

STUDENT RESEARCH WEEK

POSTERS · TALKS CREATIVE WORK

Info Design: Visualizing structure of a non-linear film

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Abstract

This research project is part of the coursework for Information Design DESN313 in the Design Studies program. The main goal of this project is to visually present the non-linear movie structure of the “Back to the Future” film series. Analysis and organization of the data is an essential step in this project aimed at aiding viewers in gaining a better understanding of the films.

The intended audience for this project could be students in a film studies course, or a segment of the general public that is interested in this cinematic saga. The three films in this series have many similar occurrences and yet are still different enough to be viewed and analyzed as separate films. How do the different components in each film come together to form a single story line?

The main challenge in this project is creating a data-heavy, complex visual in a clear and concise way that will appeal to viewers without overwhelming them. The first phase of the process began with formative research, during which the films were viewed and the storyline structures were analyzed and compared. The second phase comprised of generative research, looking at precedent visual mapping of complex data. This phase also included generating sketches and concepts, prototyping, and informally involving the user to test the initial prototypes. In the summative research phase, formal user-testing will be conducted to determine the success of the project.

In addition to be presented at the Student Research week, this project will also be submitted to MuSe and Ro@m.