



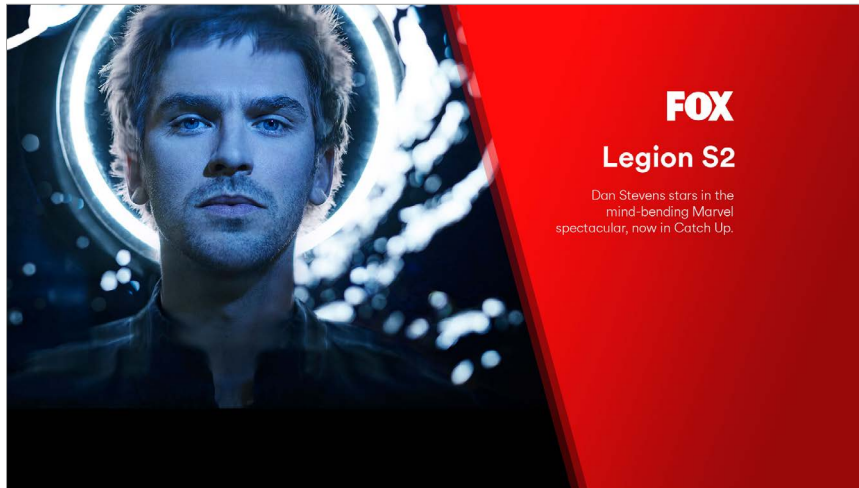
Horizon Go

Current Visual Design Issues and Proposed Solutions for A & B Spots

5 Jun 2018

A Spot

UK Requirements



UK Requirements

- 1) a separate key art and text areas
- 2) a prominent channel attribution (channel logo)
- 3) show title and tagline
- 4) text large enough to be legible on phones
- 5) use of the hero brand colour (red)

Rationale

- 1) Easier to manage in-life. Incorporating text into the key art usually takes more time, skill and care. Separating the text make the banners much quicker to produce and doesn't need to be done by an experienced designer.
- 2) There are contractual obligations with some UK content partners where Virgin Media agrees to attribute a CP's content wherever it appears on VM services.
- 3) A space to prominently display the show title and clearly explain why the user should click-thru are always needed.
- 4) Self explanatory...
- 5) Virgin Media branded promotional material is often identified by the the use of large fields of red.



A Spot

Issues with the current build: example 1

Current Issues

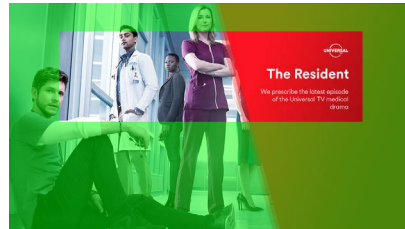
- 1) Overlaid gradients partly obscure images, logos and text.
- 2) Cropping on all sides is very different across devices and platforms, forcing all subject matter to be squeezed into the center. To fit, the key art to must have plenty of background around the subjects, which is not often available.
- 3) Vertical positioning differs across platforms, making consistent vertical centering impossible.
- 4) A single banner is published for very different shapes (e.g. landscape and portrait rectangles), which also forces the subject matter to be near the centre. What is overflow on some layouts becomes wasted space on others.



Original Key Art



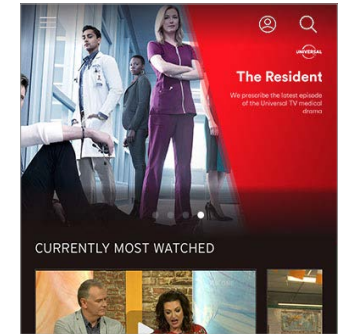
Banner



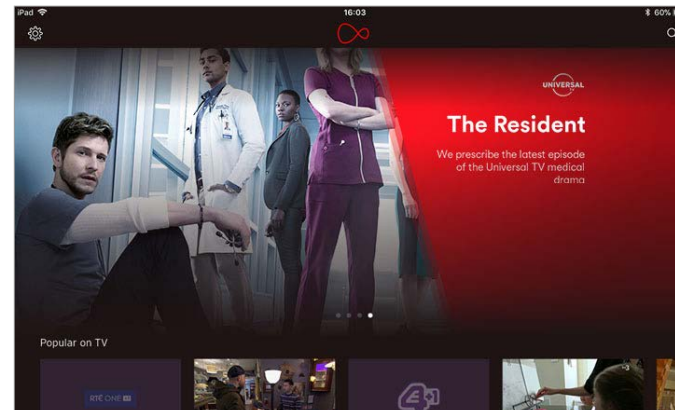
Banner Safe Area



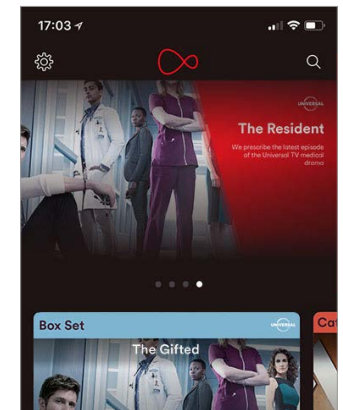
Website on desktop



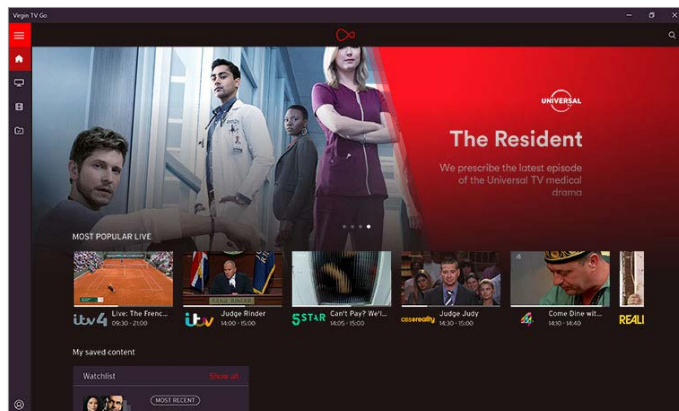
Website on iOS phone



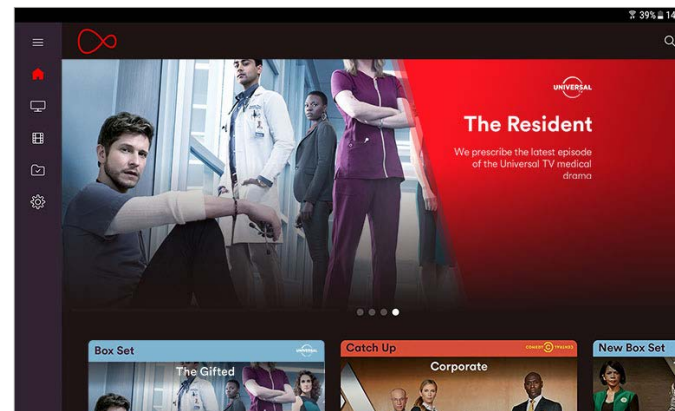
App on iOS tablet



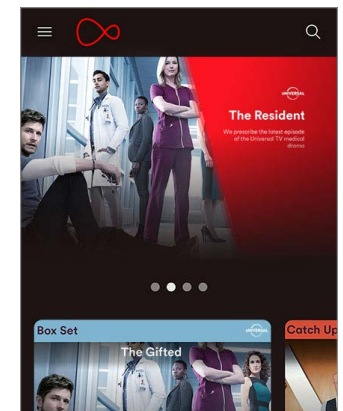
App on iOS phone



App on Windows tablet



App on Android tablet



App on Android phone

A Spot

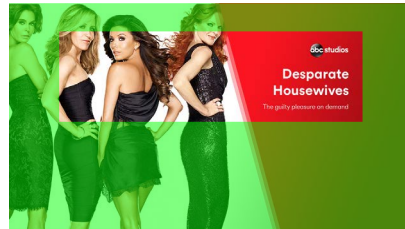
Issues with the current build: example 2



Original Key Art



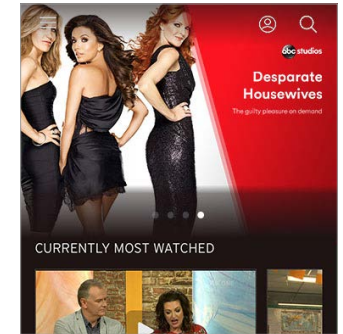
Banner



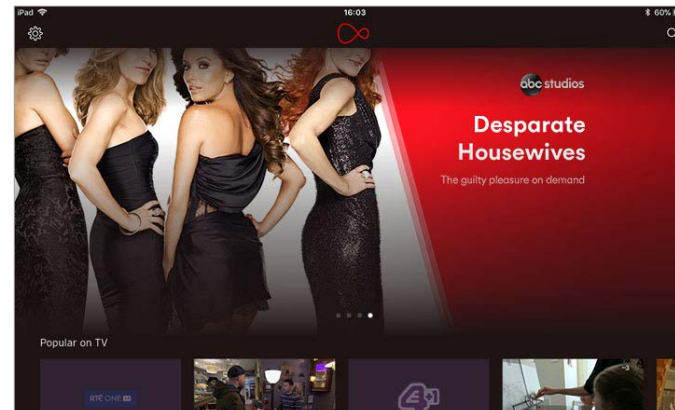
Banner Safe Area



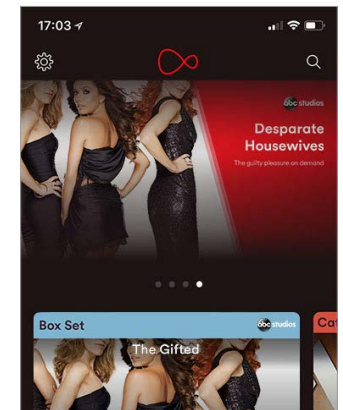
Website on desktop



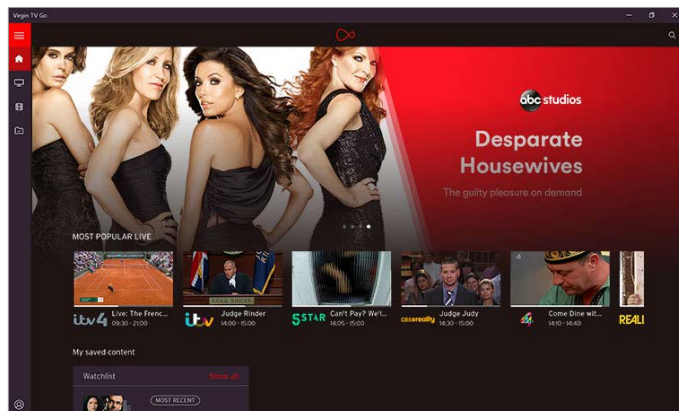
Website on iOS phone



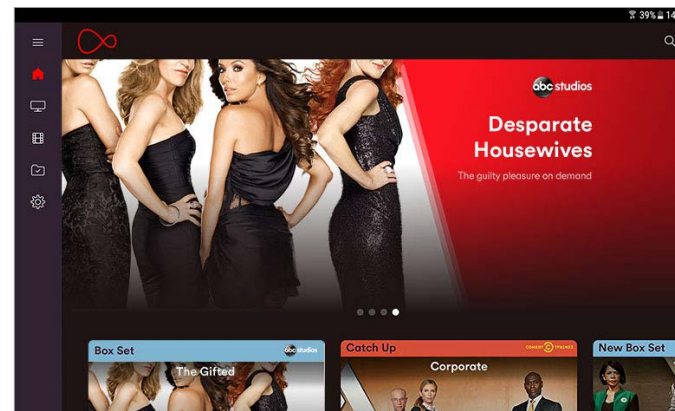
App on iOS tablet



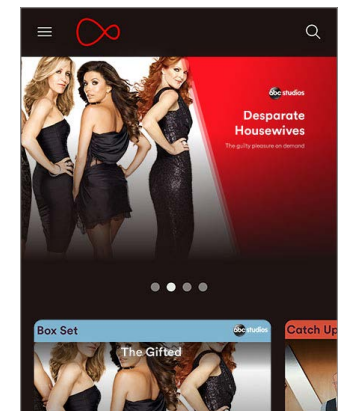
App on iOS phone



App on Windows tablet



App on Android tablet



App on Android phone

A Spot

Issues with the current build: example 3



Original Key Art



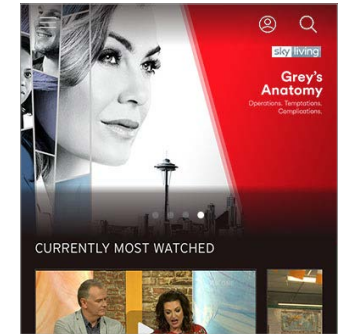
Banner



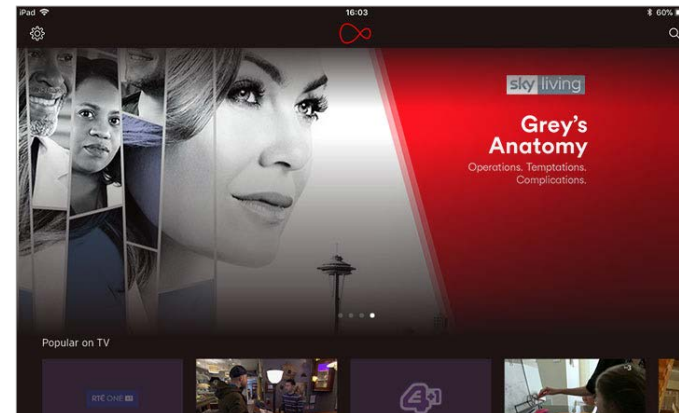
Banner Safe Area



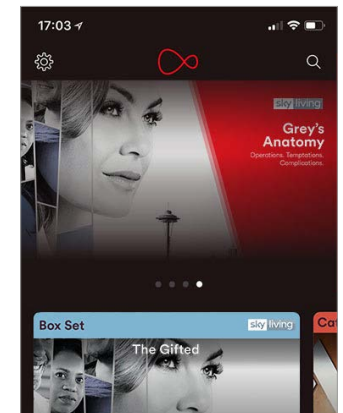
Website on desktop



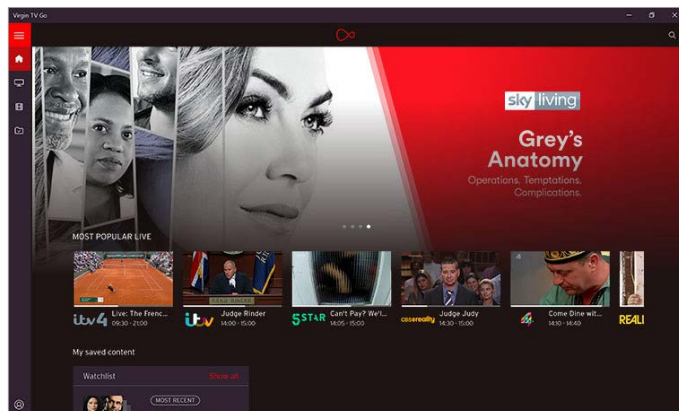
Website on iOS phone



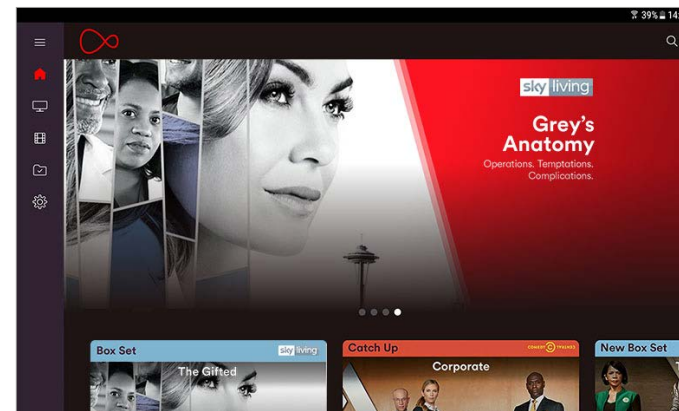
App on iOS tablet



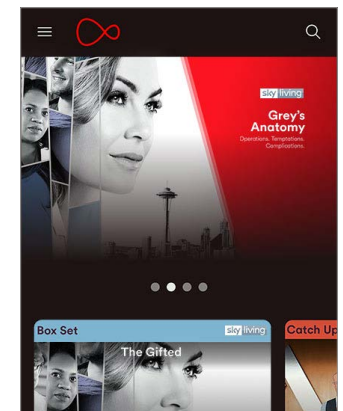
App on iOS phone



App on Windows tablet



App on Android tablet



App on Android phone

A Spot

Issues with the current build: example 4



Original Key Art



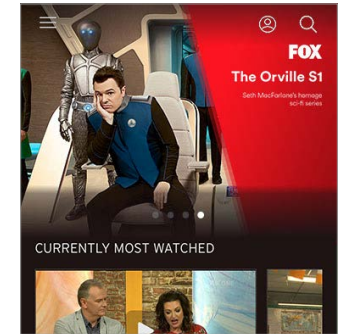
Banner



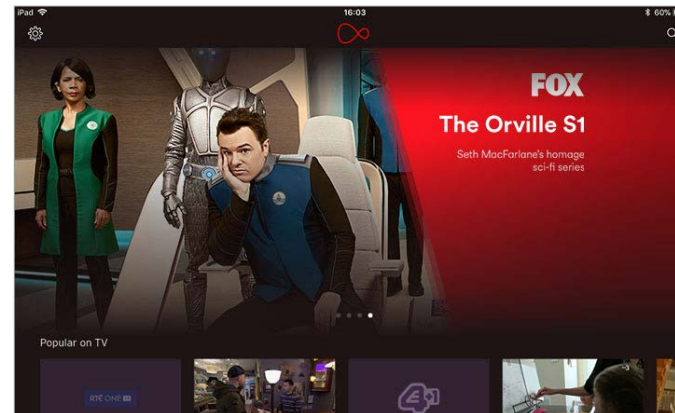
Banner Safe Area



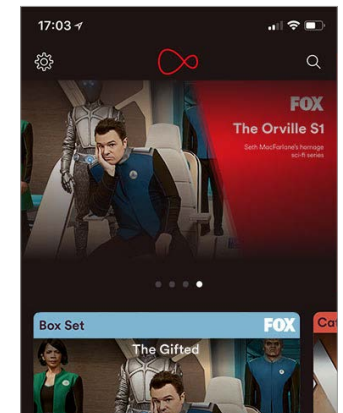
Website on desktop



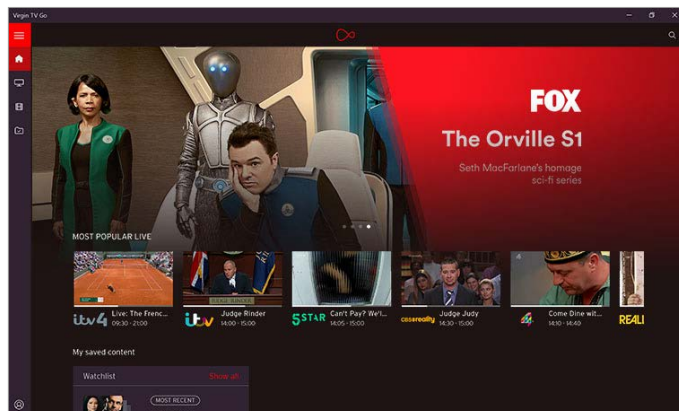
Website on iOS phone



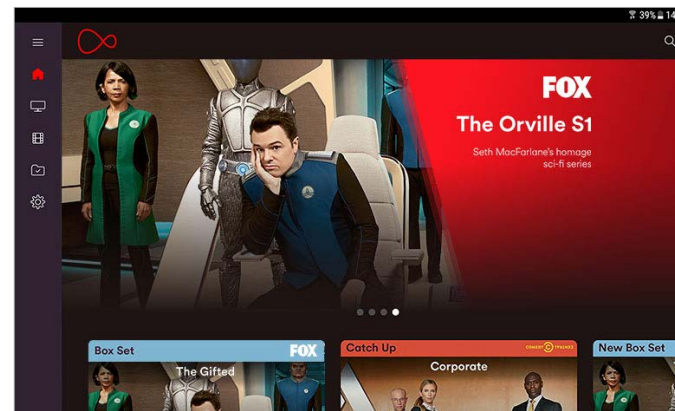
App on iOS tablet



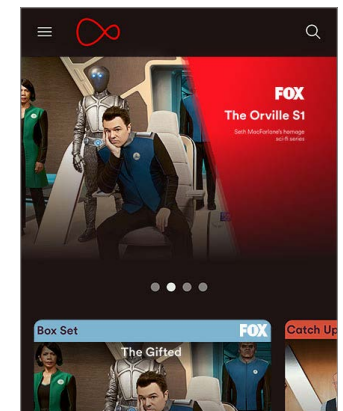
App on iOS phone



App on Windows tablet



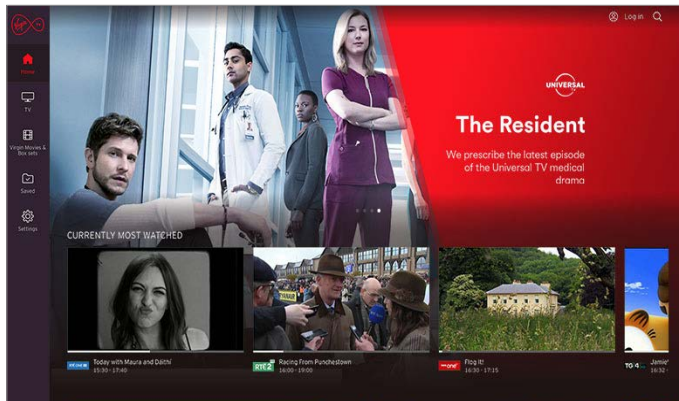
App on Android tablet



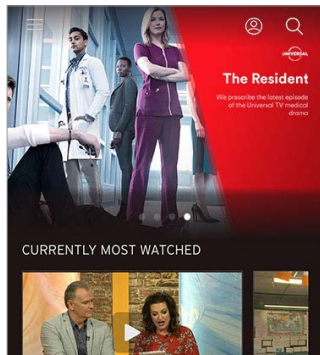
App on Android phone

A Spot

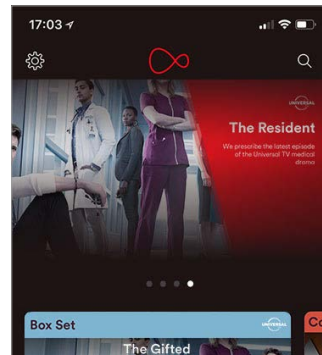
Current



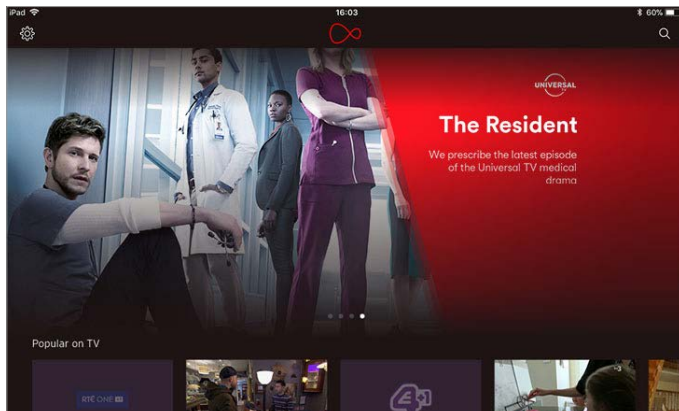
Website on desktop



Website on iOS phone



App on iOS phone

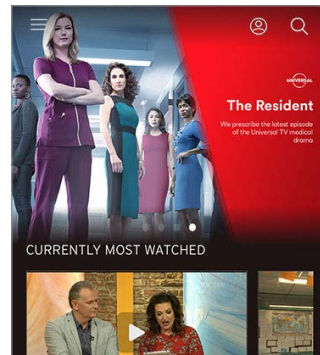


App on iOS tablet

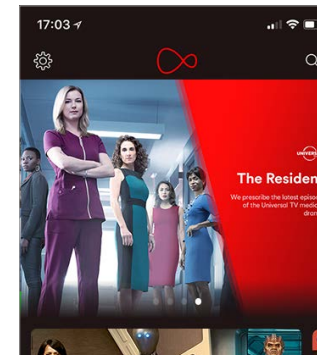
Proposed



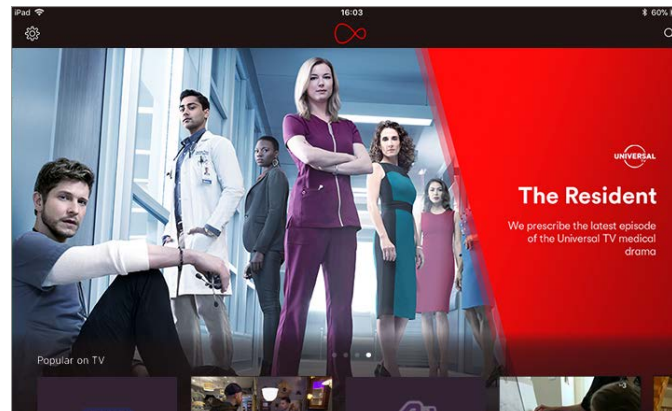
Website on desktop (bottom gradient reduced, carousel moved down)



Website on iOS phone



App on iOS phone



App on iOS tablet (banner & carousel moved down, gradients removed/reduced)

Proposed Solutions



Landscape banner



Portrait banner (best for phones)

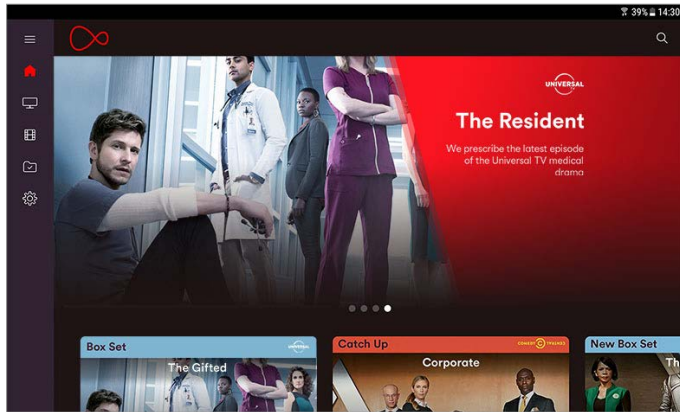
Proposed Solutions

- 1) *Gradient obstructions*: add the ability to display smaller bottom grads, just enough to keep the carousel indicator dots visible.
- 2) *Variant cropping and single asset use for different layout shapes*: Use 2 banners that fit landscape and portrait rectangles, and make the proportions of those rectangles consistent in the layouts. Some of the carousels will need to be moved down on the landscape layouts.
- 3) *Variant vertical positioning*: place the banner below any opaque header instead of behind it.

A Spot

Proposed Solutions

Current

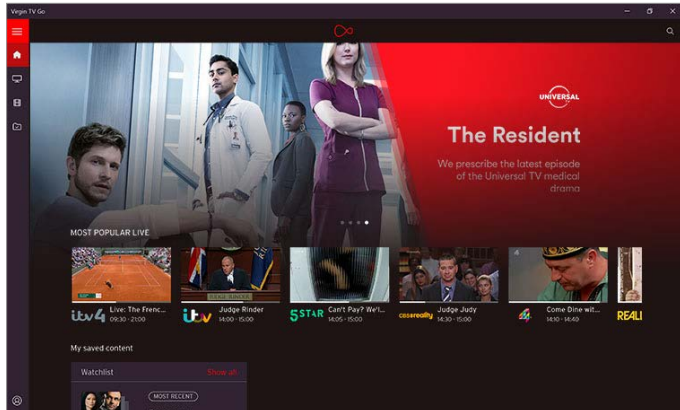


App on Android tablet

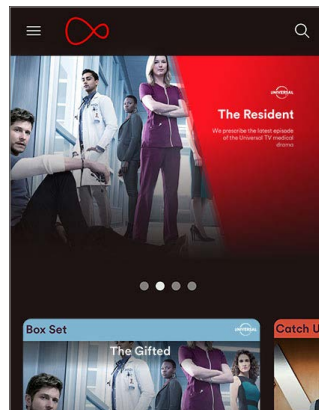
Proposed



App on Android tablet (banner & carousel moved down, smaller gradient)



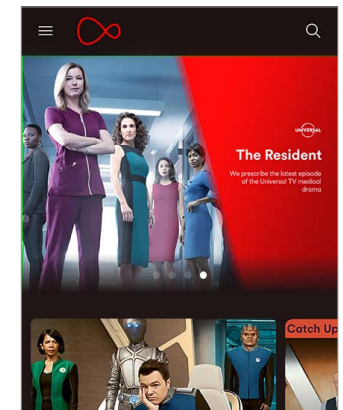
App on Windows tablet



App on Android phone



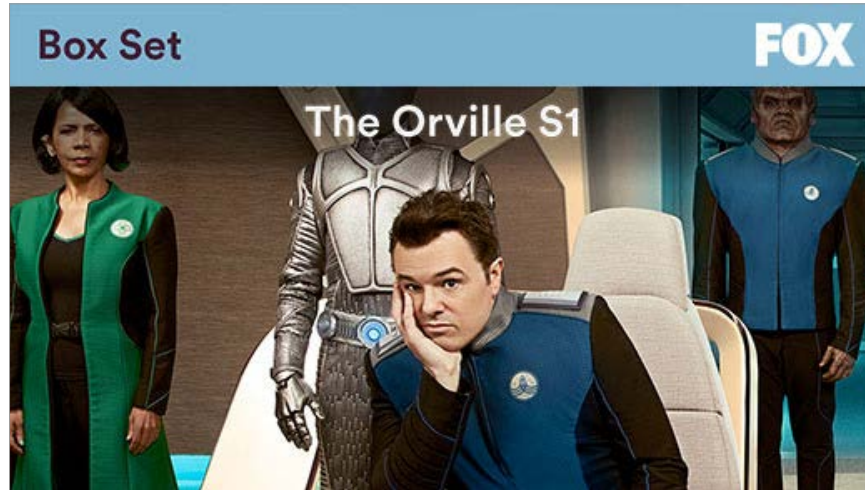
App on Windows tablet (banner & carousel moved down, smaller gradient)



App on Android phone

B Spot

UK Requirements

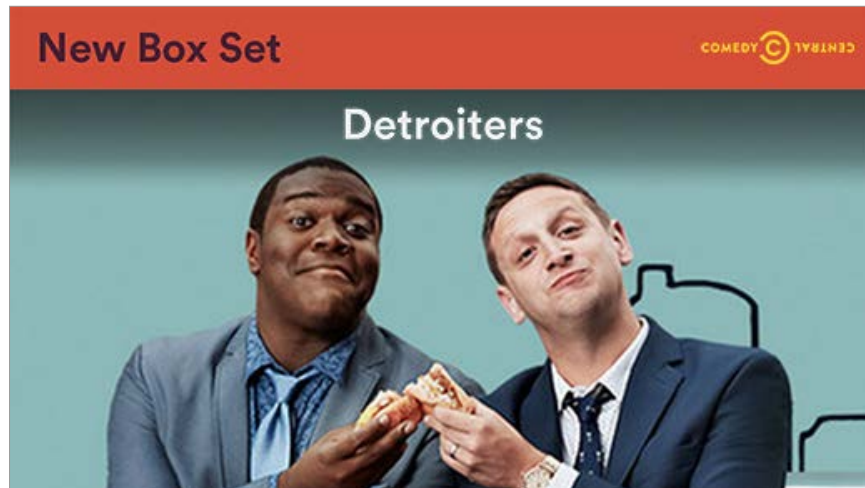


UK Requirements

- 1) a separate key art and text areas
- 2) a prominent channel attribution (channel logo)
- 3) show title
- 4) show type / call-to-action

Rationale

- 1) Easier to manage in-life. Separating the text make the banners much quicker to produce and doesn't need to be done by an experienced designer.
- 2) There are contractual obligations with some UK content partners where Virgin Media agrees to attribute a CP's content wherever it appears on VM services.
- 3) A space to display the show title and clearly explain why the user should click-thru are always needed.

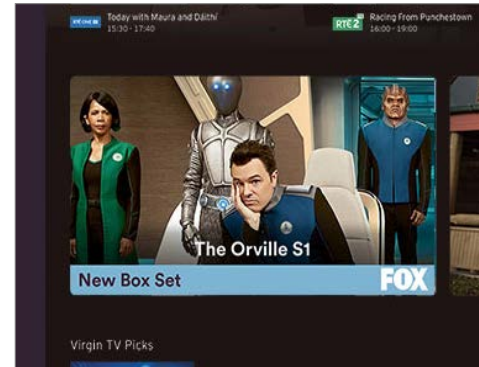


B Spot

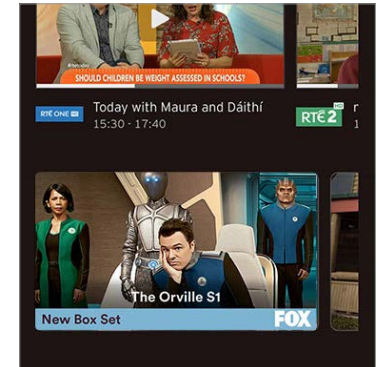
Issues with the current build. Example 5



Original Key Art



Website on desktop



Website on iOS phone

Current Issues

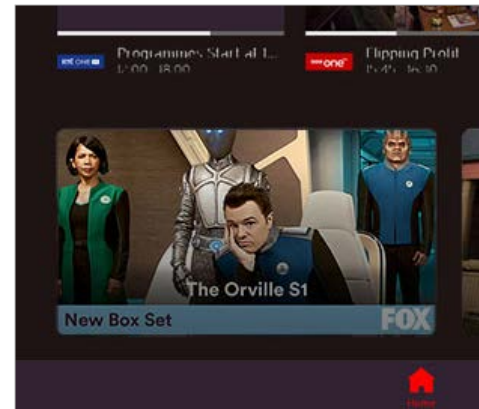
- 1) Overlaid gradients partly obscure images, logos and text. Because of this the 'candybar' label and show title had to be moved to the top, but this is not ideal as these elements often compete for space with faces in the key art.
- 2) Corner radii differ across devices. Text must be away from the edge to avoid being cropped.



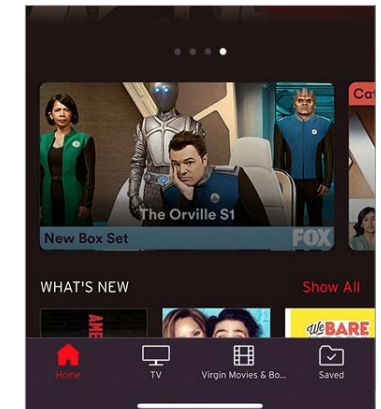
Bottom Text Banner (preferred layout)



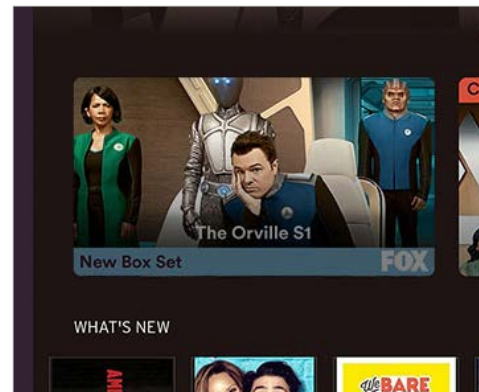
Top Text Banner showing Safe Area (compromise to avoid bottom gradients).



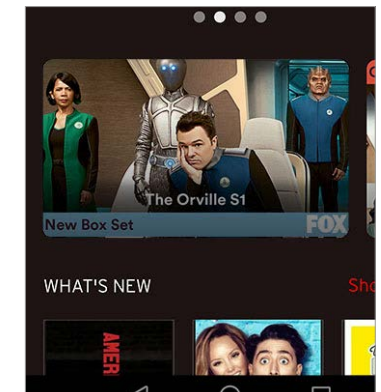
App on iOS tablet



App on iOS phone



App on Android tablet



App on Android phone

B Spot

Issues with the current build. Example 5

Proposed Solutions

- 1) Overlaid gradients partly obscure images, logos and text. The 'candybar' label was moved to the top to avoid being obscured, but the overlaid text often competes with faces in the key art. It would be preferable to keep the text at the bottom.
- 2) *Variant corner cropping*: Make the corner radius smaller and proportional to the banner so that text can be near the edge without danger of cropping. This reduces wasted space as well.



Original Key Art



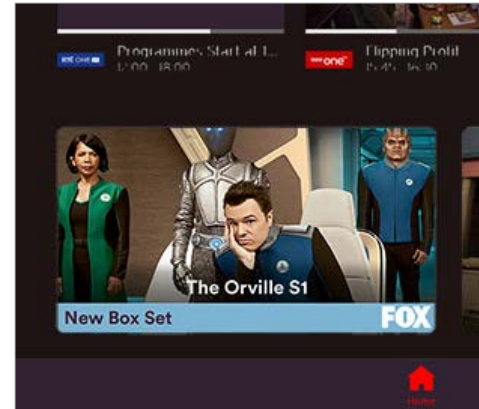
Bottom Text Banner



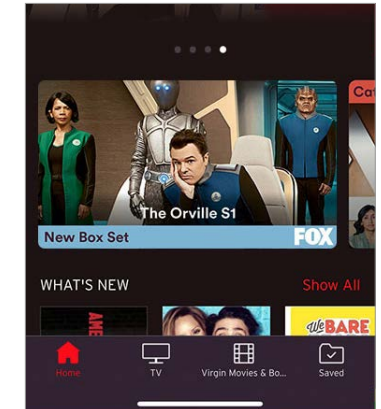
Website on desktop



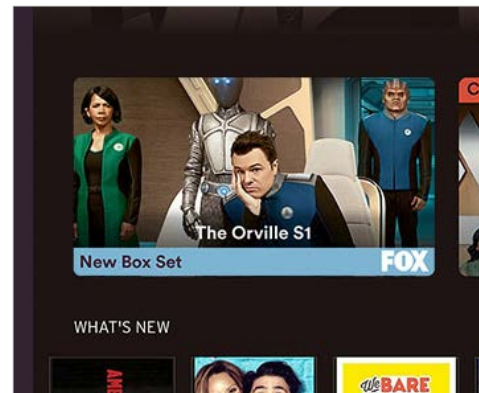
Website on iOS phone



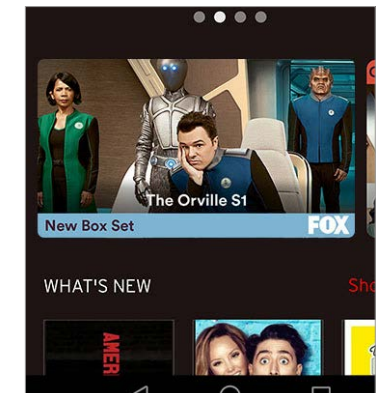
App on iOS tablet



App on iOS phone



App on Android tablet



App on Android phone