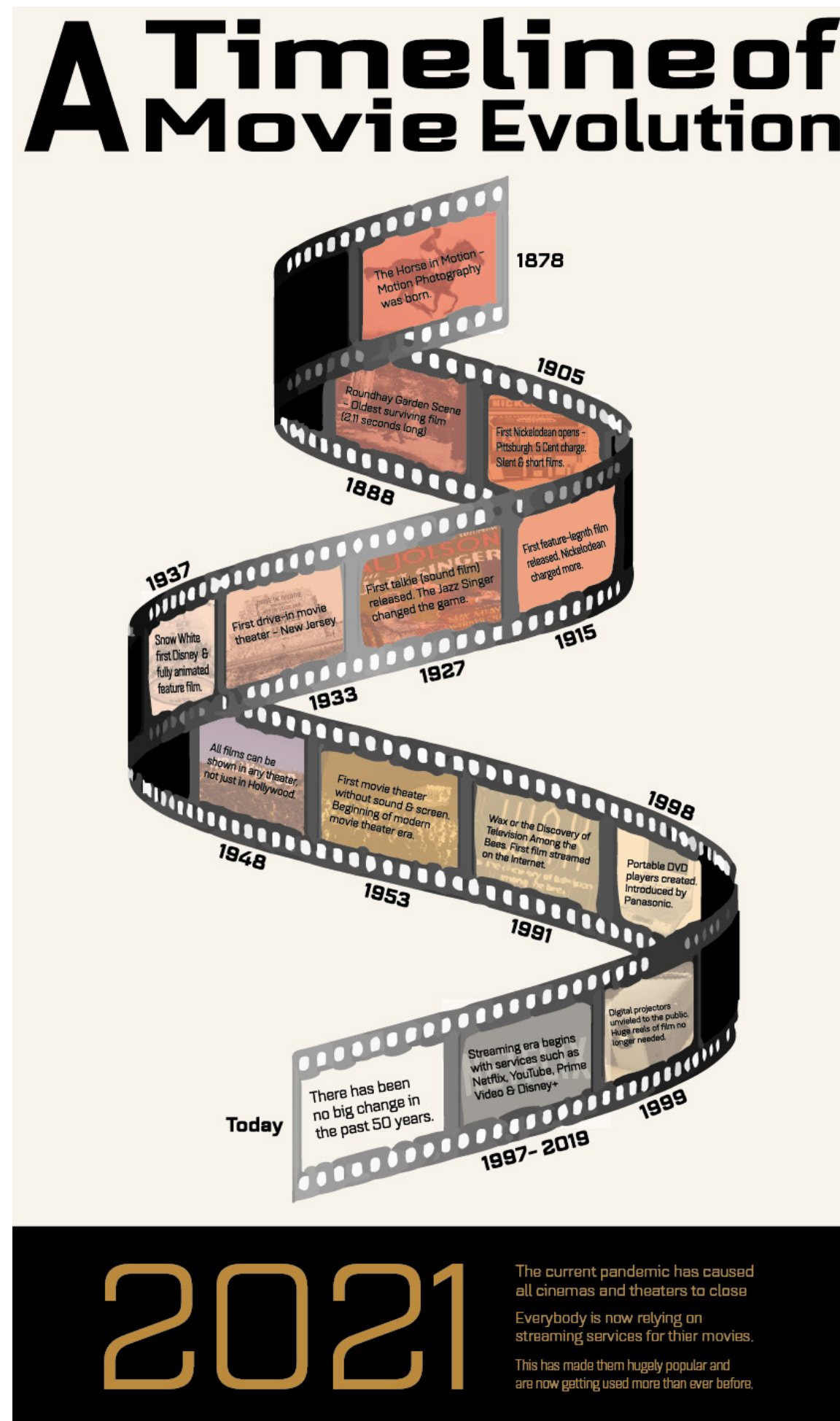


Daylio

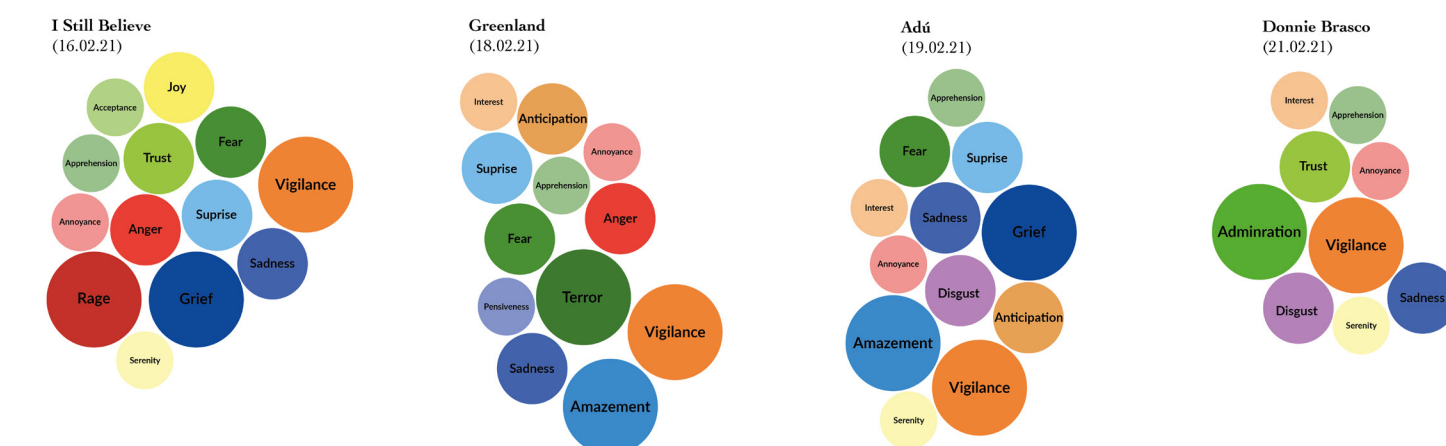
A daily journaling app to track your moods and feelings.

Initial ideas

Research into the topic of movies was critical in order to understand it's evolution and meaning. I found that the concept of film is much older than I had thought. It began with minimalistic Motion Photography and has now evolved into high-definition 4K cinema. The reason for this research was to attain concepts of how I could produce my project. Exploring timelines, advertising and colour allowed paths to be opened into where I wanted to take my idea.



Movies: Feelings shown through colour (16.02.21 - 25.02.21)



These coloured bubble visuals have been inspired from Plutchik's colour wheel. The colour wheel contains a hierarchy of feelings & I decided to record a diary/journal of all the films I watched in the space of a week. They show my feelings for each movie I watched in their assigned colours.

Brief

Movies: The experience of feeling

Goal/Incentive

Problem

Tracking platform

Solution

Regular use to record moods
and enjoy movies.

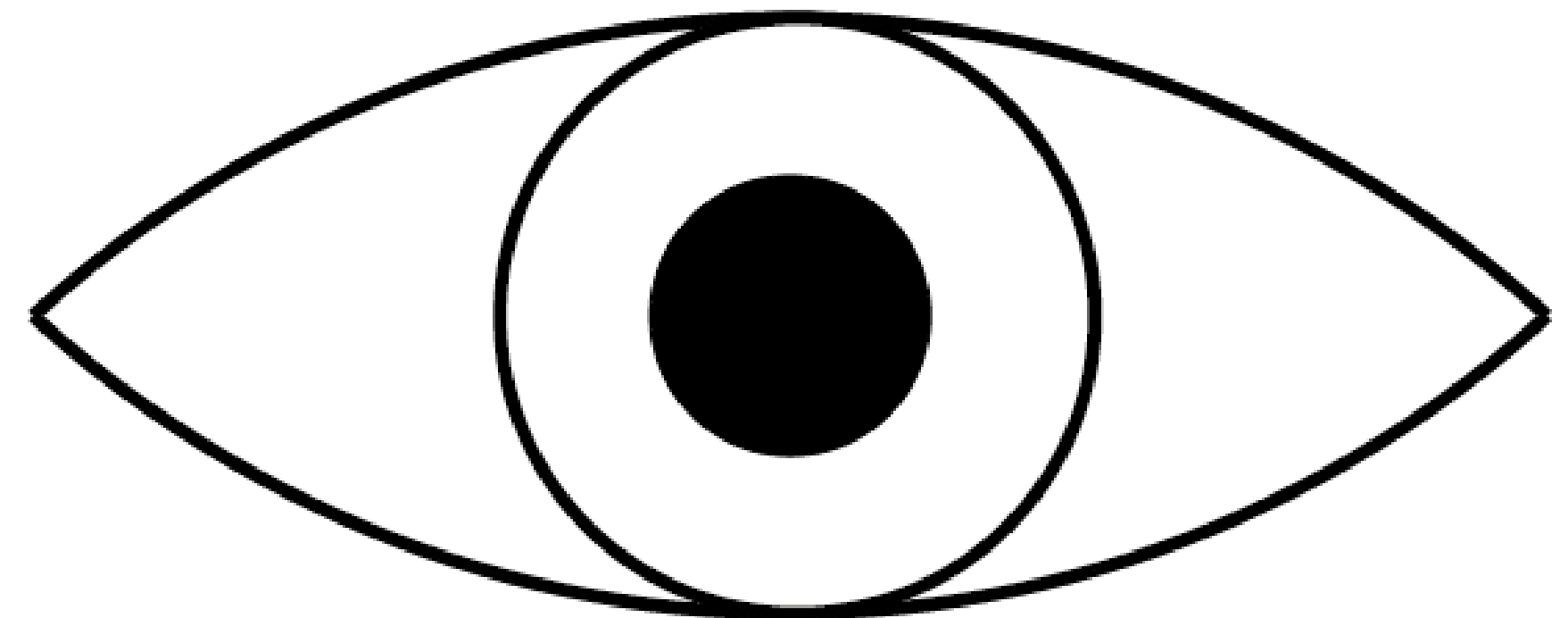
Action

Target Audience

The young and passionate spectator

Film 🤝 Feeling

Release is targeted at young adults aged 16-25 who love movies. This is the age group that watch films the most, exploring a variety of genres. For this audience, there doesn't seem to be a real way to interact with movies in a way that you can express how you feel about them. Especially in the past year due to the pandemic, streaming services have become increasingly popular with more young adults using them. A platform is needed to express how you feel in relation to movies and how they can improve or satisfy your mood, so you become aware of which genres allow you to feel a certain way.



Typeface

<https://www.justinmind.com/blog/best-font-mobile-app-design/>

Research

When it came to choosing a typeface(s), I wanted something rounded that was clear to read on a screen as that was where the app would be. I came across the justinmind website which had a list of all the best design fonts for mobile apps and made a note of them. After reading about them all and testing them out, I settled for Nunito which I agreed is a well-rounded font. With it also being “designed with goal of being used as a display font”, it was exactly what I was looking for and figured that I could use different weights of the font to differ the head and body text wherever it was necessary.

10. Nunito

Similar to Playfair, [Nunito](#) is a well-rounded font for apps that was designed with the goal of being used as a display font.

TYPEFACES

App Name

Roboto

App Name

Proxima Nova

App Name

Montserrat

App Name

Playfair Display

App Name

Lato

App Name

Nunito

App Name

SF Pro

App Name

Accumin

Nunito

Body

SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Headings

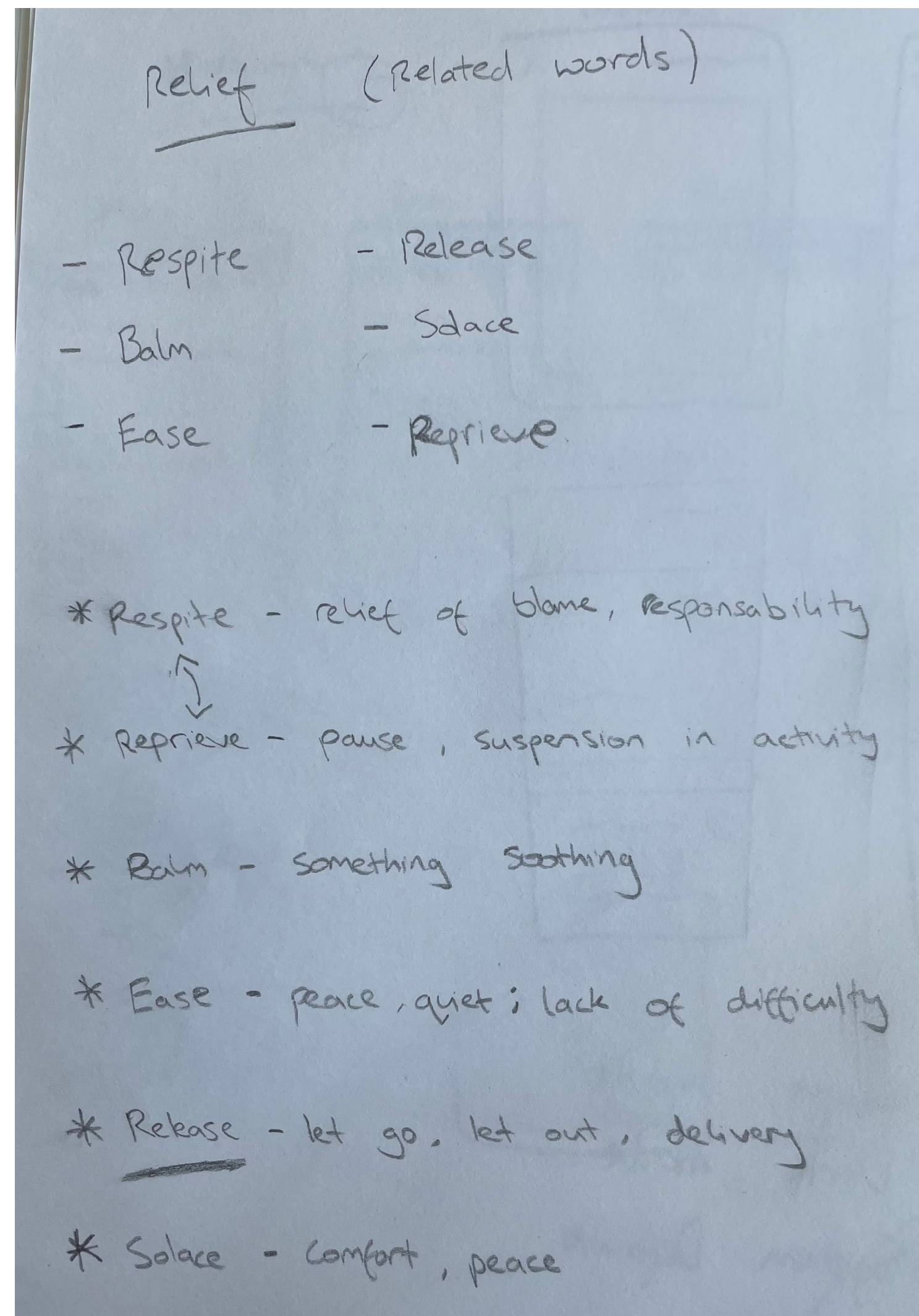
ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890

Logo

Wordmark

With the typeface secured, it was time to start brainstorming brand names. Relief was the first word that came to mind due to the concept relating to feelings. I found related words and synonyms in the thesaurus and jotted them down with their meanings. In the end, I decided 'Release' was the best name to use. The reason for this was due to its definition and its relation to release all of your tension when using this app to find some enjoyment and colour in your day. The other words I felt were too vague or irrelevant in what I wanted to achieve with this app.



NAMES

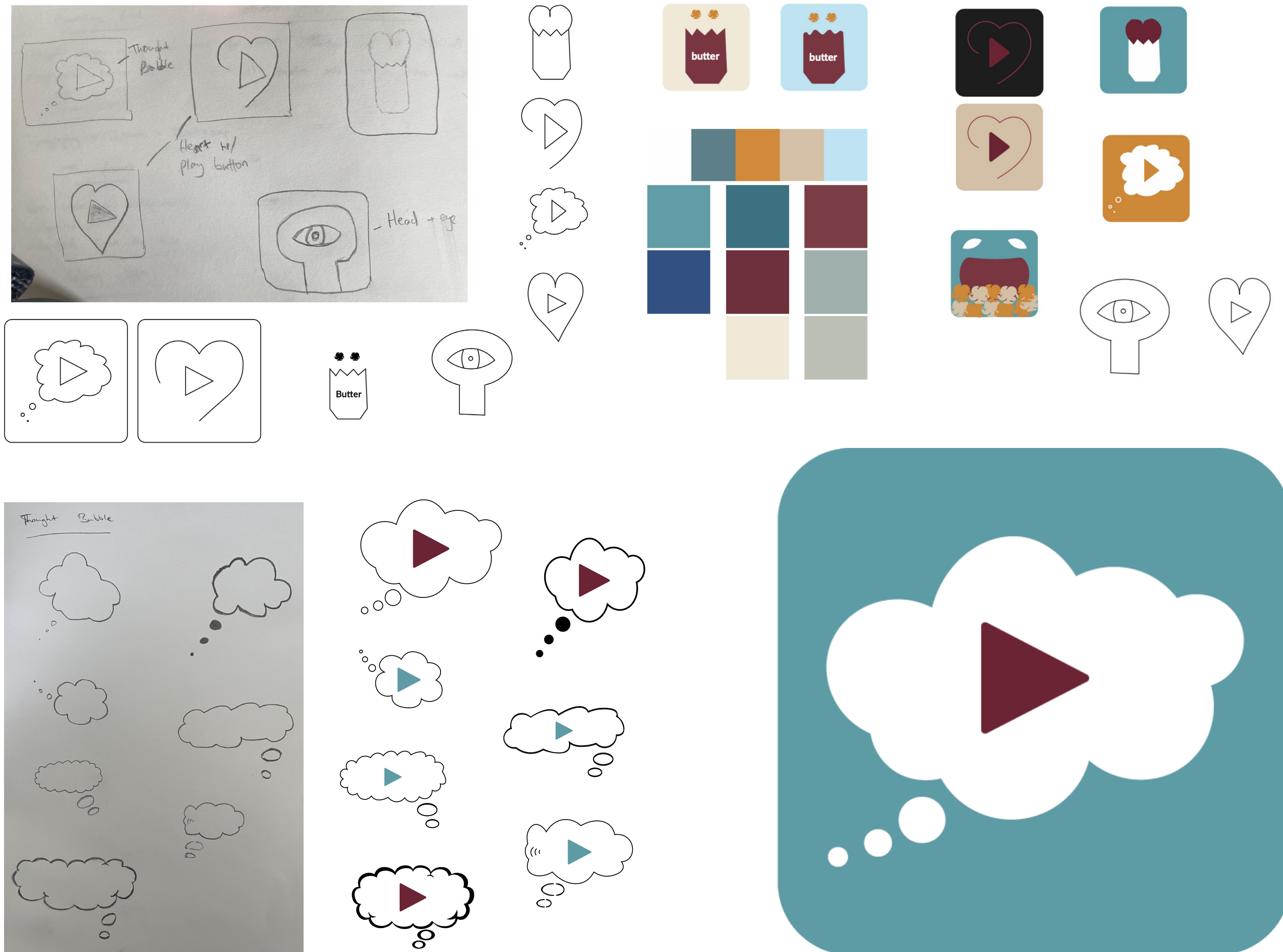
Relief	butter
Good 4 U	Sensory
Feelings	
Sense	Target Audience - Young Adults

Nunito	Nunito
Relief	Release
Respite	Solace
Balm	Reprieve
Ease	

Brandmark

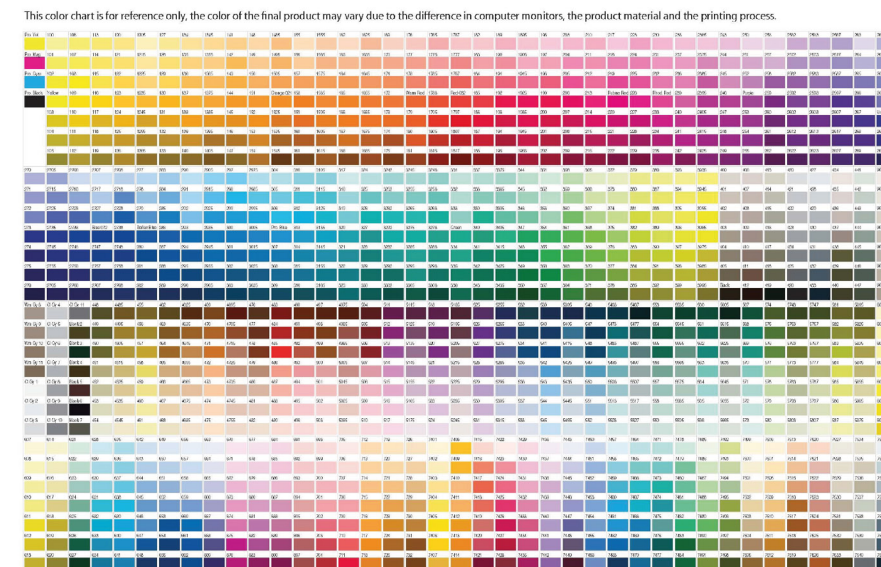
I then started brainstorming ideas for the brandmark, thinking of hearts and play symbols to represent cinema. I quickly scrapped the heart ideas as they were leaning more towards mental health and my goal wasn't to turn the app into a mental health platform. After some more sketches, I figured a thought bubble was a good representation of the app as it's a symbol used when expressing feeling with thoughts instead of words. When researching colour, I found that tones were more fit for my target audience of young adults where solid block colours were more suitable for children and raspberry and teal complimented each other nicely so they were the colours I chose to work with.

https://www.resene.co.nz/homeown/use_colour/colours-for-teenagers.htm#:~:text=Red%2C%20purple%2C%20bold%20blues%20and,switch%20completely%20to%20grey%20tones.



Brandmark

I asked for feedback after presenting my initial ideas and after more thought, the colours looked too dark to use on a platform that was supposed to brighten up your day and lift your mood. I looked at the Pantone colour chart to acquire different teal and raspberry shades and put them all next to each other to see which stood out to me the most. Using a bright colour combination was important going forward as it would declare the brands' personality. I also changed the shape of the thought bubble to something less boring and more distinct. I kept the play symbol for its familiarity and its ability to be identified within the world of content.



#5DC3DE

#BF1824

#FFFFFF



Release

Fonts

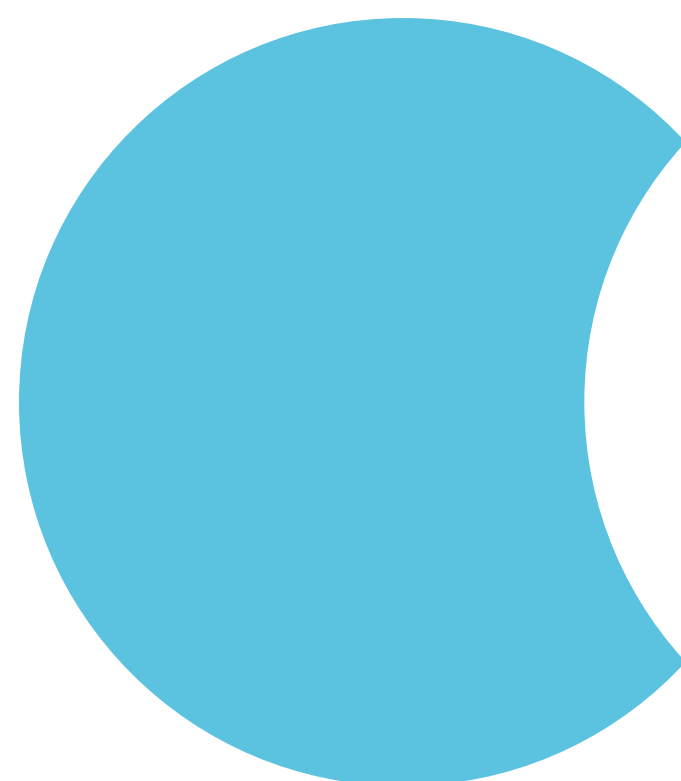
San Francisco PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

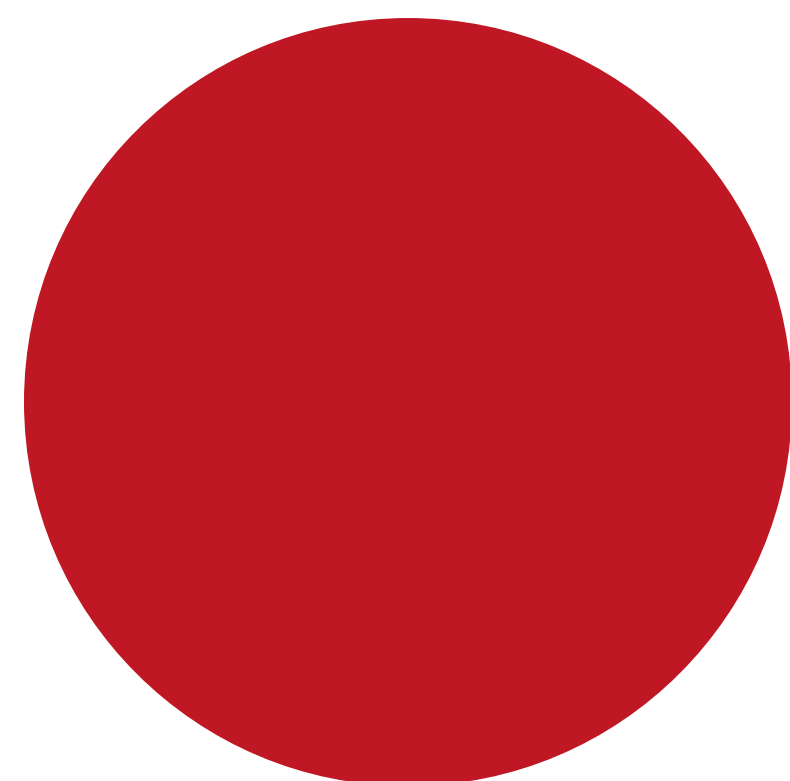
abcdefghijklmnopqrstuvwxyz

0123456789

Colours



5BC3DF



BF1824

FFFFFF



Release

App Values

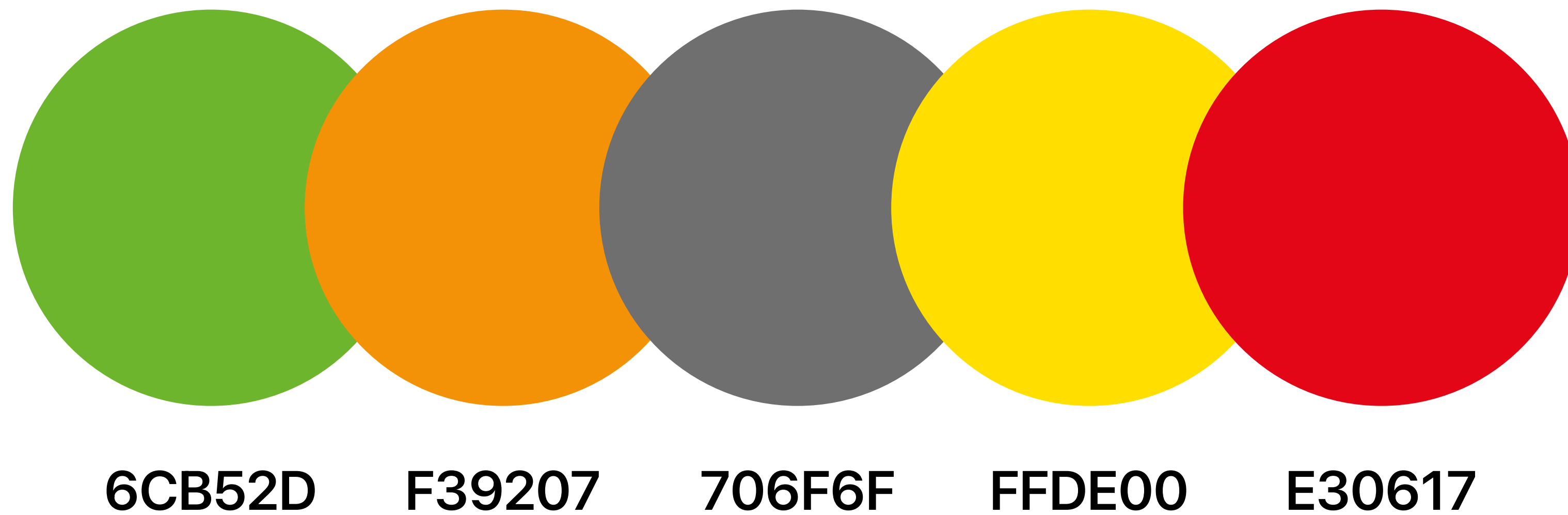
Boost

Satisfy

Entertain

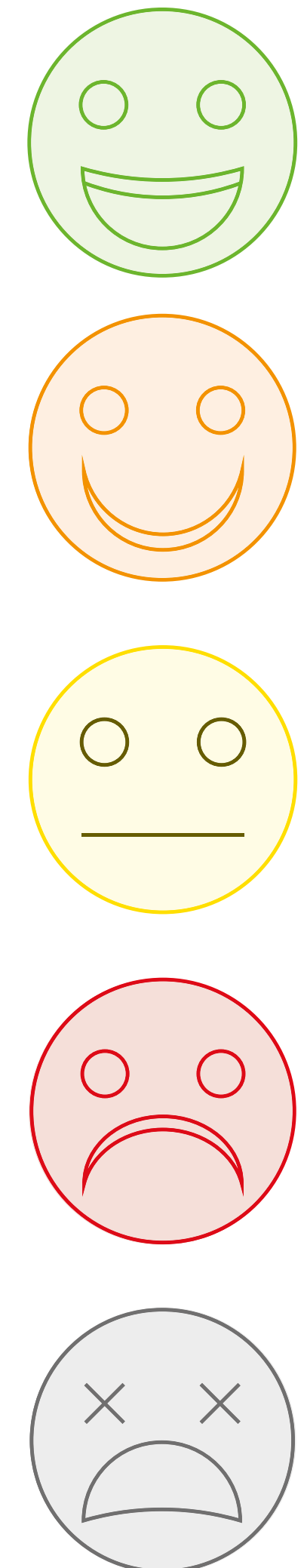
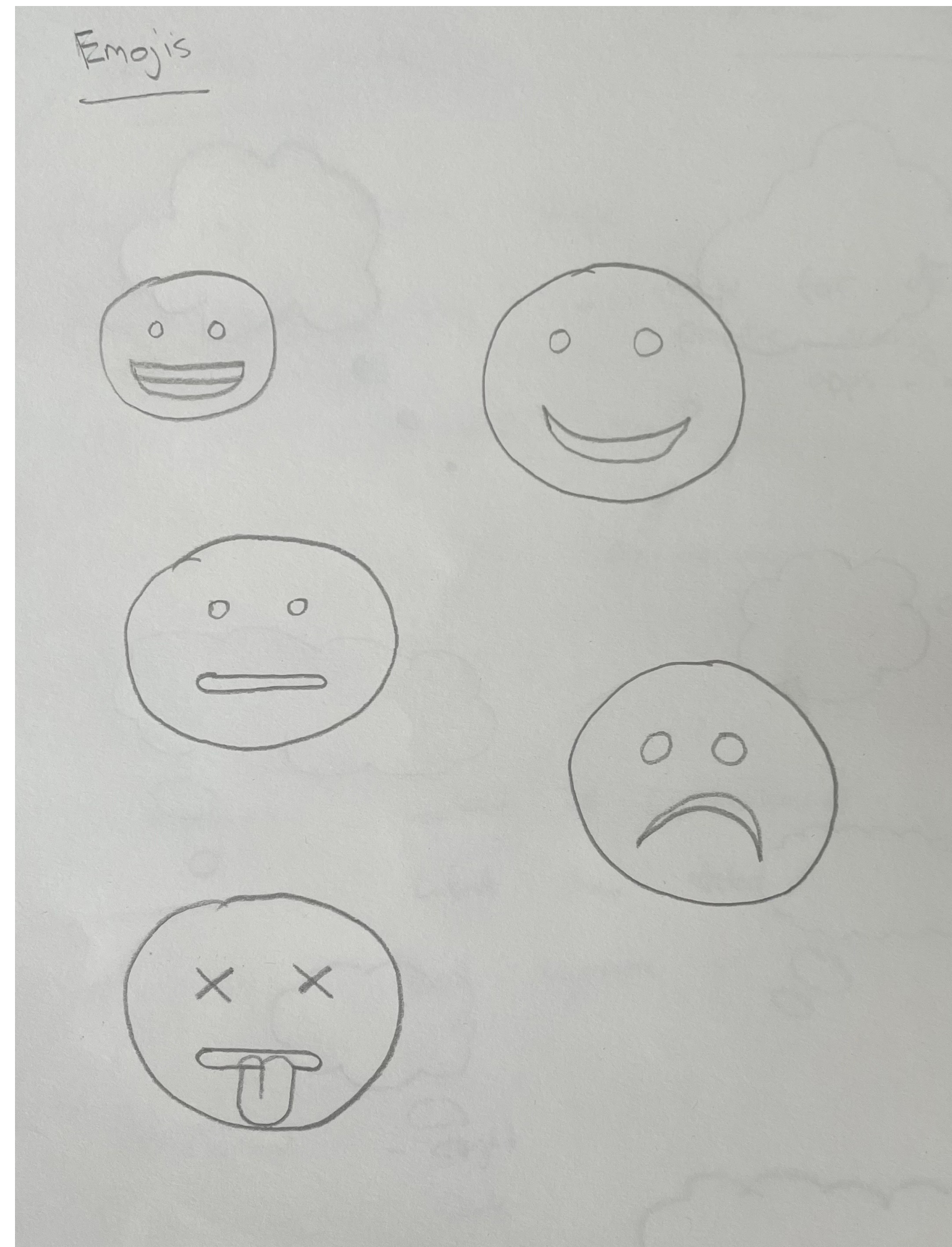
Assets

Asset Colour Scheme



Emojis

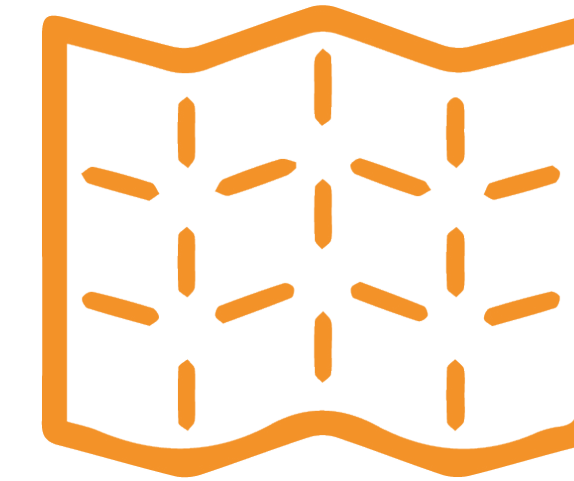
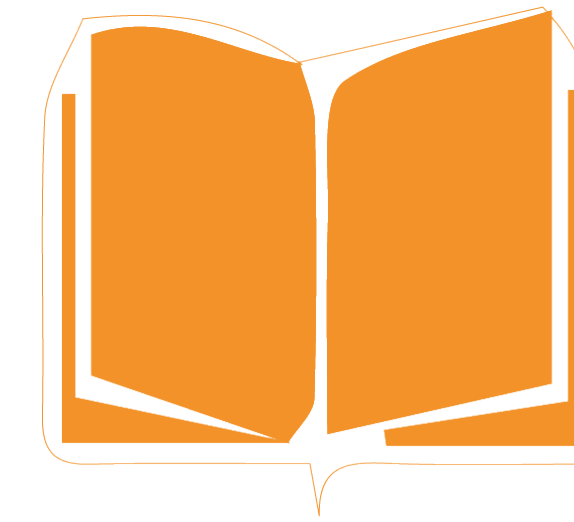
The colour scheme chosen was applied to these emojis. The reason for using these emojis is because of how common and minimalistic they are. When choosing your mood on the app, there's no reason for seeing something complex so to use these illustrations, it makes it quick and easy for the user to tap one of the faces and progress through the app. Each colour represents each face and how they feel. For example, green symbolises health and harmony so if a user was feeling good that day, they would most likely choose the great mood option. This is the same with orange symbolizing happiness and warmth going all the way down to red and grey symbolizing anger, danger, depression and dullness.



Icons

The same reason for the emojis was applied to these icons which represent what you did with your day.

Minimalistic icons like these present a clear understanding of what they mean and would be displayed on the summary page of the app.



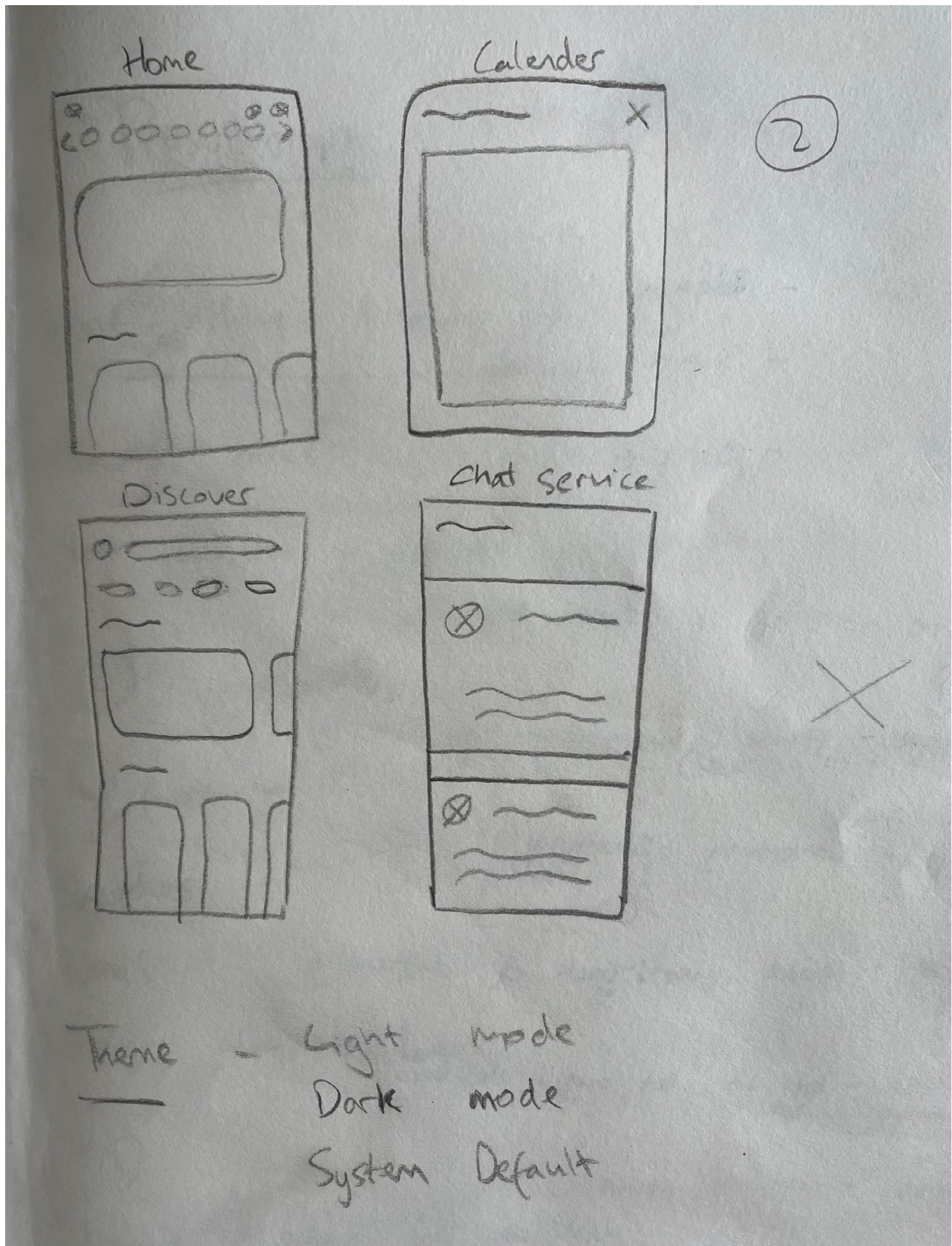
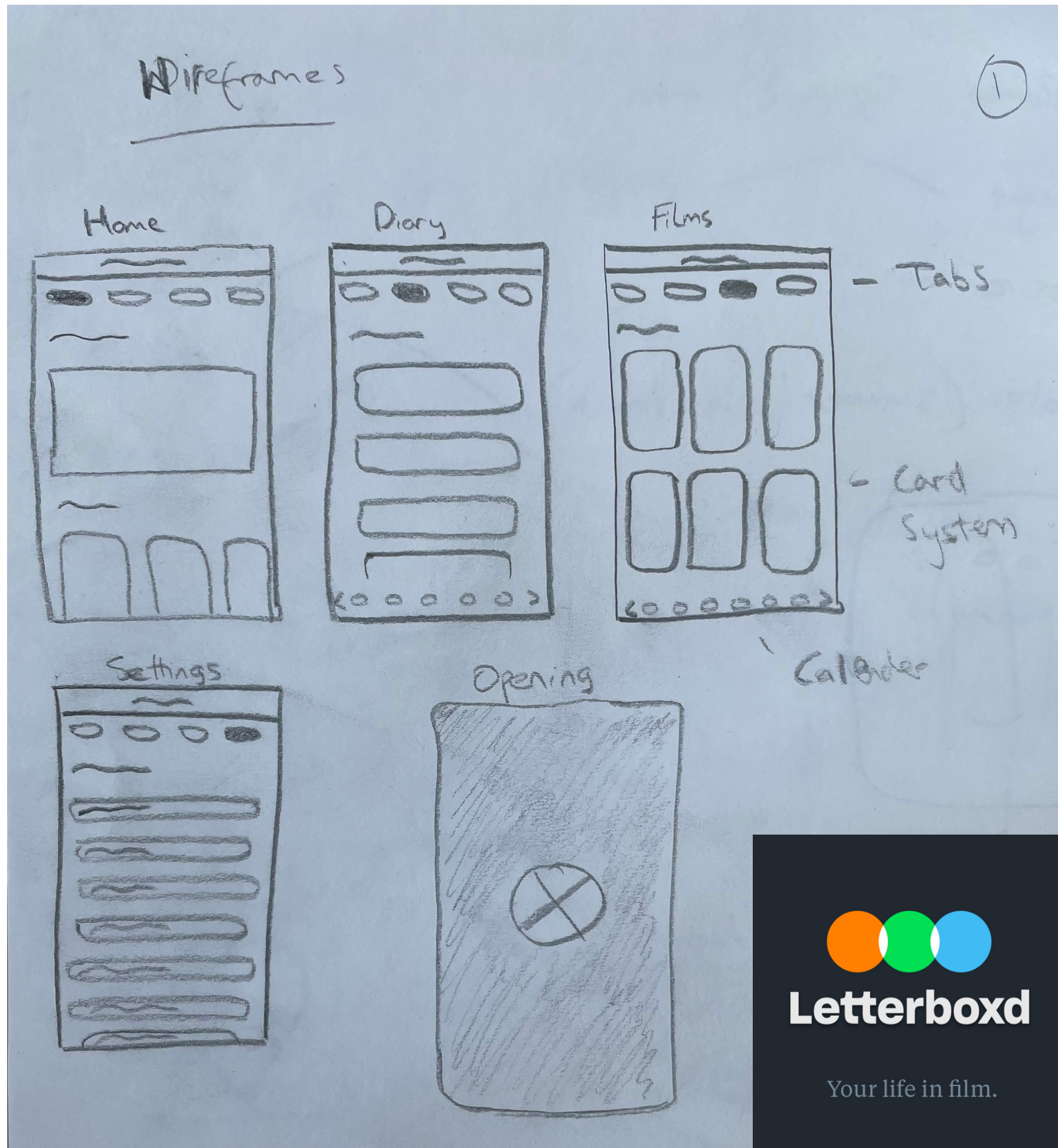
Wireframes

iPhone X, XS, 11 Pro

372 x 812px

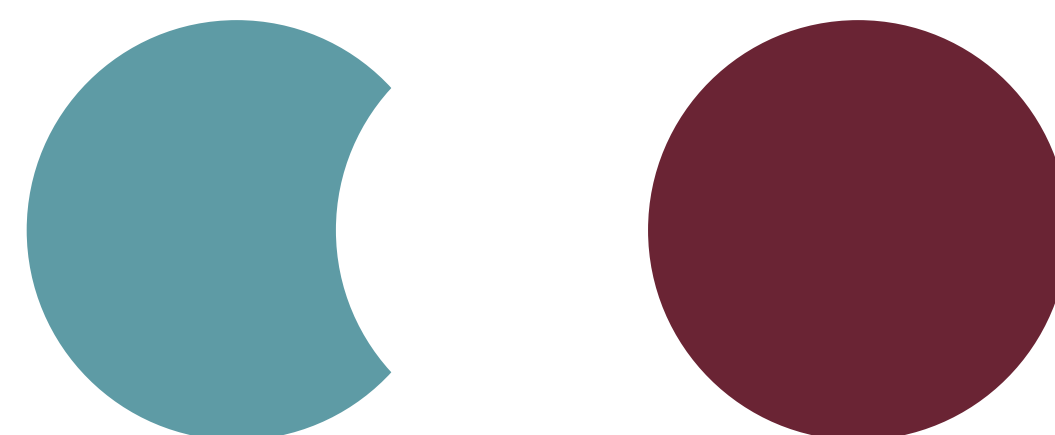
Initial

I began by sketching out some initial wireframes with the navigation bar at the top, being inspired by the social movies app 'Letterboxd'. I wanted to use a card system to keep a sense of modernity within a flat design. Having four different tabs, would give enough coverage of what I wanted to show on the app and how I eventually wanted it to look.



Lo-fi

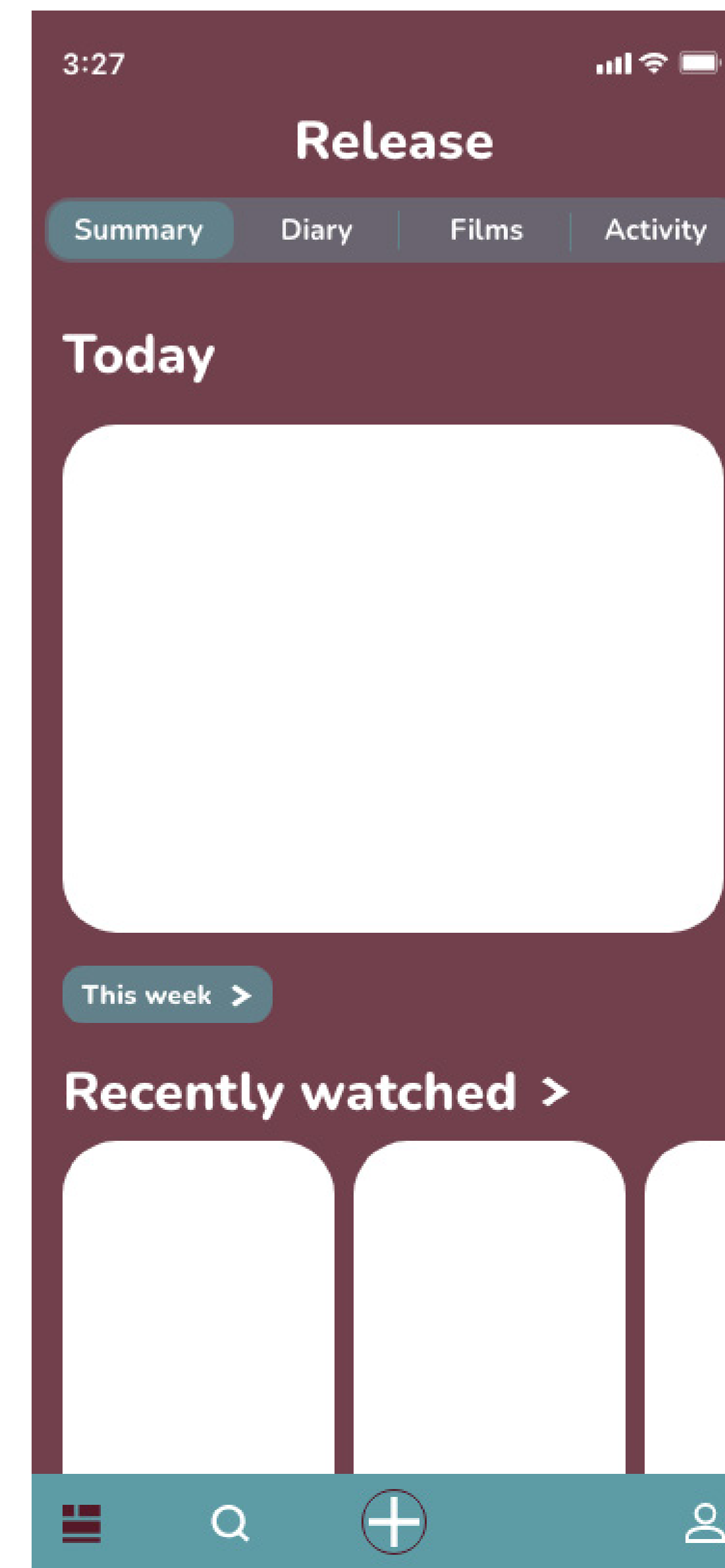
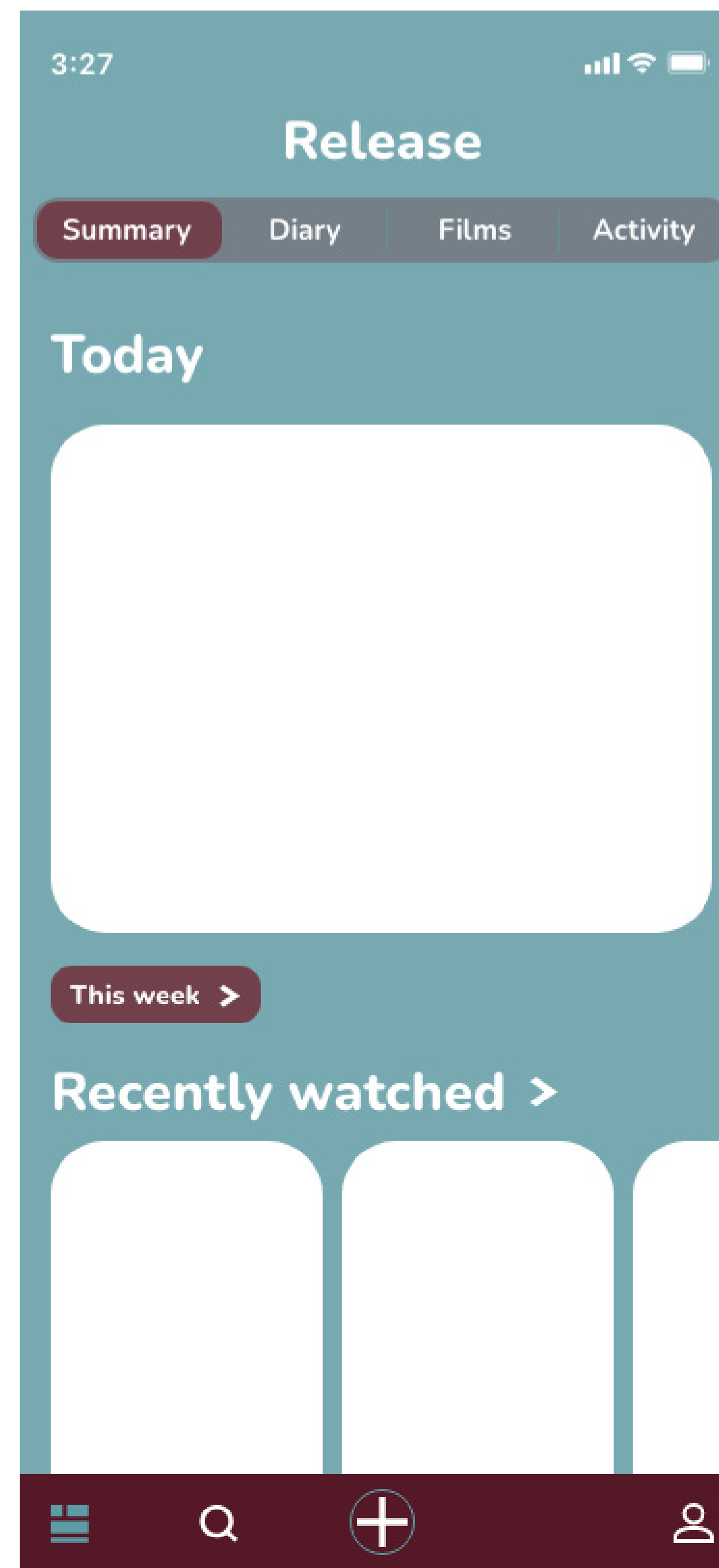
Going into Adobe XD, I began drawing out the lo-fi wireframes and applying colour to them. This shows the first summary page using the primary and secondary colours for a light and dark theme. However, these were the colours I stopped using due to their overall darkness so I needed to apply the brighter tones of teal and raspberry that I then settled on. The layout was looking exactly how I wanted it to which I happy about.



5E9BA5

FFFFFF

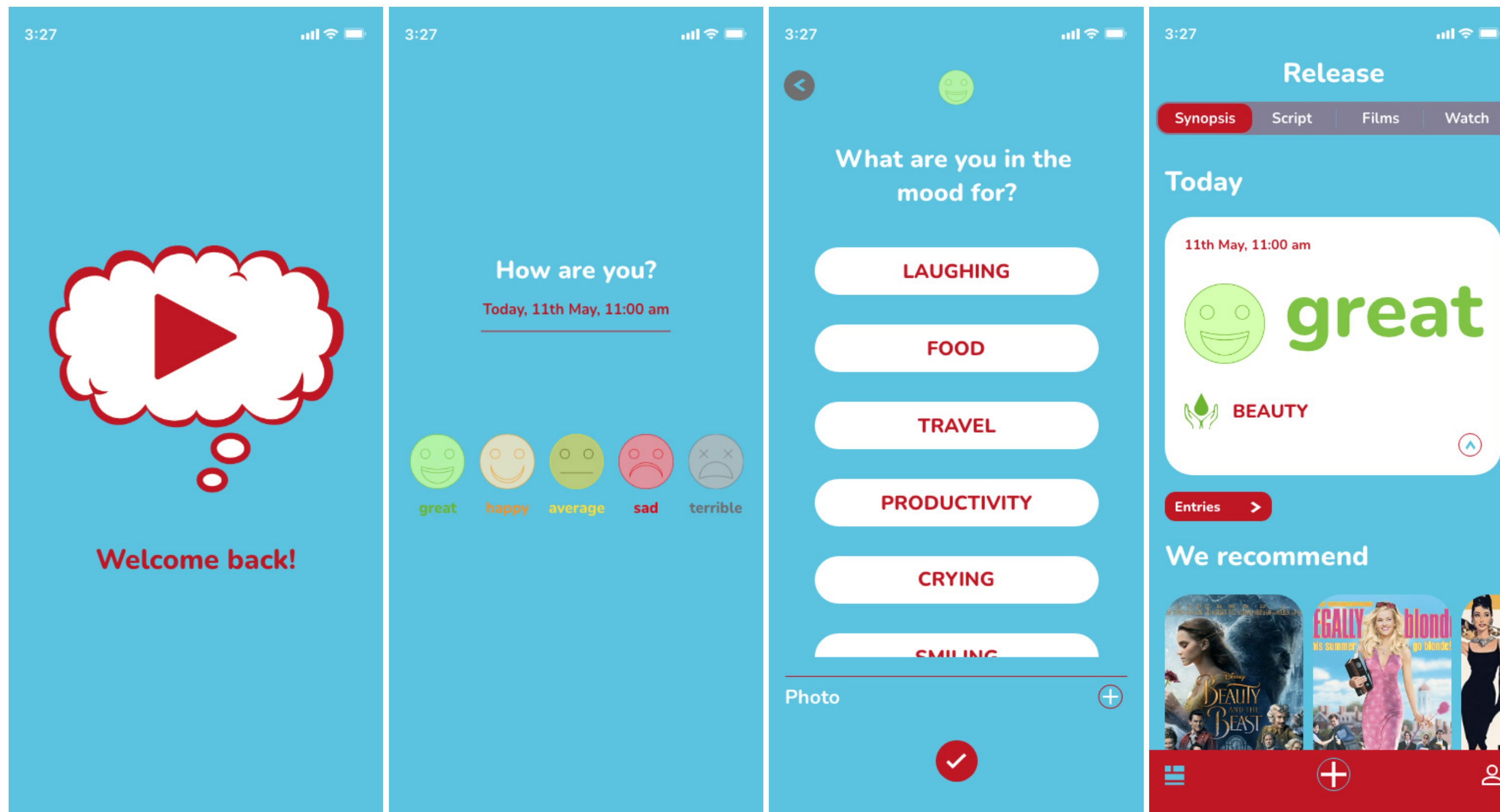
6A2434



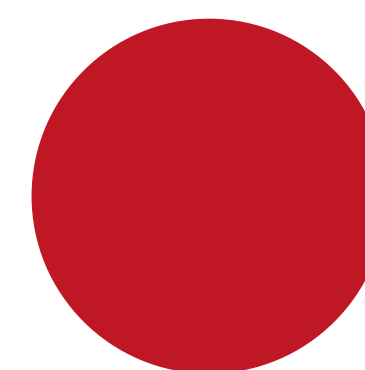
Hi-fi Prototype

Opening pages & synopsis

These pages show the final logo and everything in their brighter tones. The emojis are clear to see on the background and the mood selection is easy to navigate by scrolling. Being changed from the word 'Summary' to relate more to films, the Synopsis page (homepage), allows an overall look at your day and recommendations for films relating to your mood.



5BC3DF

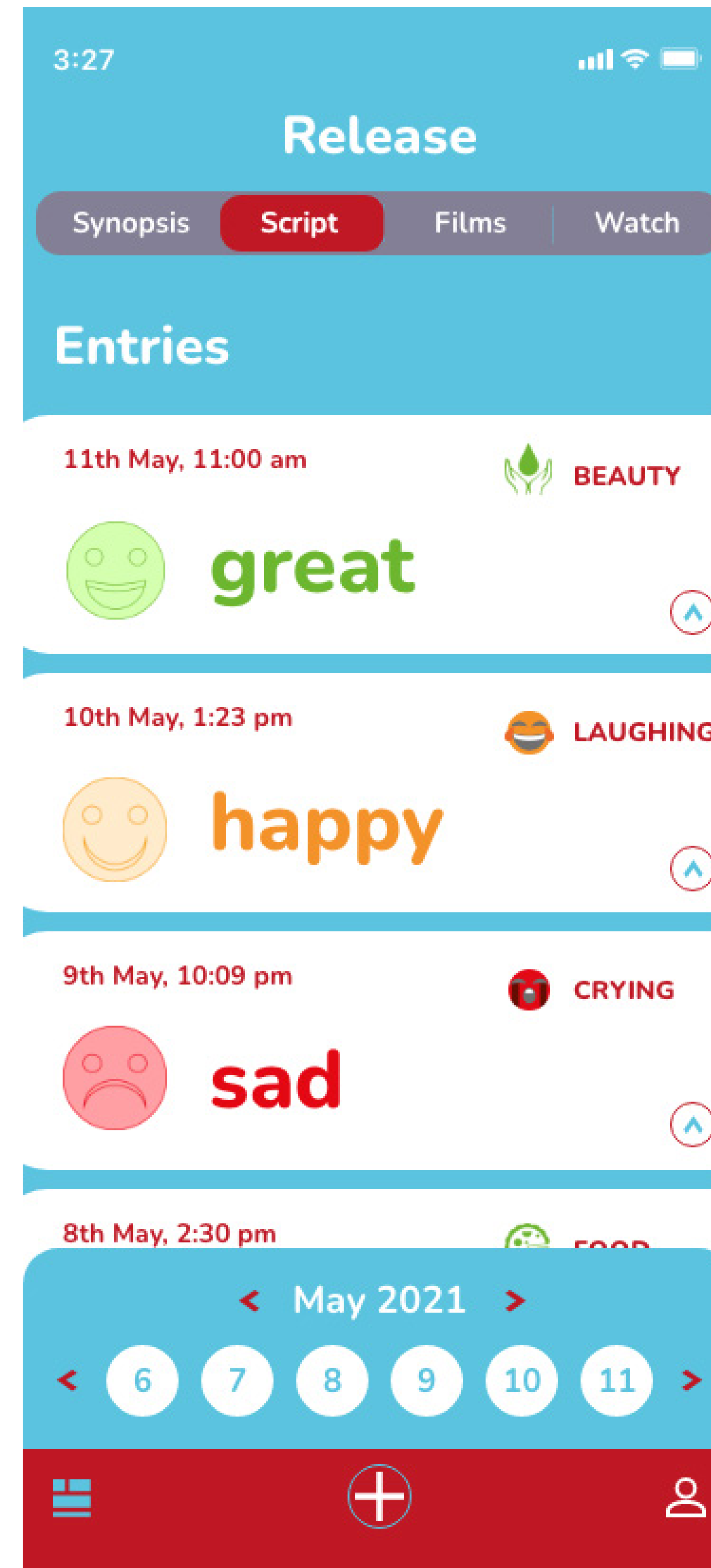


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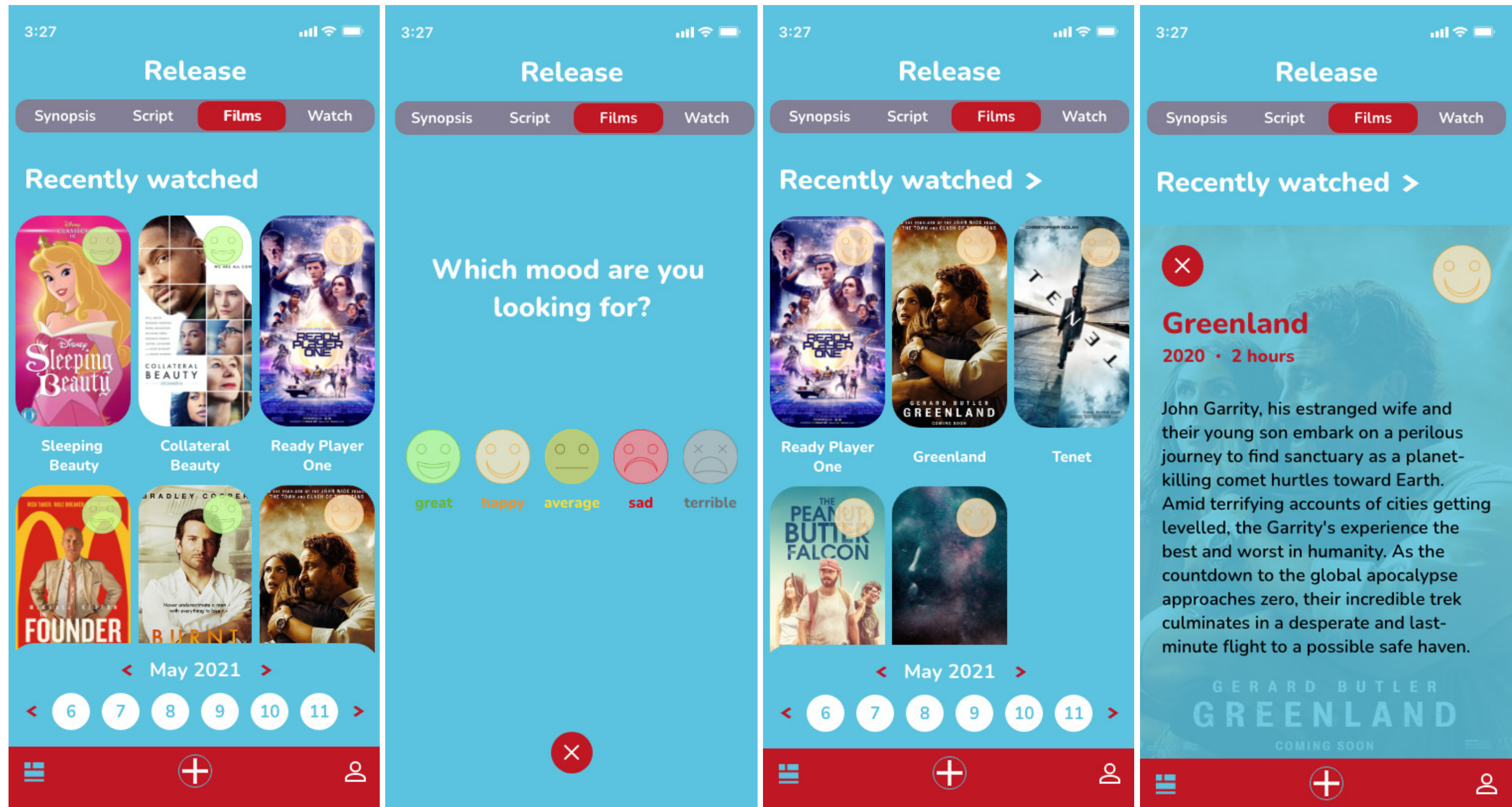
Script

The Script page, also changed from the word 'Diary', displays all of your entries that have been in-putted throughout the week. It shows each feeling with it's emoji, each mood, the date and time. With a scrolling navigation, it's easy to look through in order to remind yourself of what made you feel a certain way on a certain day.



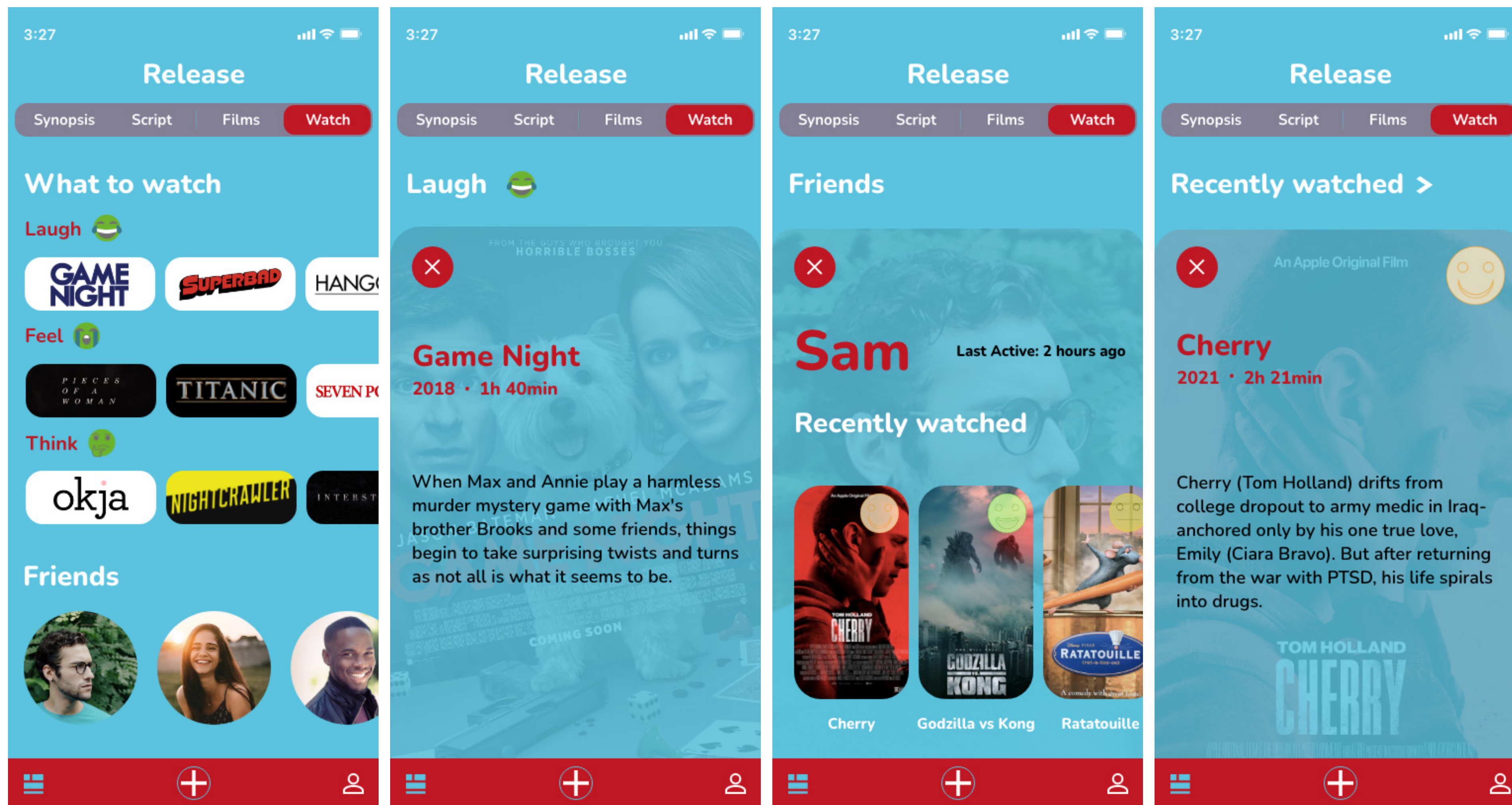
Films

The Films tab displays your recently watched films with your feeling and allows you to search for films you watched when you felt a certain way. The films can also be expanded to show a description so you and your friends can see what they're about.



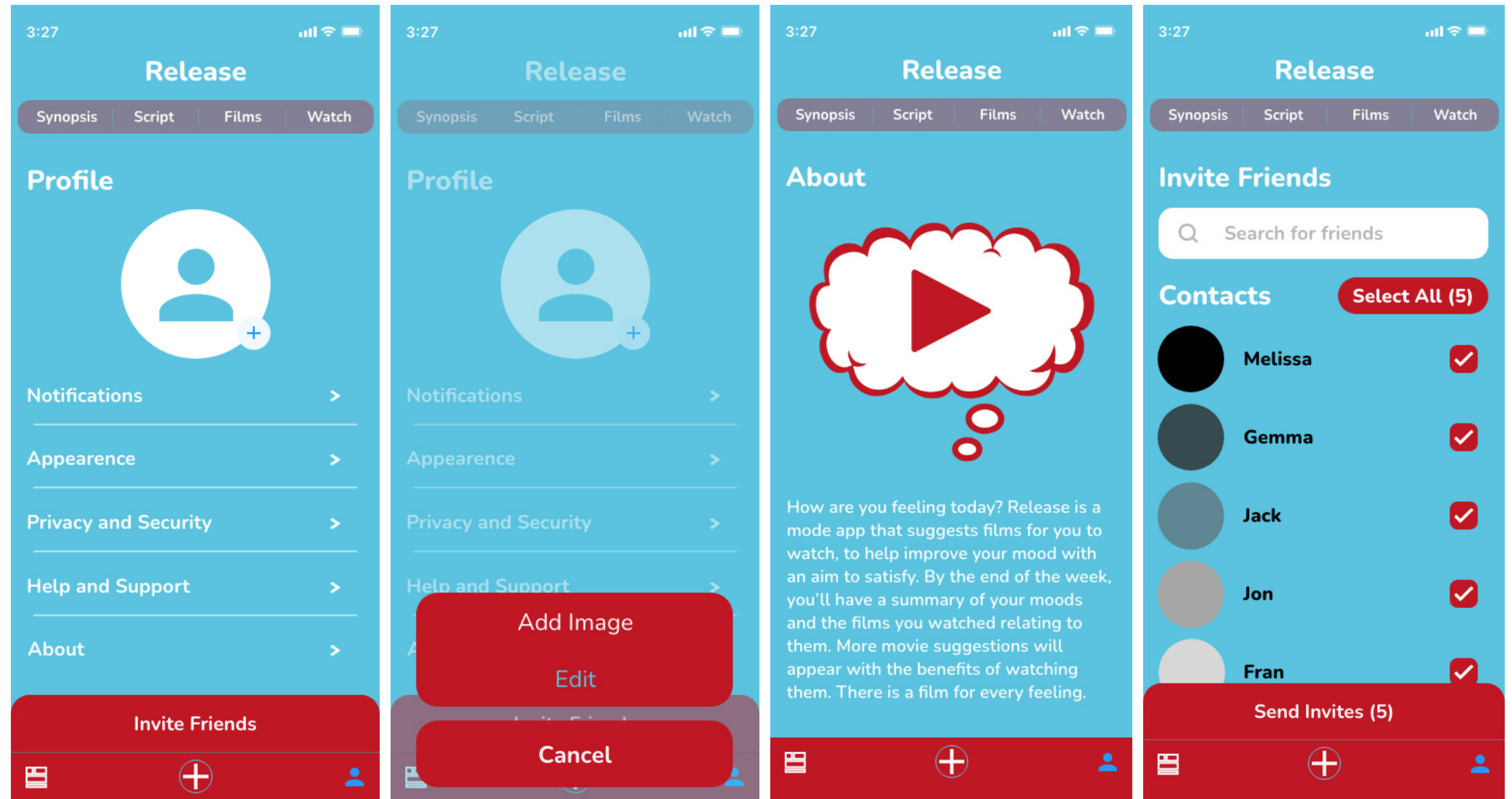
Watch

The Watch tab allows you to see recommendations of what you can watch and your list of friends. The films and friends also have expansions to reveal more information. The emojis used are manipulated versions of Apple's emojis but they've been styled the same way as the feeling emojis and have been filled in whole rather than just the stroke.



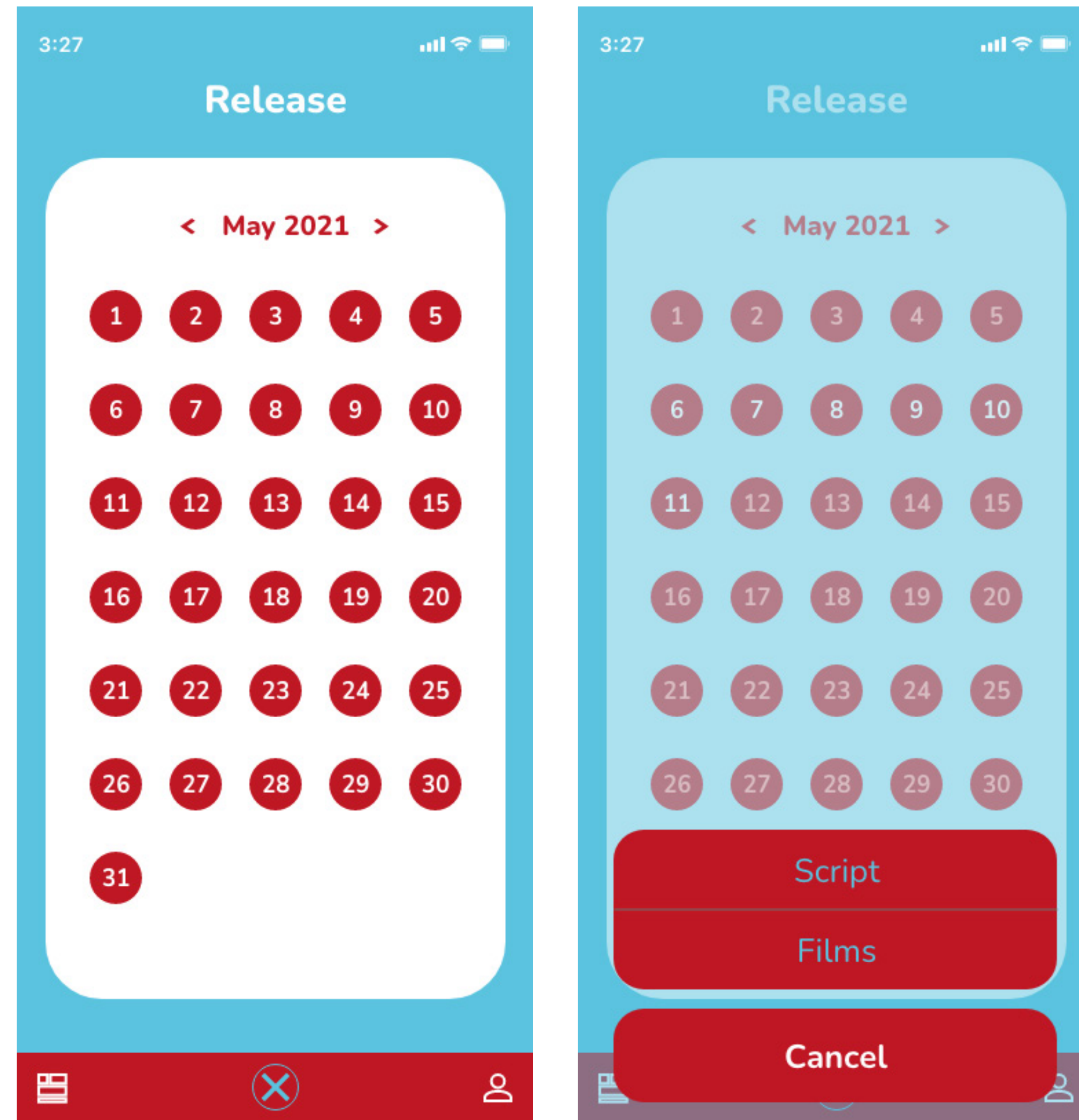
Profile

By pressing the person icon in the bottom right hand corner of the app, you will be taken to your Profile page. This is created using your Apple ID and you can invite friends that are in your contacts to join the app. Different types of information can be viewed through the profile section including the ability to change your profile image.



Calendar

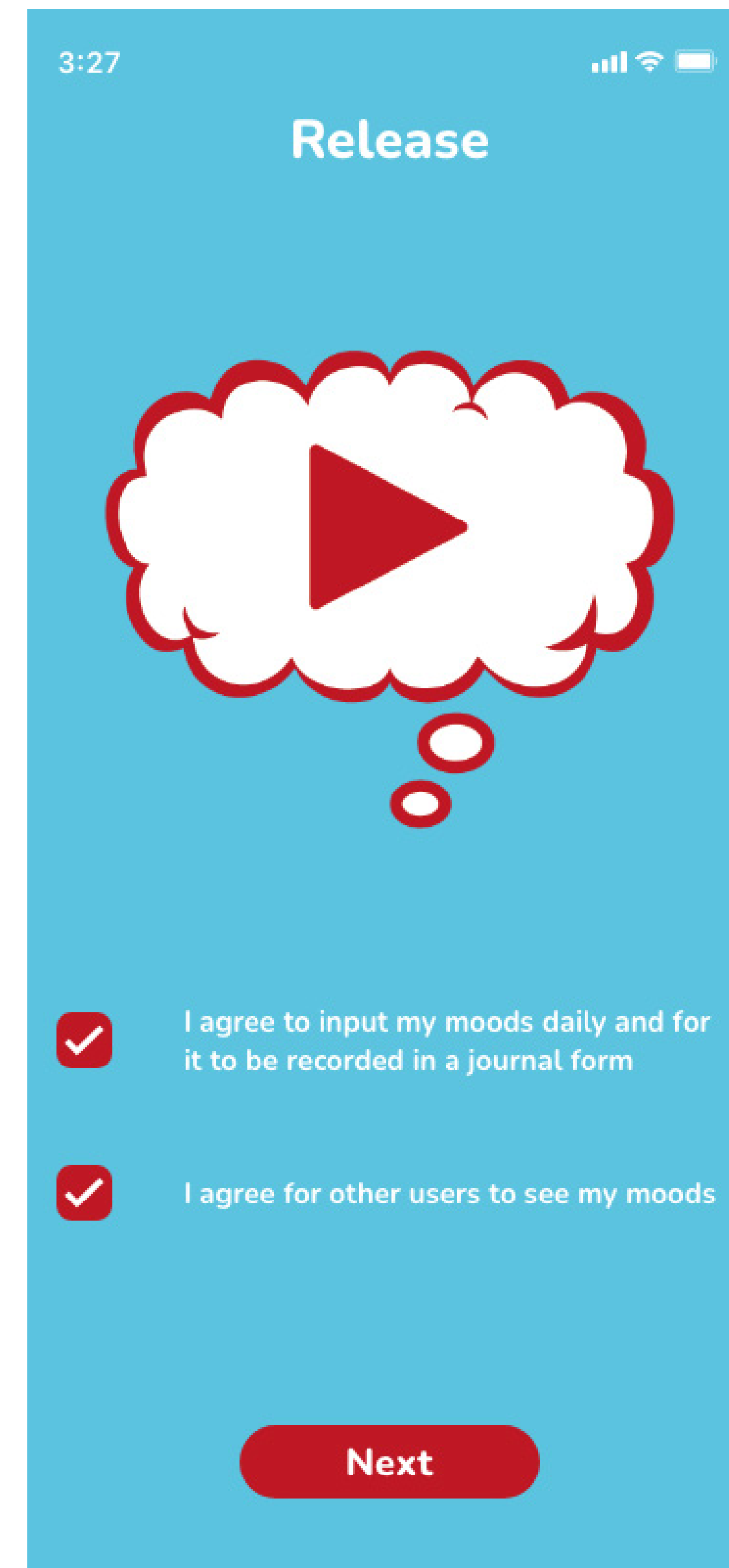
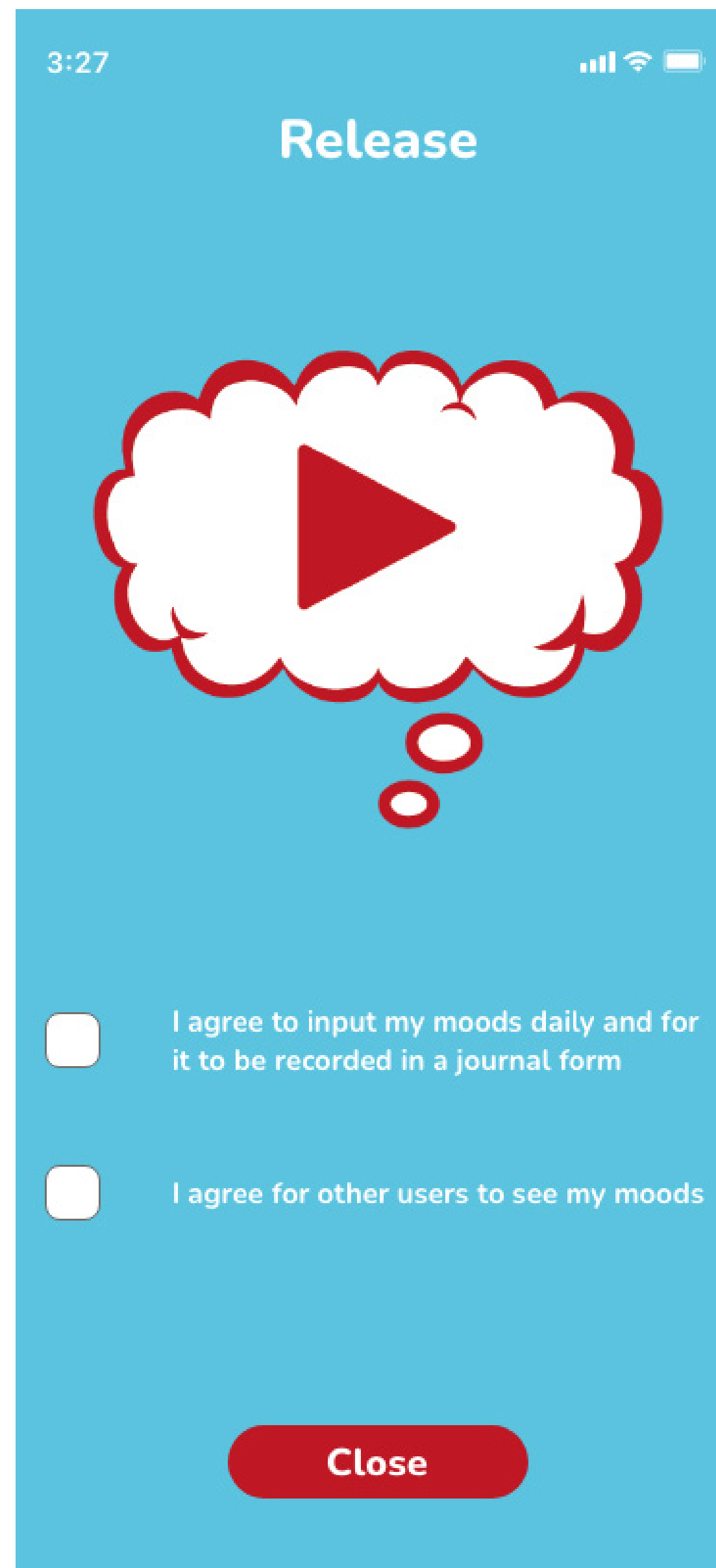
The Calendar can be accessed by pressing the '+' button in the middle of the app at the bottom. It will display the current month you're in and can be closed the same way. The reason for the calendar is to be able to navigate your Script and Films tabs to whatever date you choose to see previous entries or movies that you watched. This might be to watch a film again to experience something good that you felt.



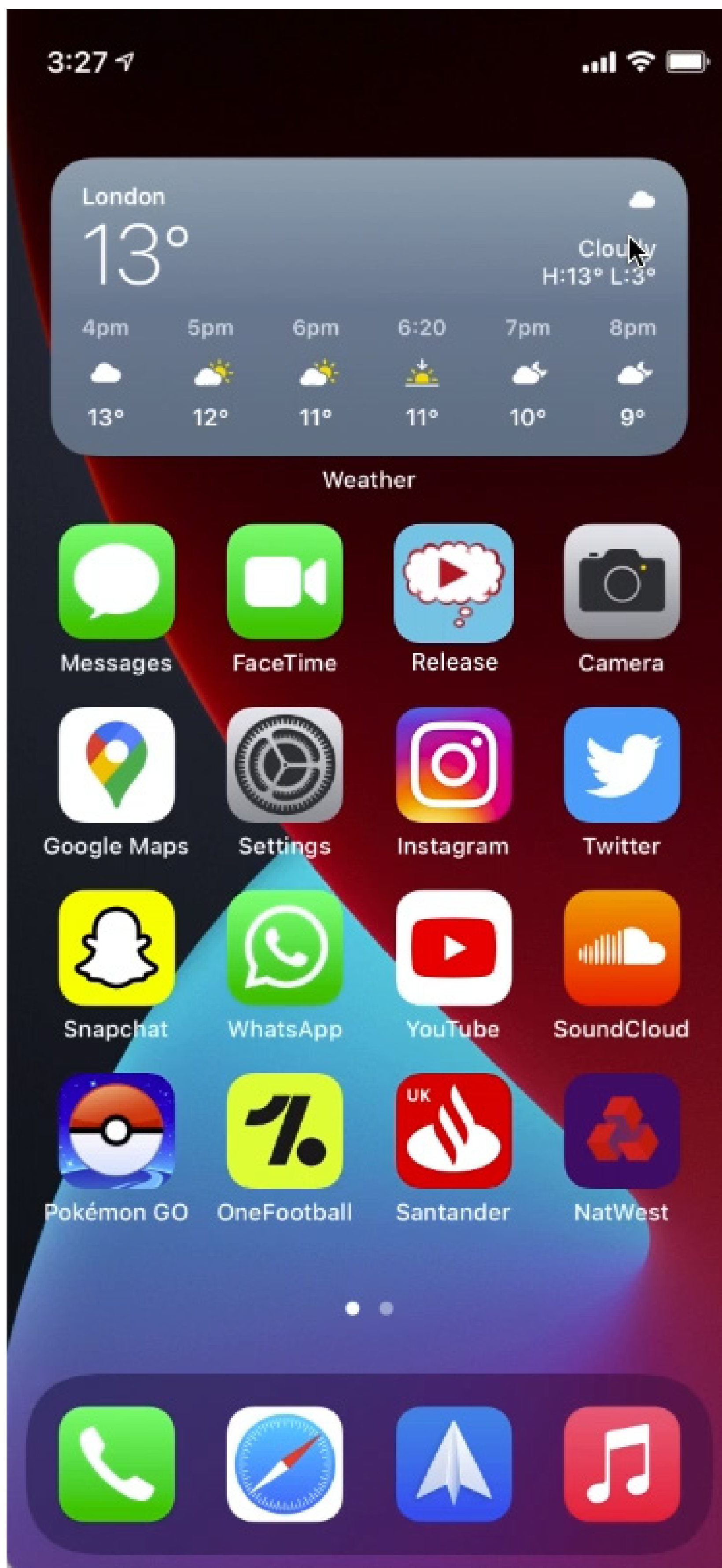
Ethical Considerations

Terms and Conditions

The first time you open the app, you will have to agree to some Ts&Cs to ensure that you're happy with what the app is about and how it shares your data. This is just for privacy and your overall consent as a human.



Screen Cast



<https://youtu.be/wzA7eUkBKYs>

User Feedback

Friend - 21 years old

Positive

- Colour way
- Modern card system design
- Appeals to multiple target audiences
- Unique concept (feelings for movies)

Improvements

- Add more moods and genres
- Rewording of some headings
- More colour schemes, maybe to fit moods

Mum - 46 years old

Positive

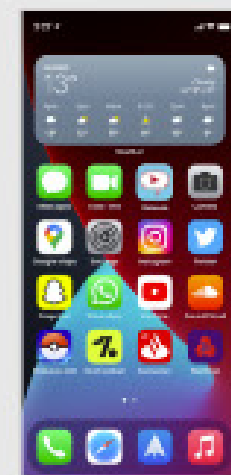
- Emoji style
- Colourful
- Detailed
- Easy to access

Improvements

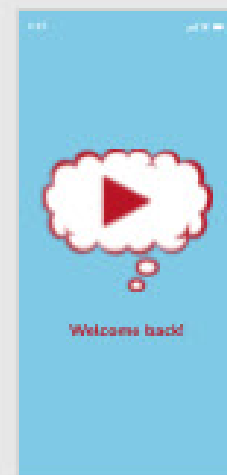
- Add more options to the application

Flow 1

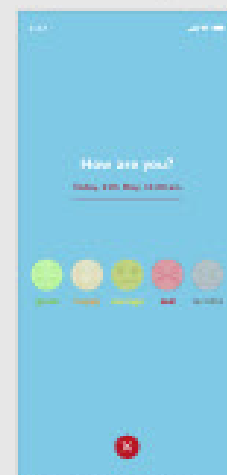
iPhone Hom...



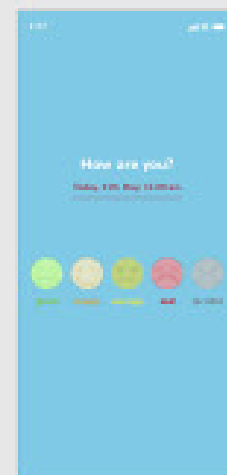
Opening Pa...



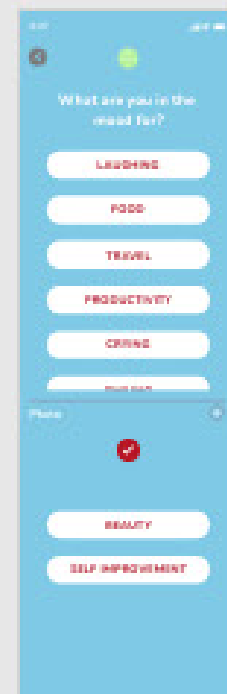
How are yo...



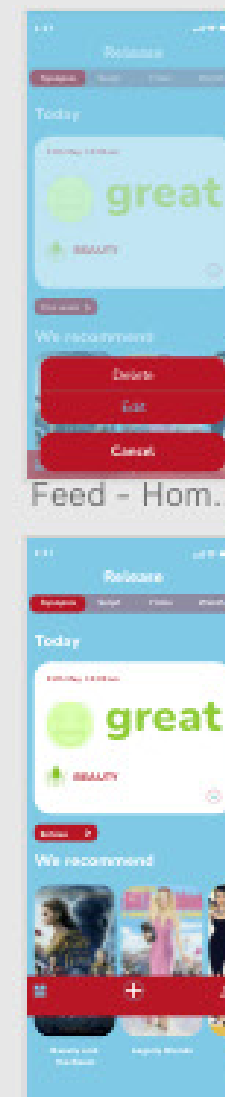
How are yo...



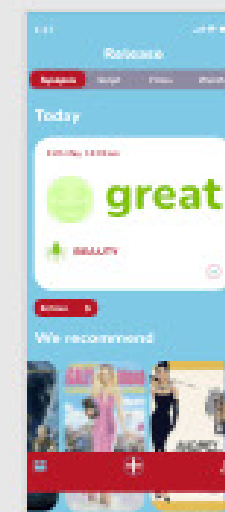
How are yo...



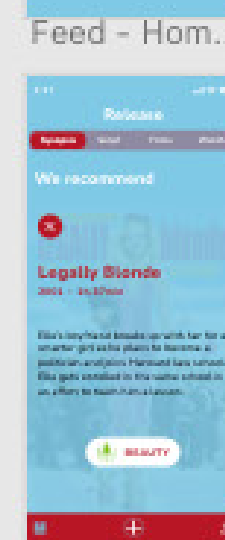
Feed - Hom...



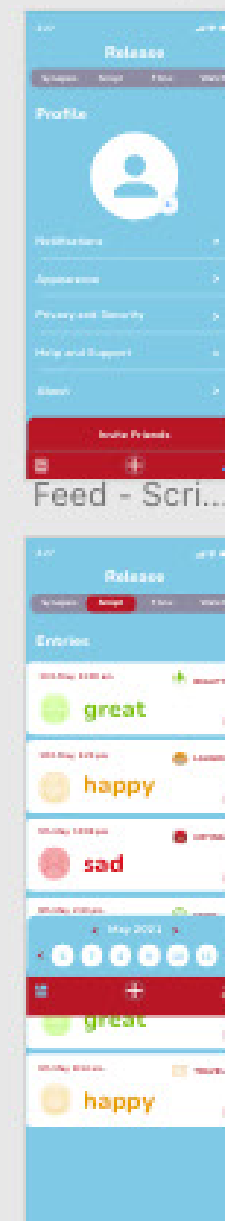
Feed - Hom...



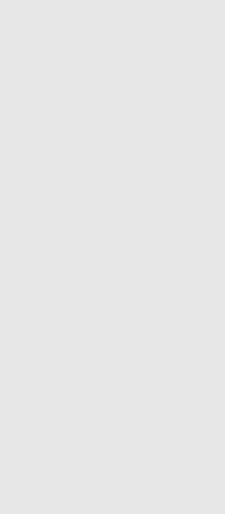
Feed - Hom...



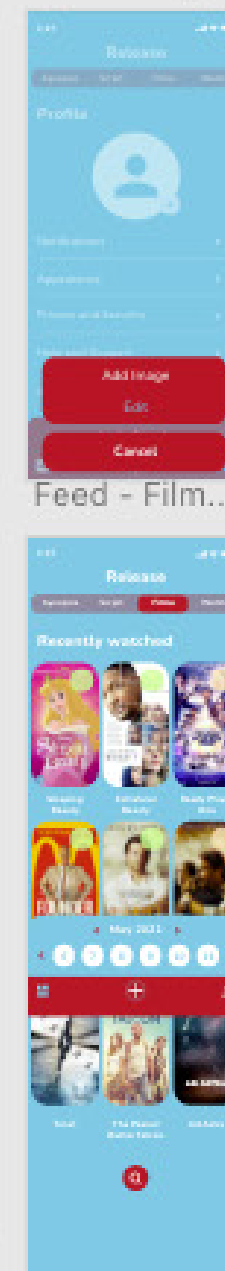
Profile Page



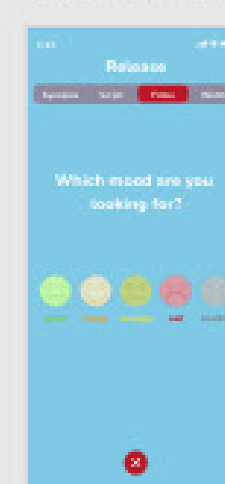
Feed - Scri...



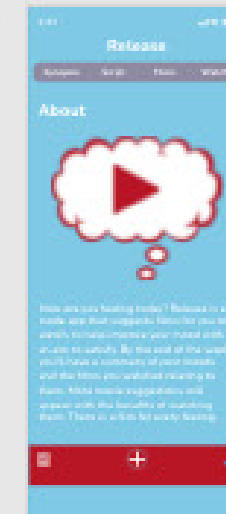
Profile Page...



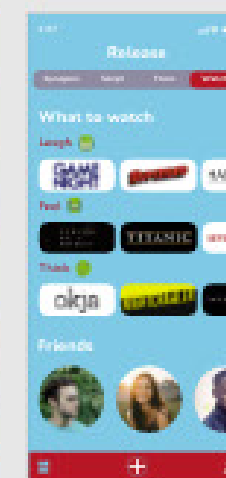
Feed - Film...



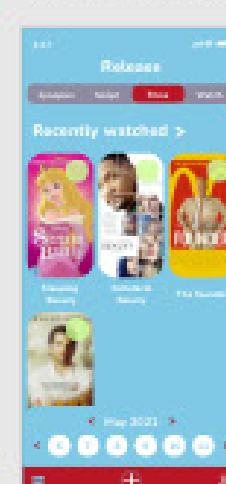
Profile Page...



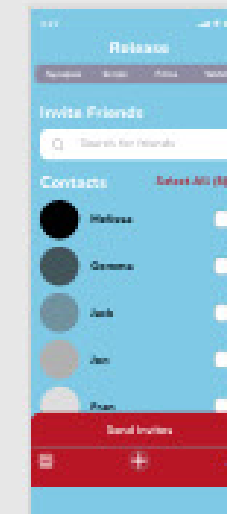
Feed - Wat...



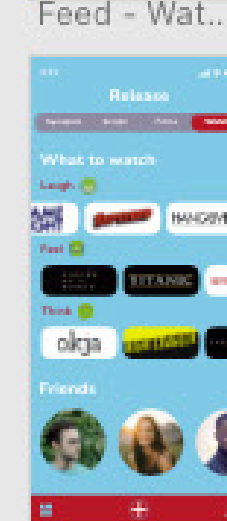
Feed - Film...



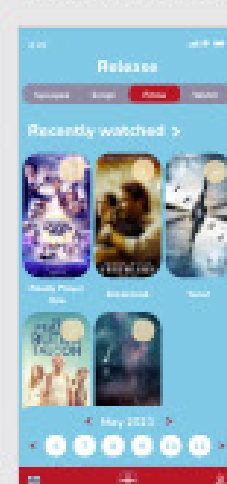
Profile Page...



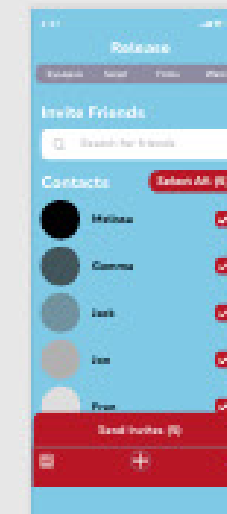
Feed - Wat...



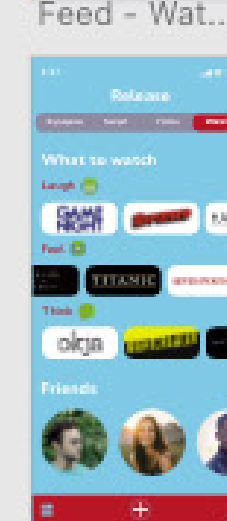
Feed - Film...



Profile Page...



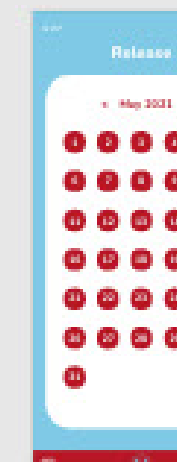
Feed - Wat...



Feed - Film...



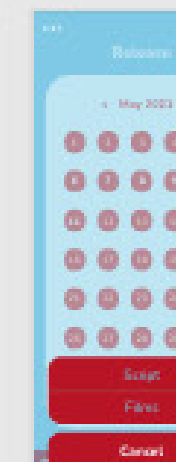
Calender



Feed - Wat...



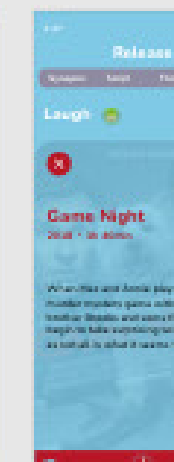
Calender - ...



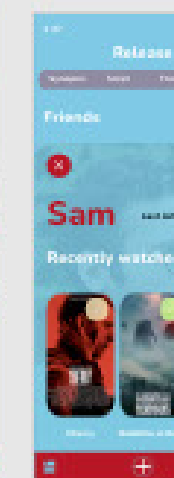
Feed - Wat...



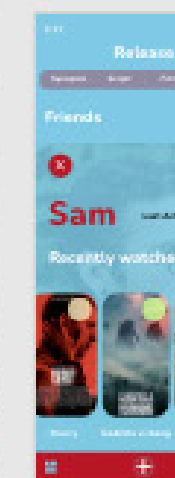
Feed - Wat...



Feed - Wat...



Feed - Wat...



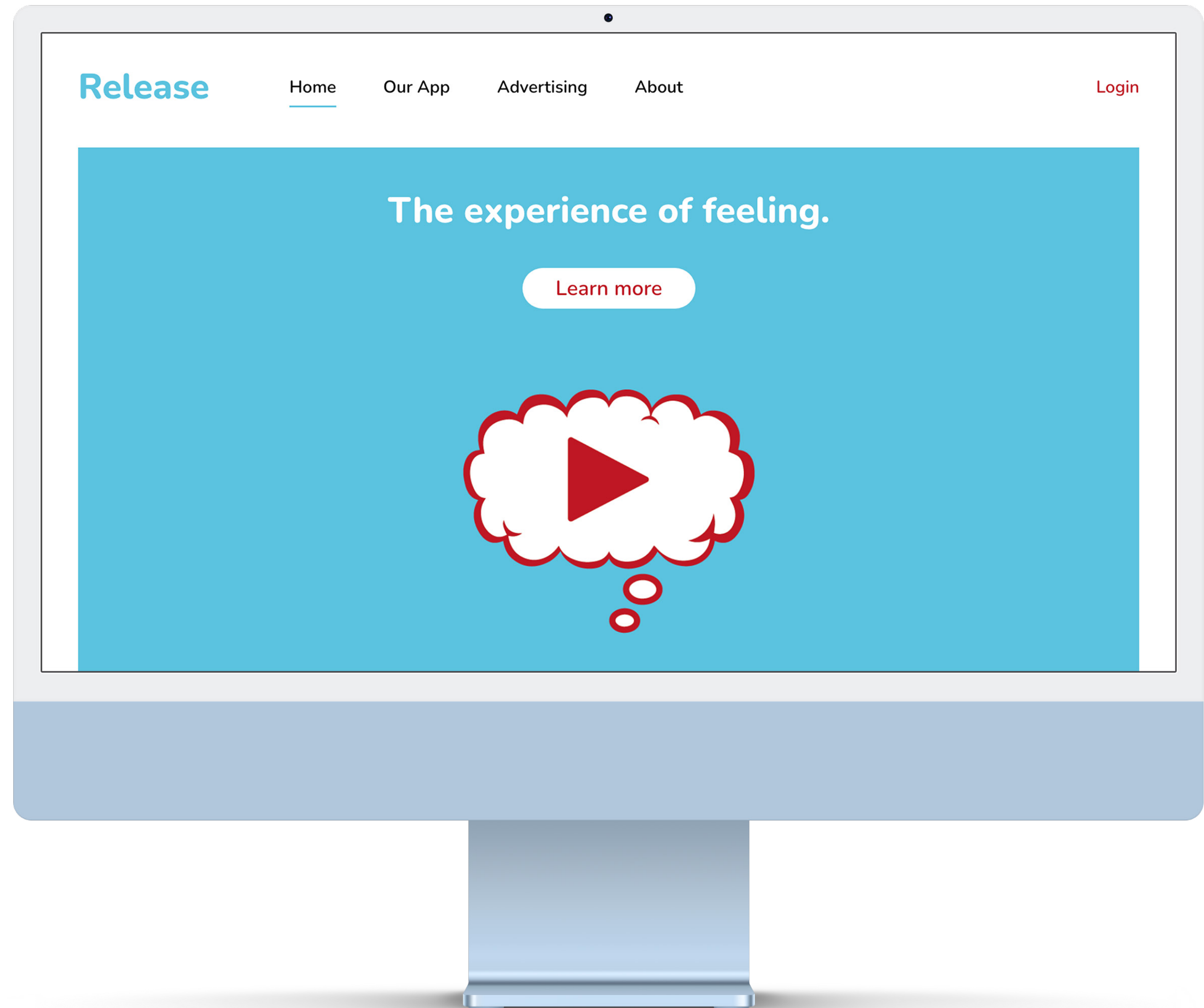
Feed - Wat...



Digital/Advertising

Website

This is the homepage of the Release website that would be up and running when the app is available on the App Store. It displays a clear navigation, the ability to login to your Apple account and download the app from the website. The colour scheme also emphasises the brand and allows it to stand out.

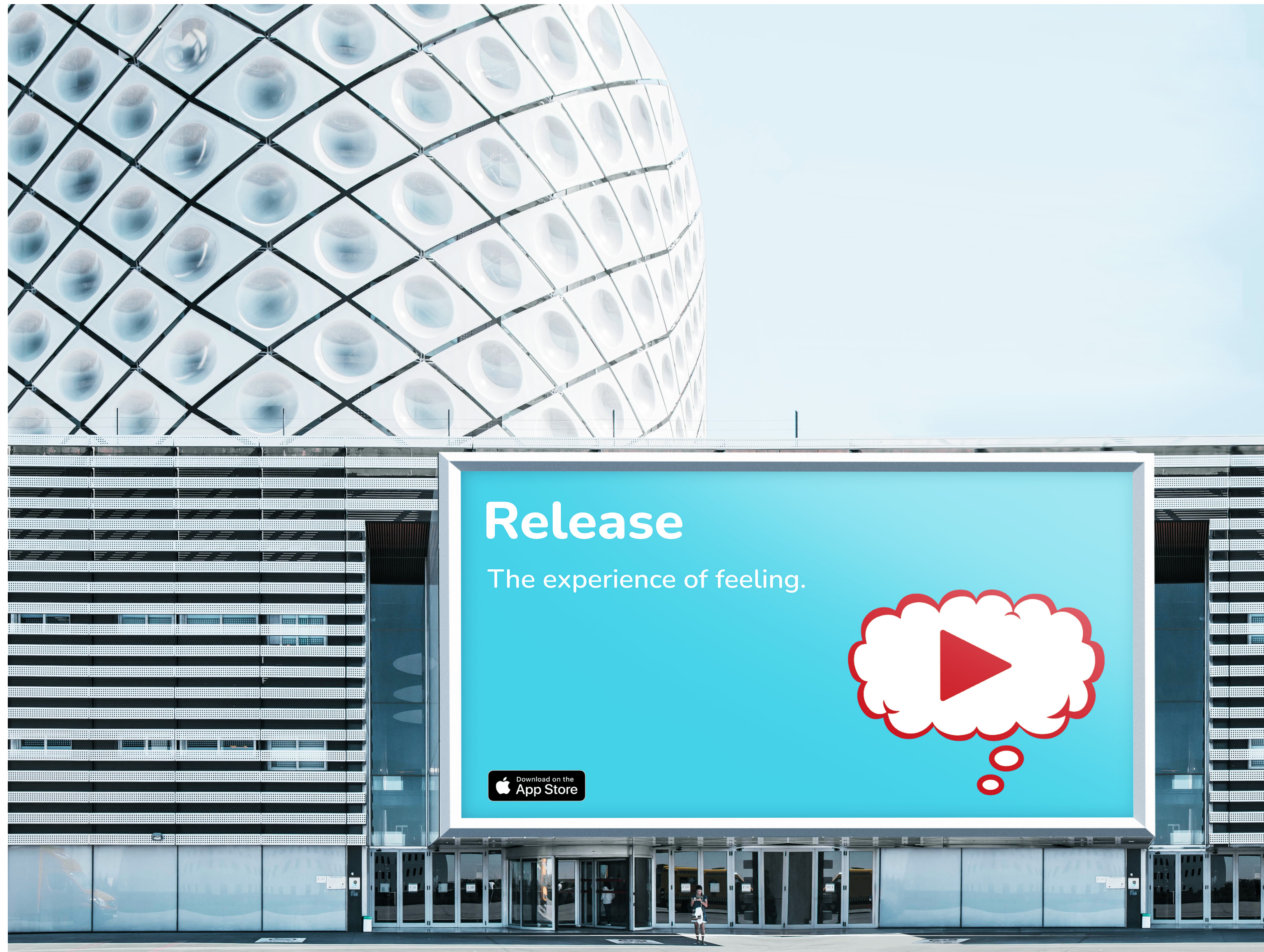


Billboard

A billboard showing minimalistic design using brand specifications allows it to be seen clearly from far away.

“The experience of feeling” can be used as the brand slogan as it is the title of my personal brief.

The App Store sticker has been placed at the bottom of the design on its own but in due course with the development of the app, it would become available on the Google Play Store and all other platforms.



Thank you

Any questions?

