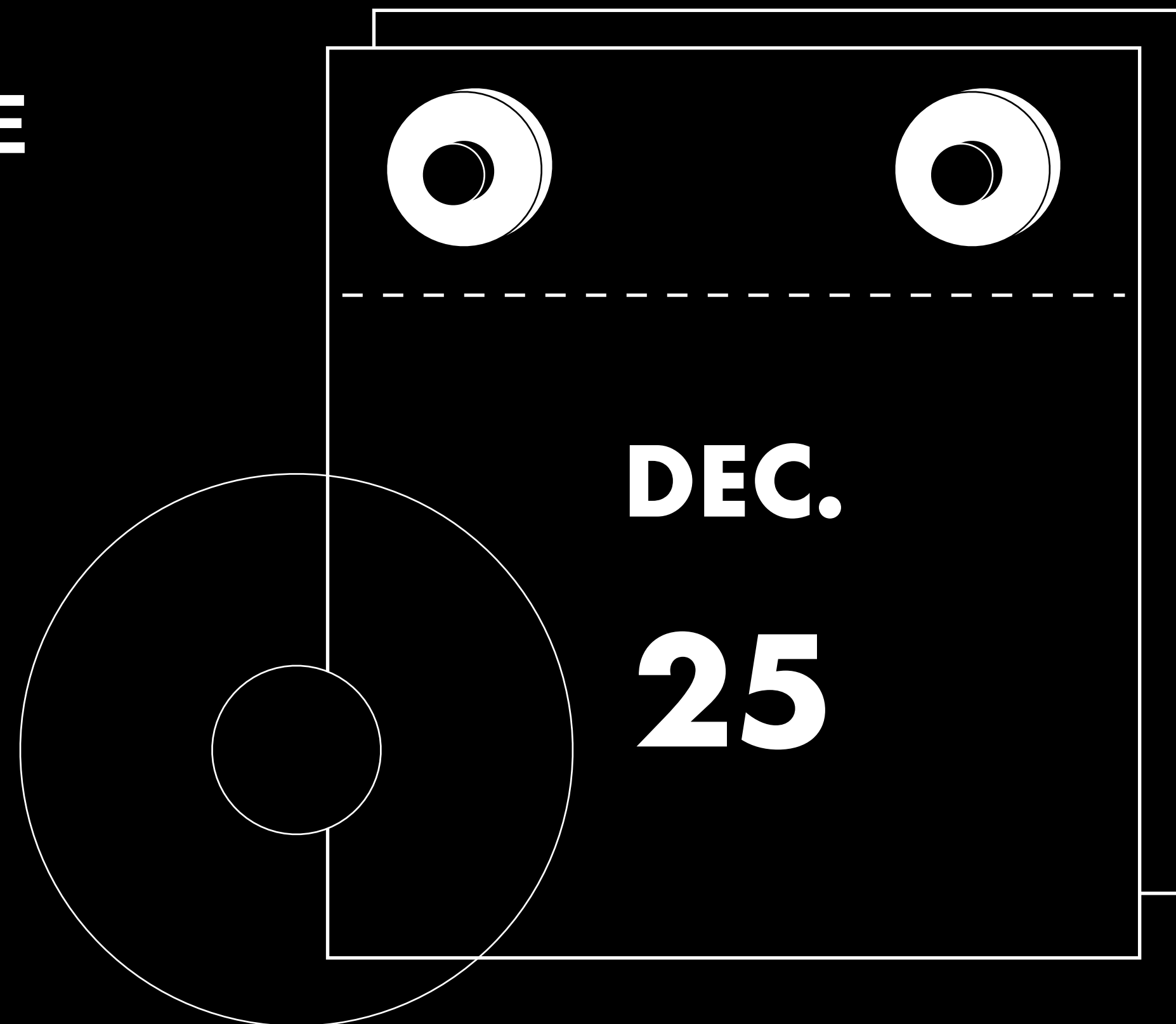
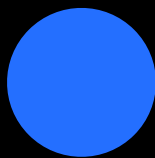


**THE GENRE OF MOVIE PEOPLE  
WOULD LOVE TO SEE ON  
SPECIAL DAYS OR IN  
DIFFERENT SEASON.**

**Yuri**  
**2020.2.05**



Movie Genres



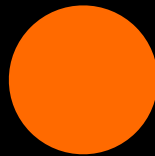
FANTASY/ADVENTURE

Iron Man  
golden compass  
dark knight  
Indiana Jones and the kingdom of the crystal skull  
Into the wild  
Across the universe  
Australia  
Harry Potter and the Order of the Phoenix  
Sherlock Holmes  
Harry Potter and the goblet of fire



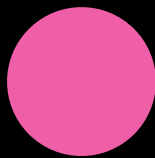
ACTION/THRILL/CRIME

Burn after reading  
Gone baby gone  
Quantum of solace  
Changeling  
assassination of Jesse James by the coward Robert Ford  
Duplicity  
Bourne ultimatum  
In Bruges  
Savages  
State of play



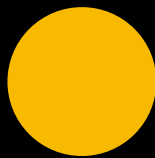
DRAMA

Michael Clayton  
No country for old men  
Doubt  
Slumdog millionaire  
There will be blood  
Gran Torino  
scaphandre et le papillon  
serious man  
Inglourious Basterds  
Eastern promises



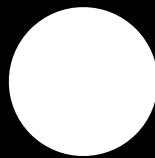
ROMANCE

Atonement  
curious case of Benjamin Button  
Vicky Cristina Barcelona  
Once  
Rachel getting married  
Revolutionary Road  
No reservations  
Up in the air  
Twilight  
Lars and the real girl



COMEDY

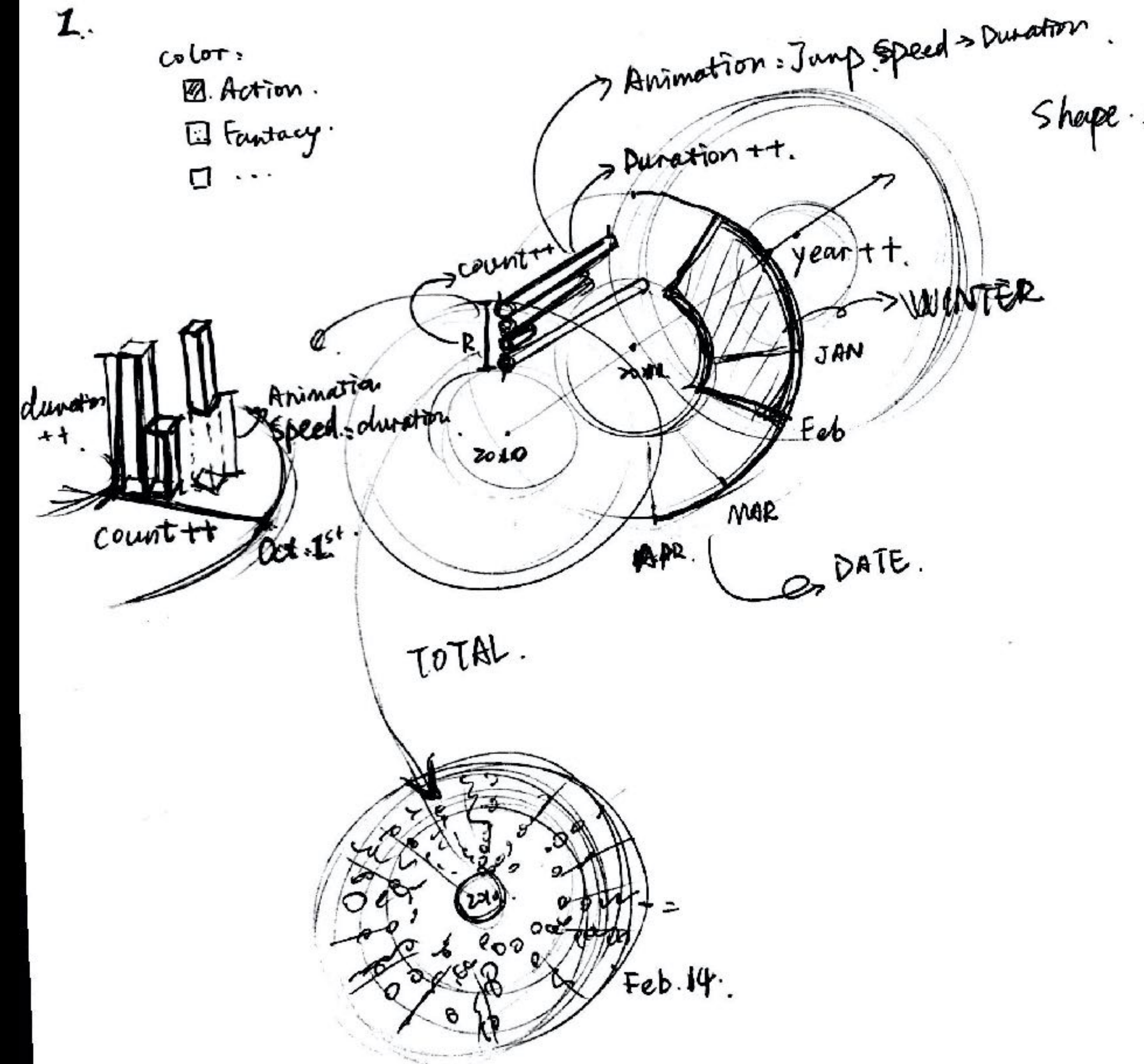
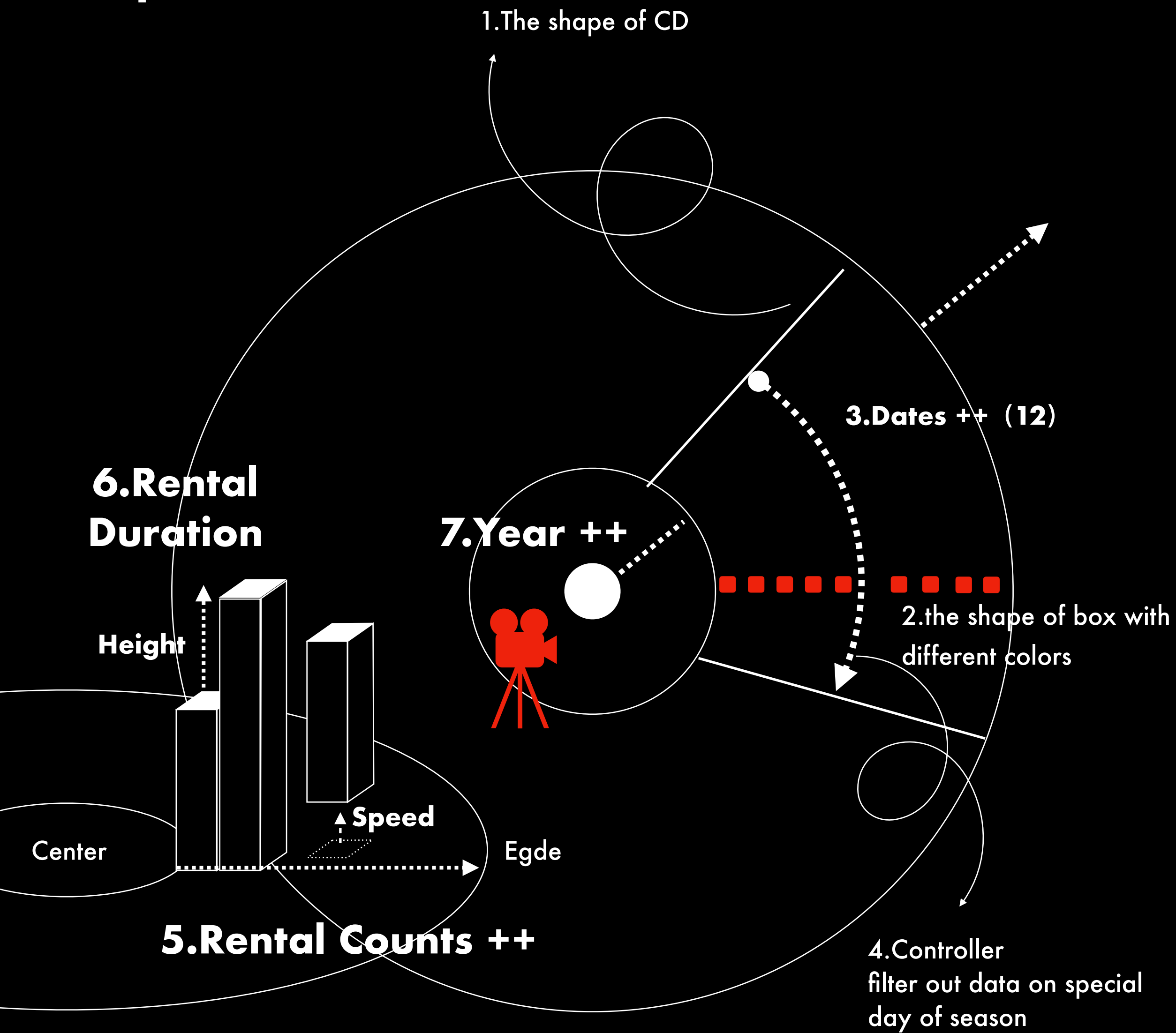
Juno  
Darjeeling Limited  
Mamma mia  
Miss Pettigrew lives for a day  
27 dresses  
Forgetting Sarah Marshall  
Waitress  
Dan in real life  
Queen  
Sweeney Todd the demon barber of Fleet Street



BIOGRAPHICAL FILM/  
HISTORICAL FILM/  
DOCUMENTARY

Milk  
The reader  
Charlie Wilsons war  
Becoming Jane  
Julie Julia  
kite runner  
Elizabeth the golden age  
Frost Nixon  
Sicko  
blind side

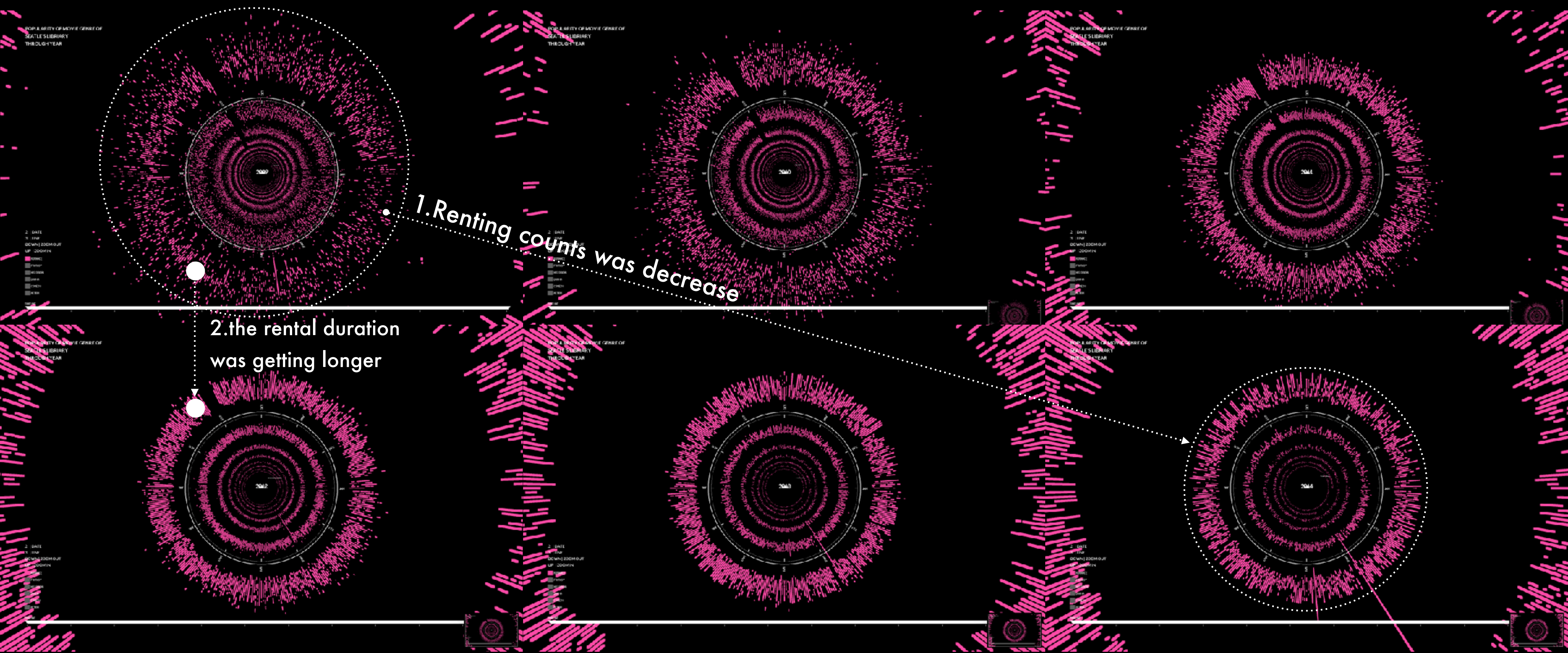
## Concept Sketch



## Linear Measurement



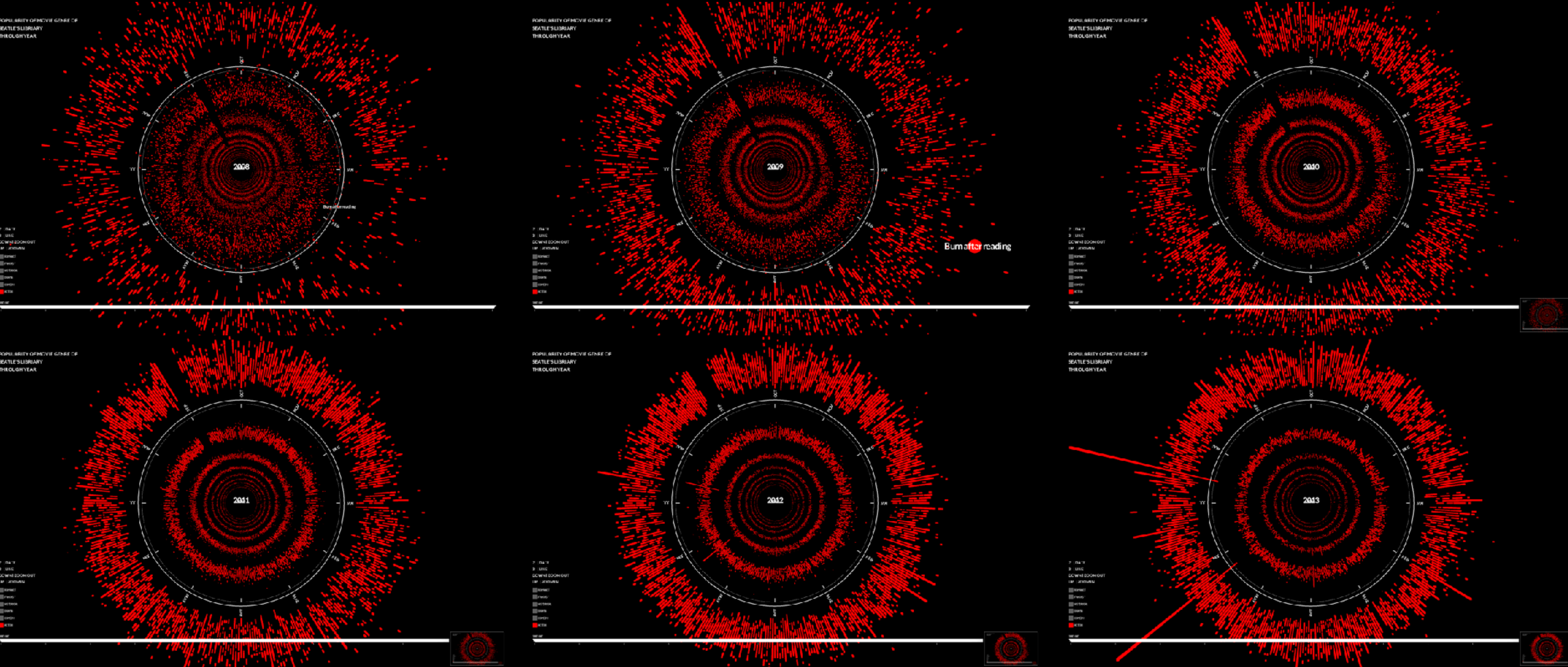
# Historical trends



Romances were less popular than others and their rental duration extended through out the history though their popularity decreased rapidly.



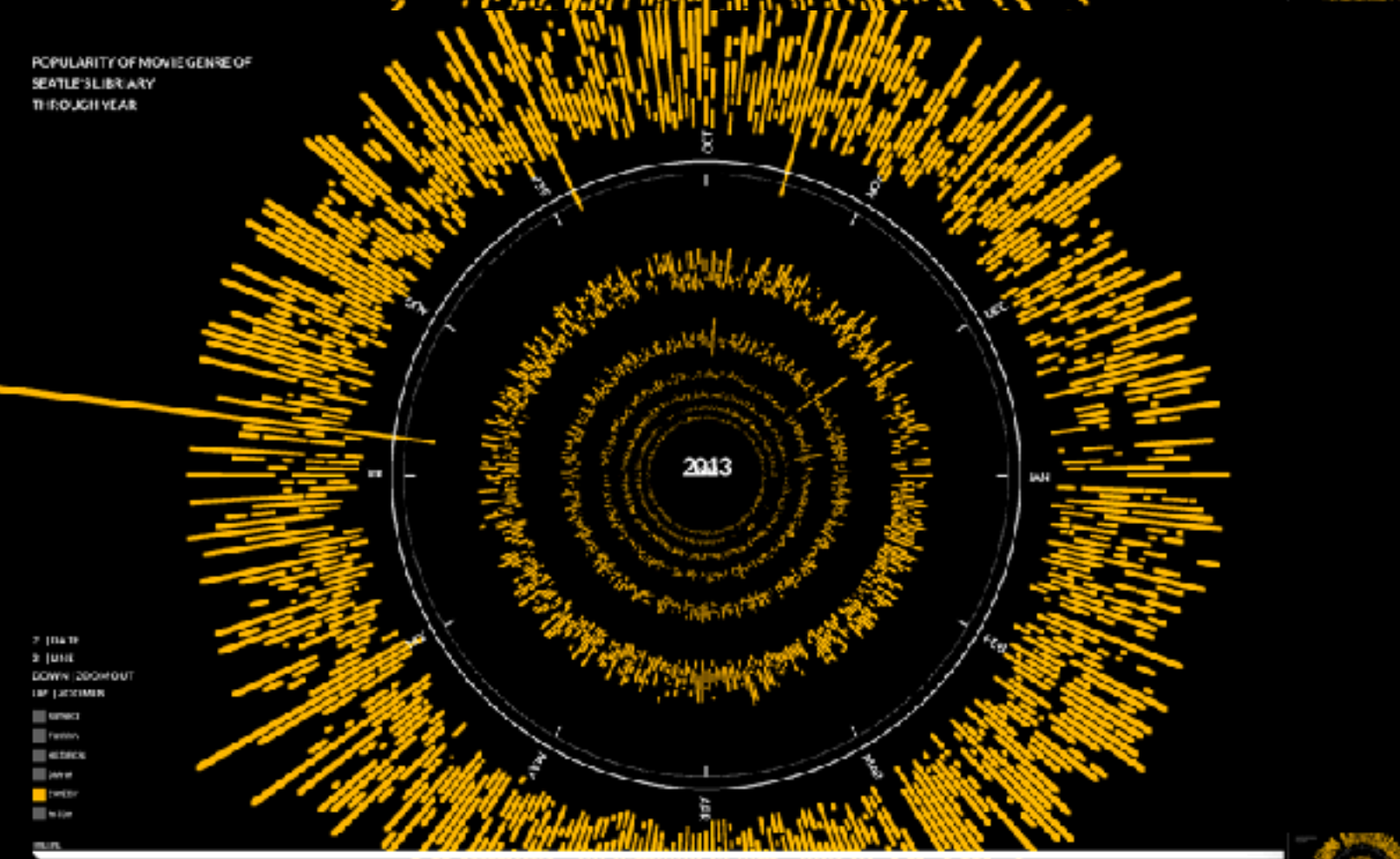
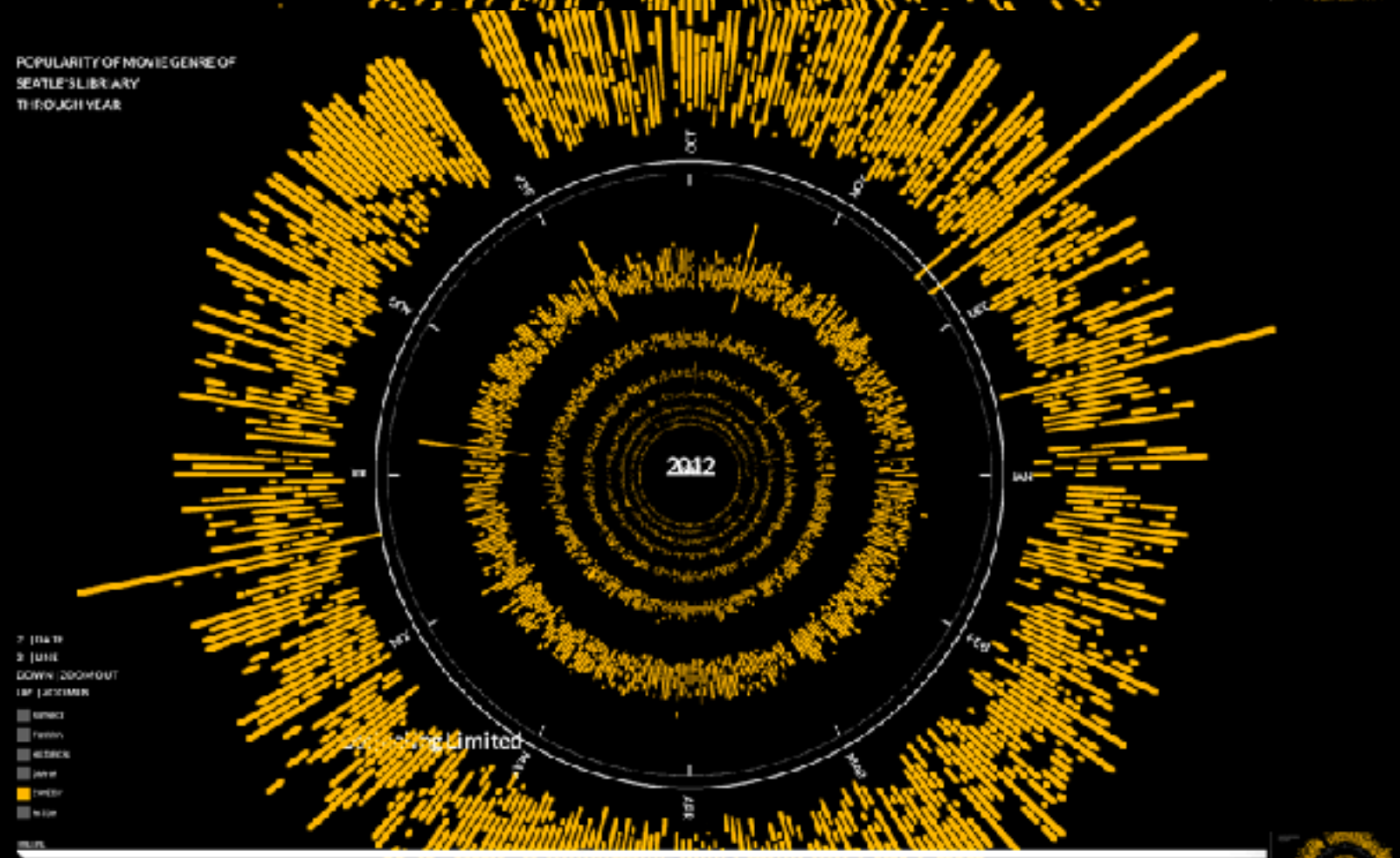
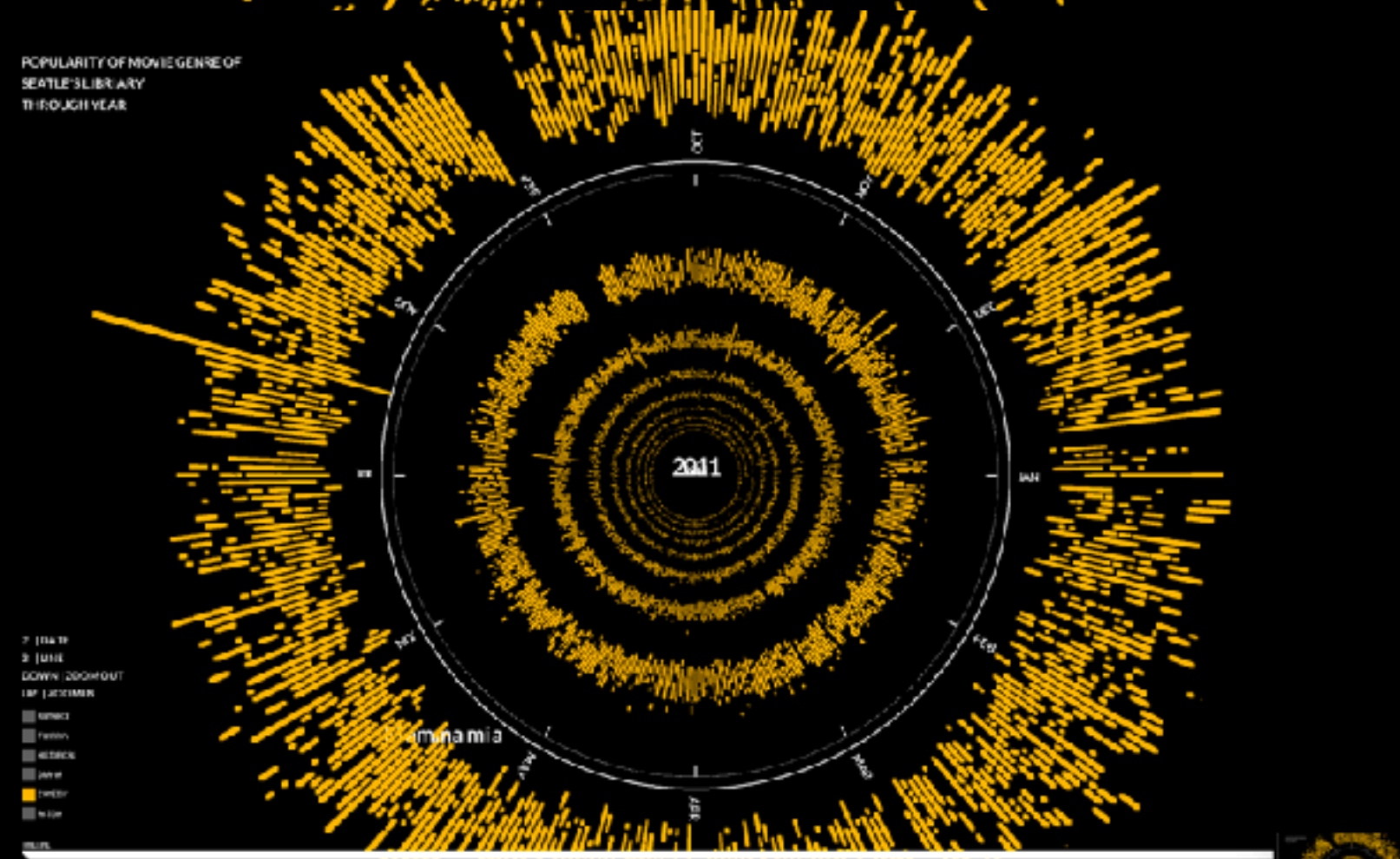
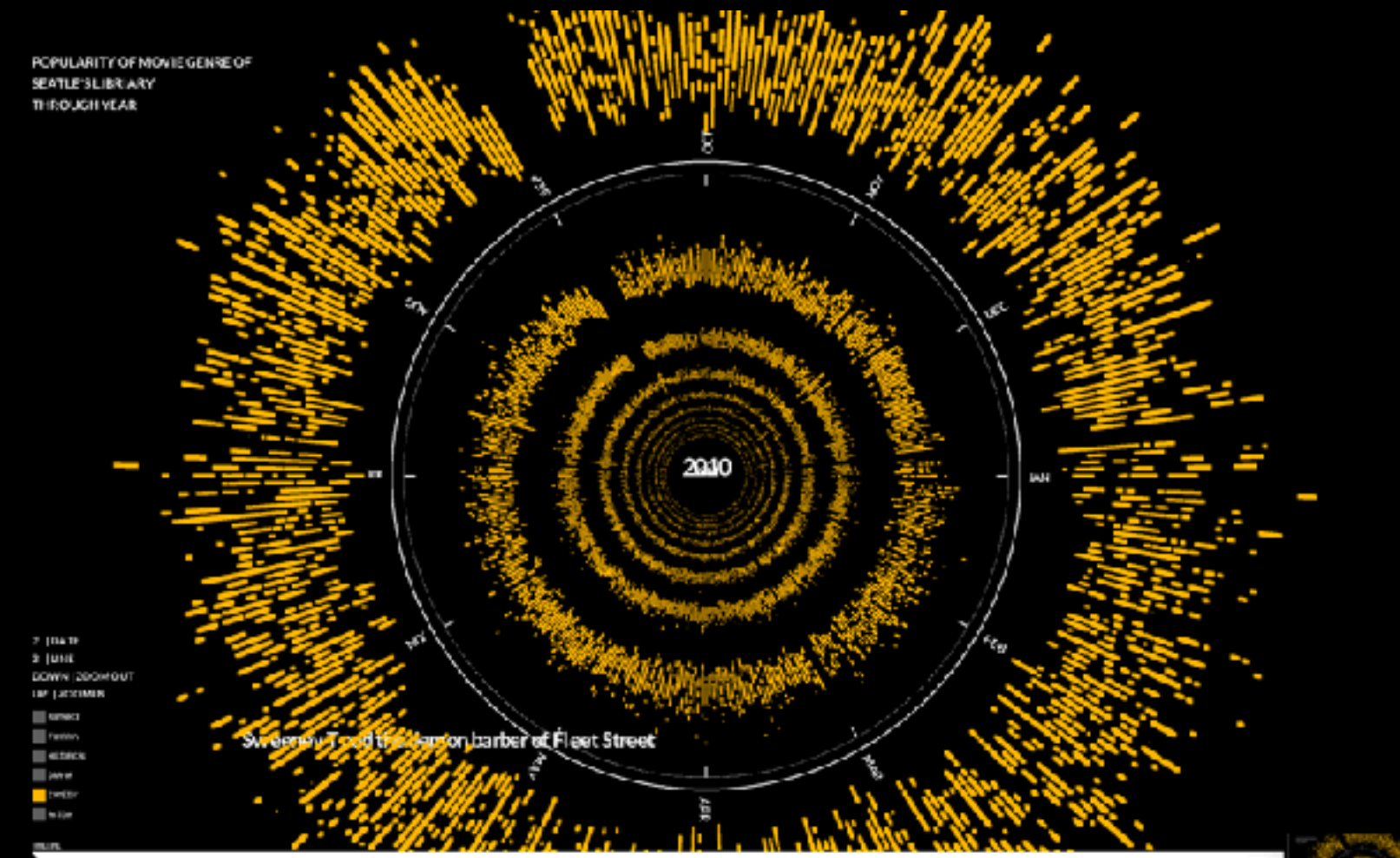
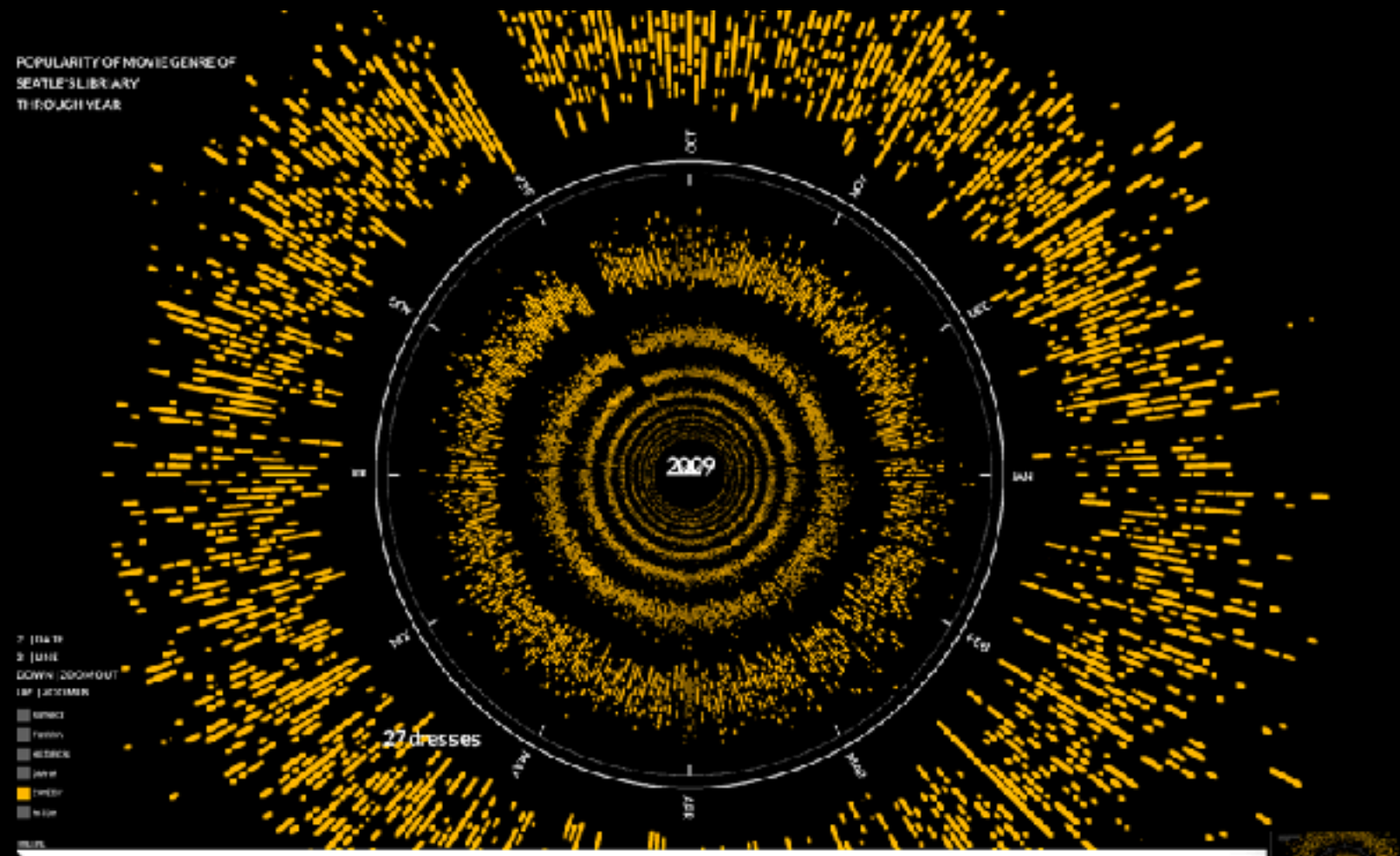
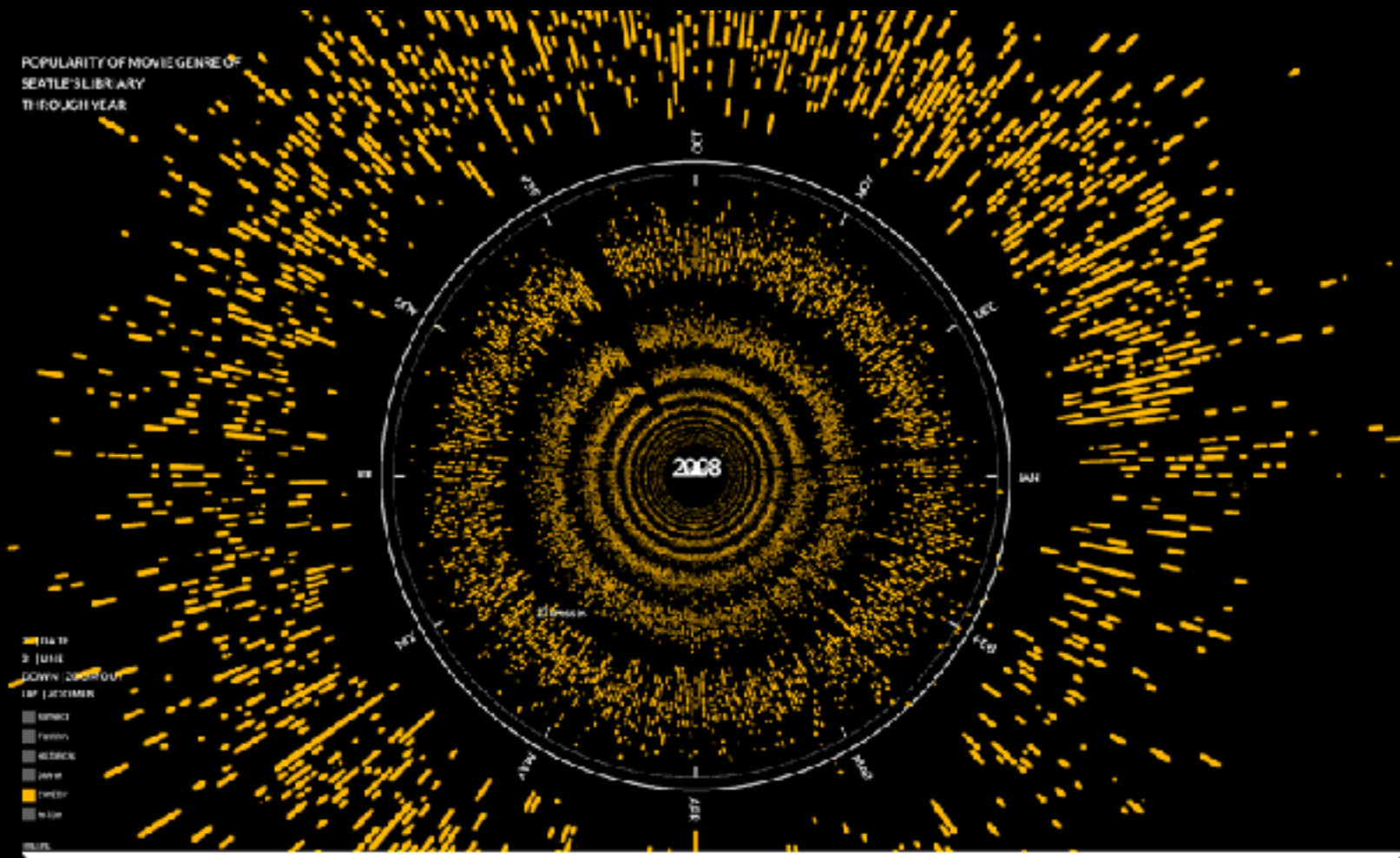
# Historical trends



Action films rental duration extended after 2010, but the popularity decreased relaxedly.



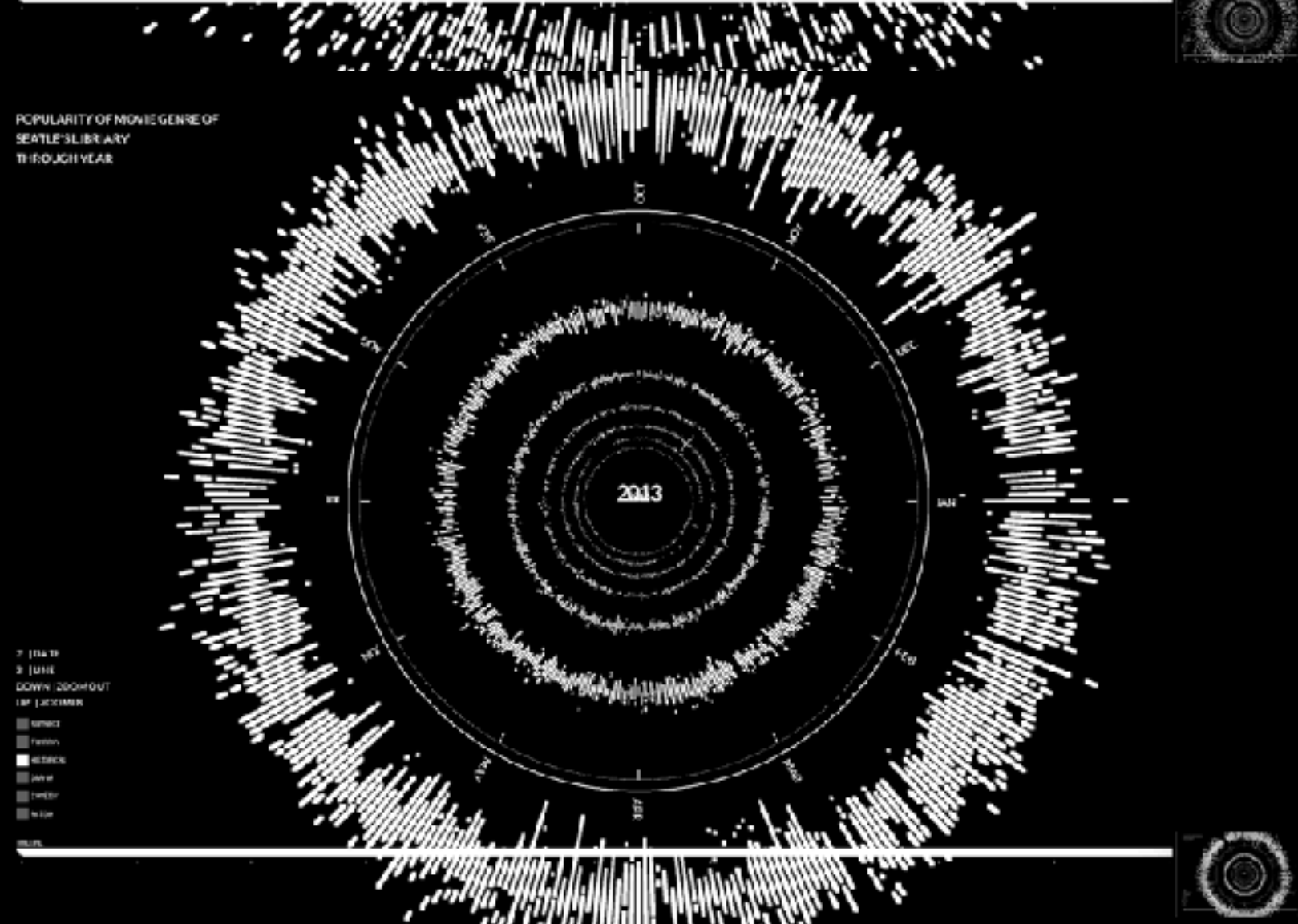
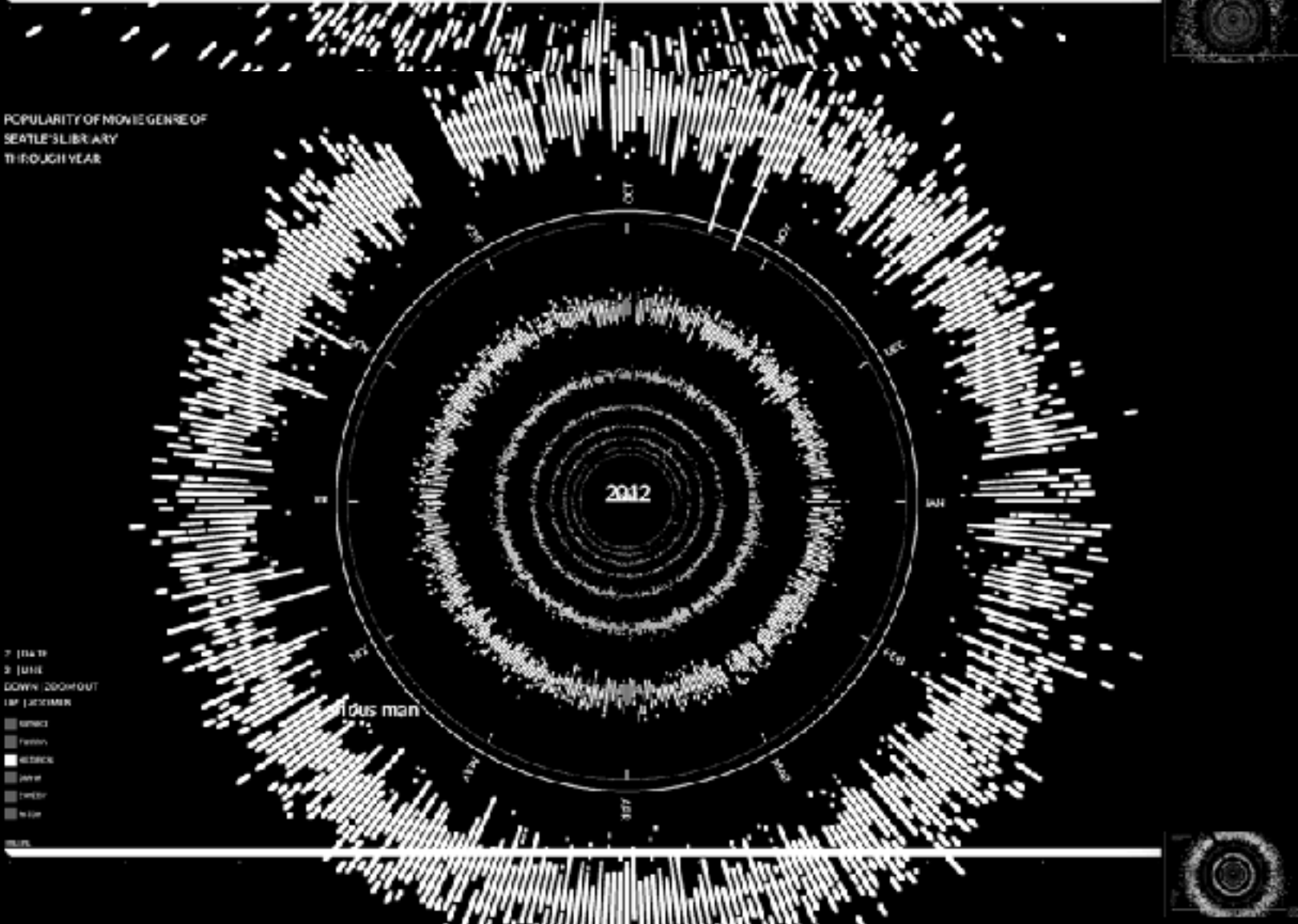
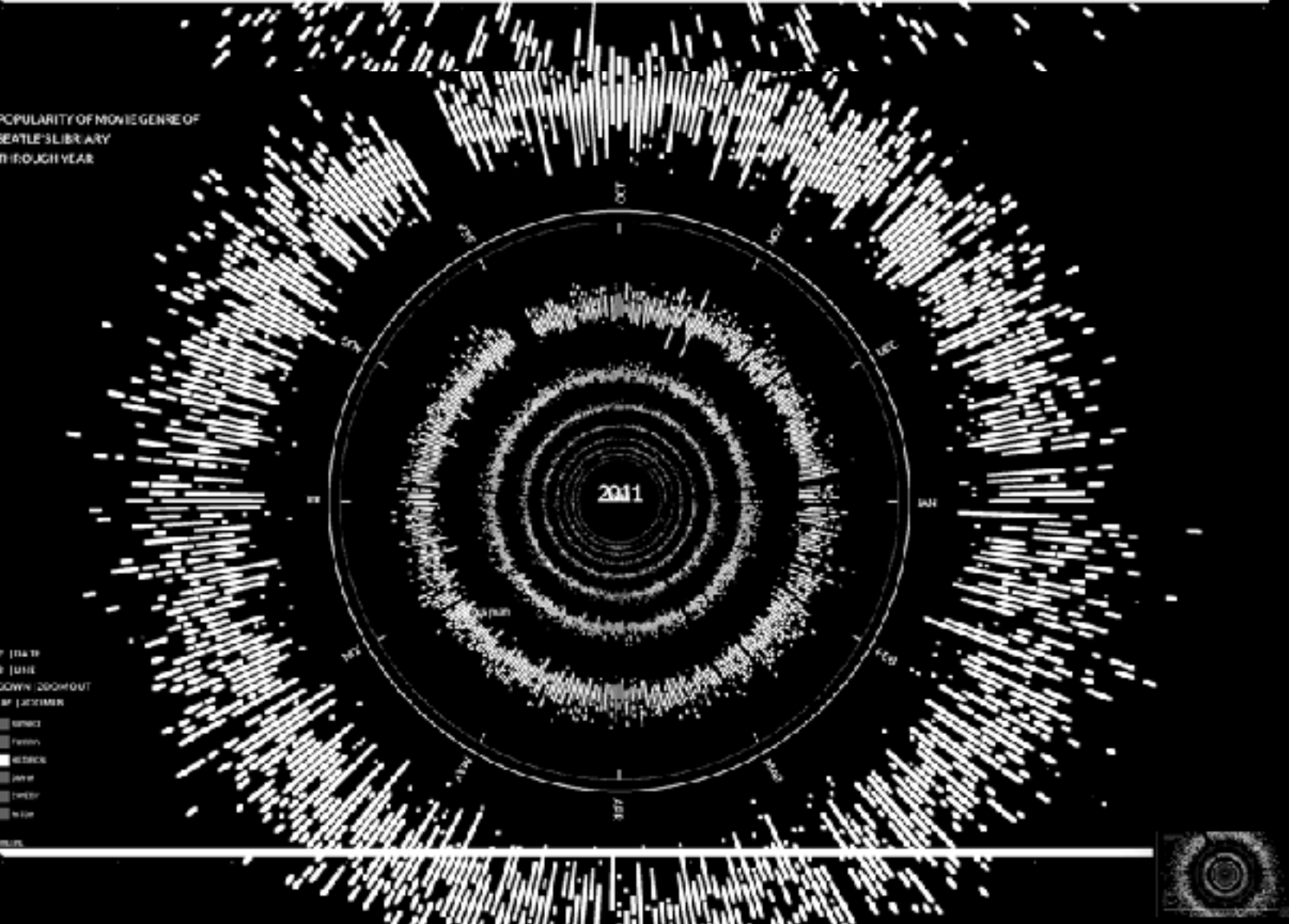
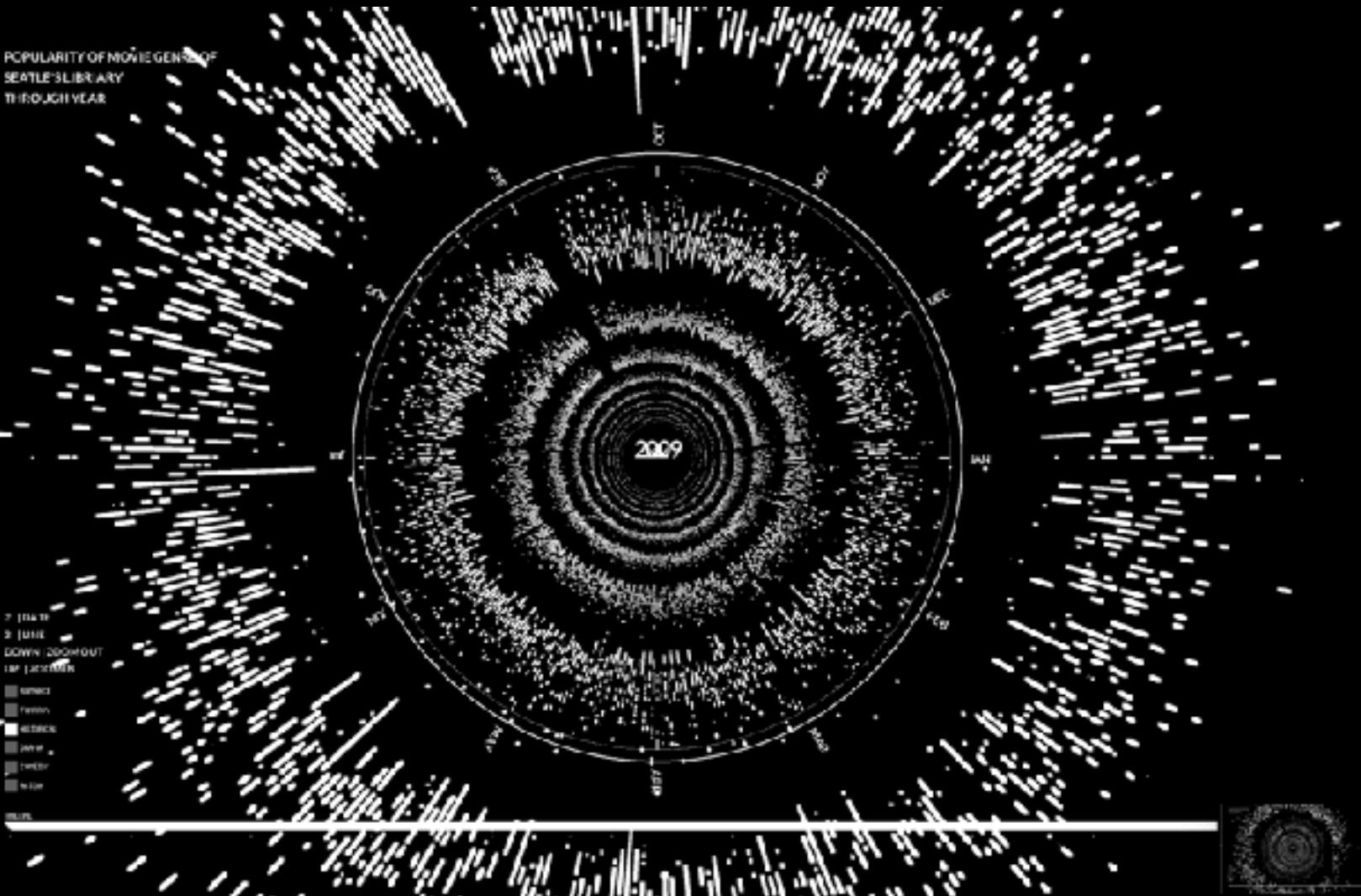
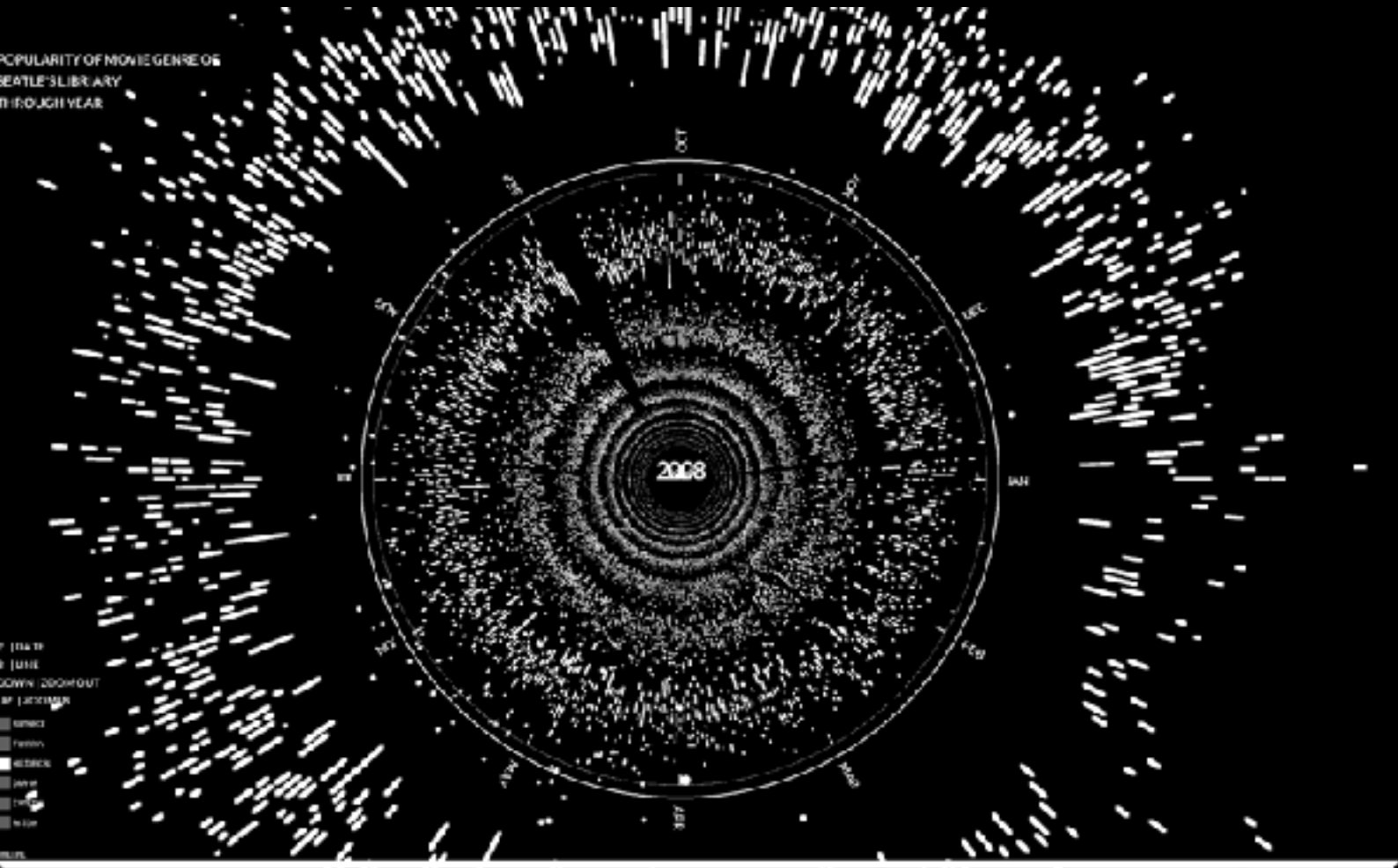
# Historical trends



Comedies renting duration extended after 2010 as well, but they seem very popular overtime.



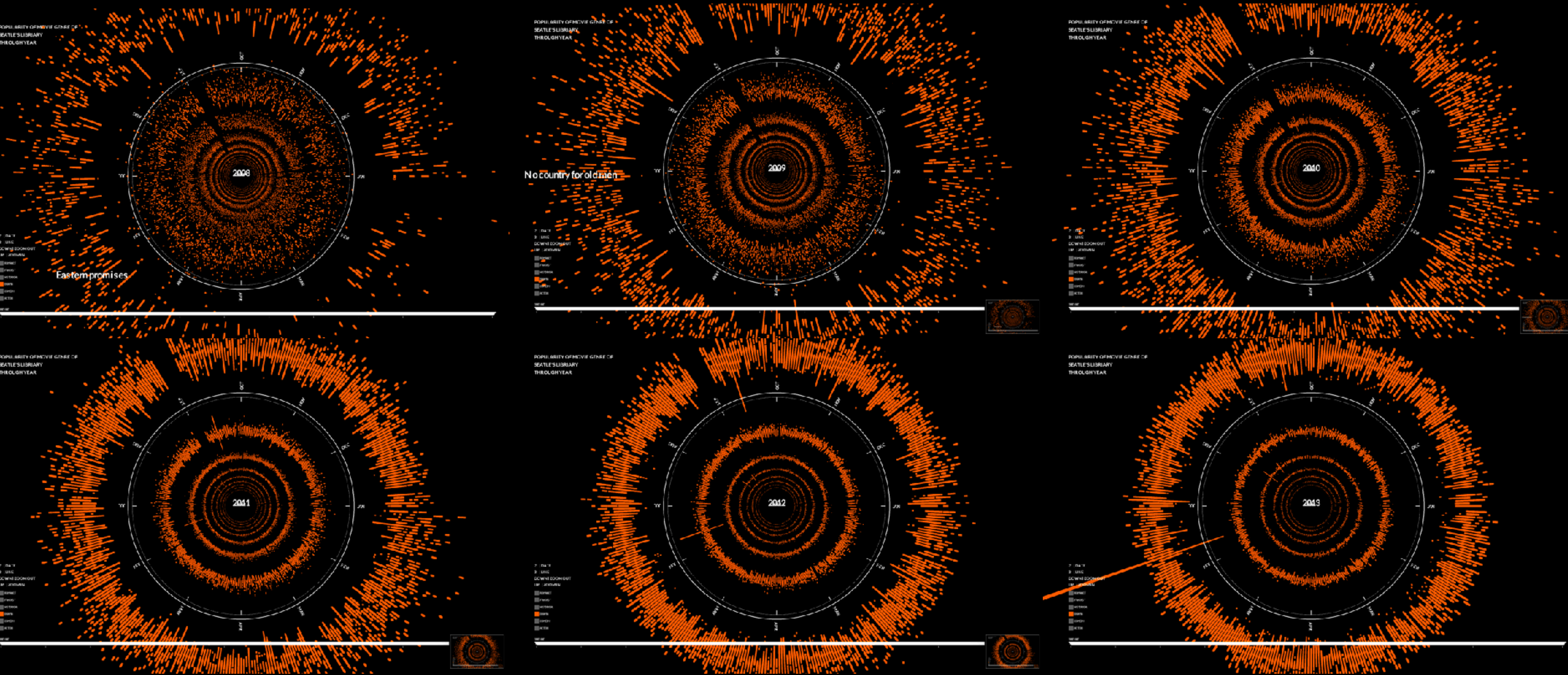
# Historical trends



Historical films have not changed much over the years, and they were getting more popular from 2008 to 2010, The popularity has not diminished fast since then.



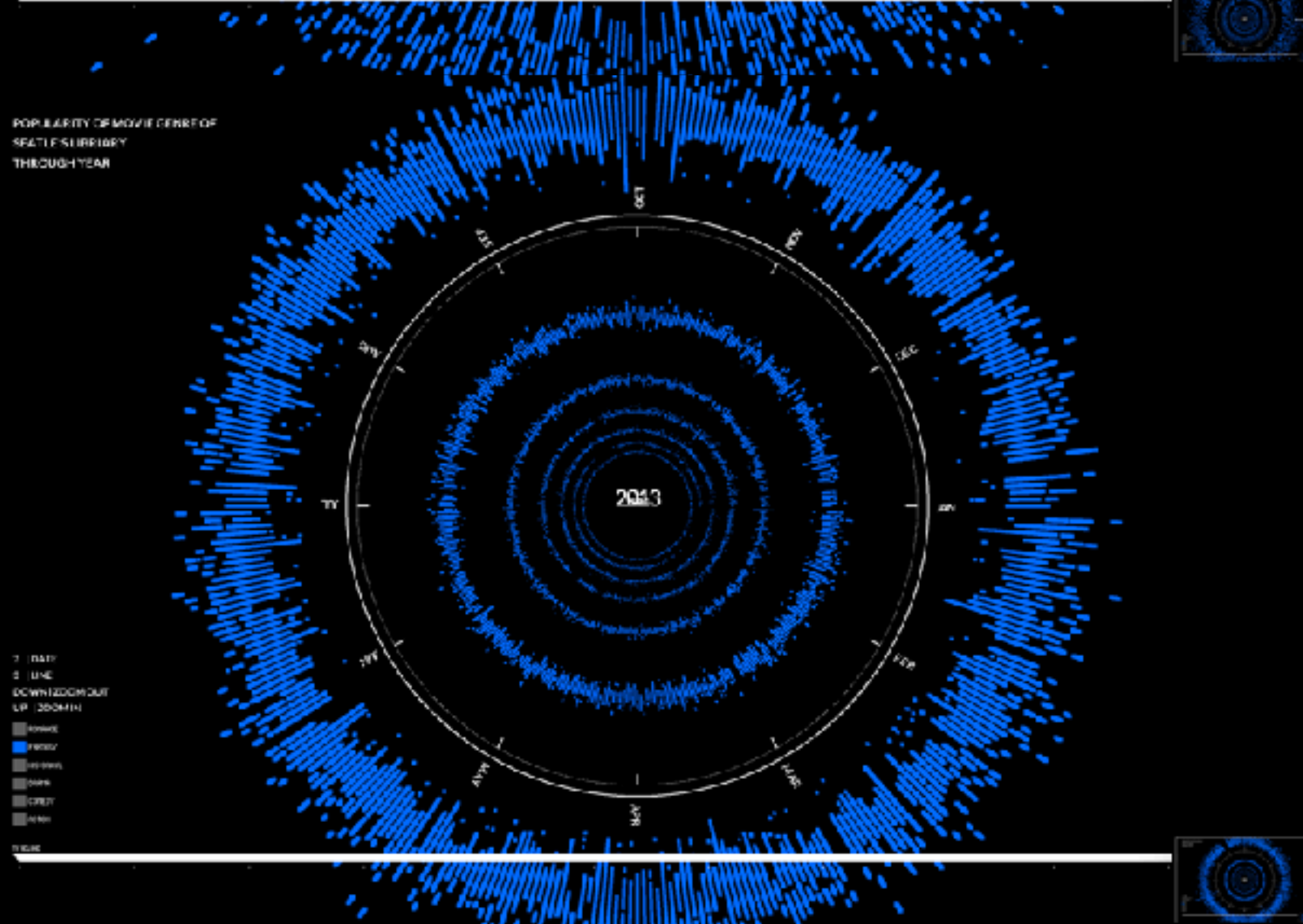
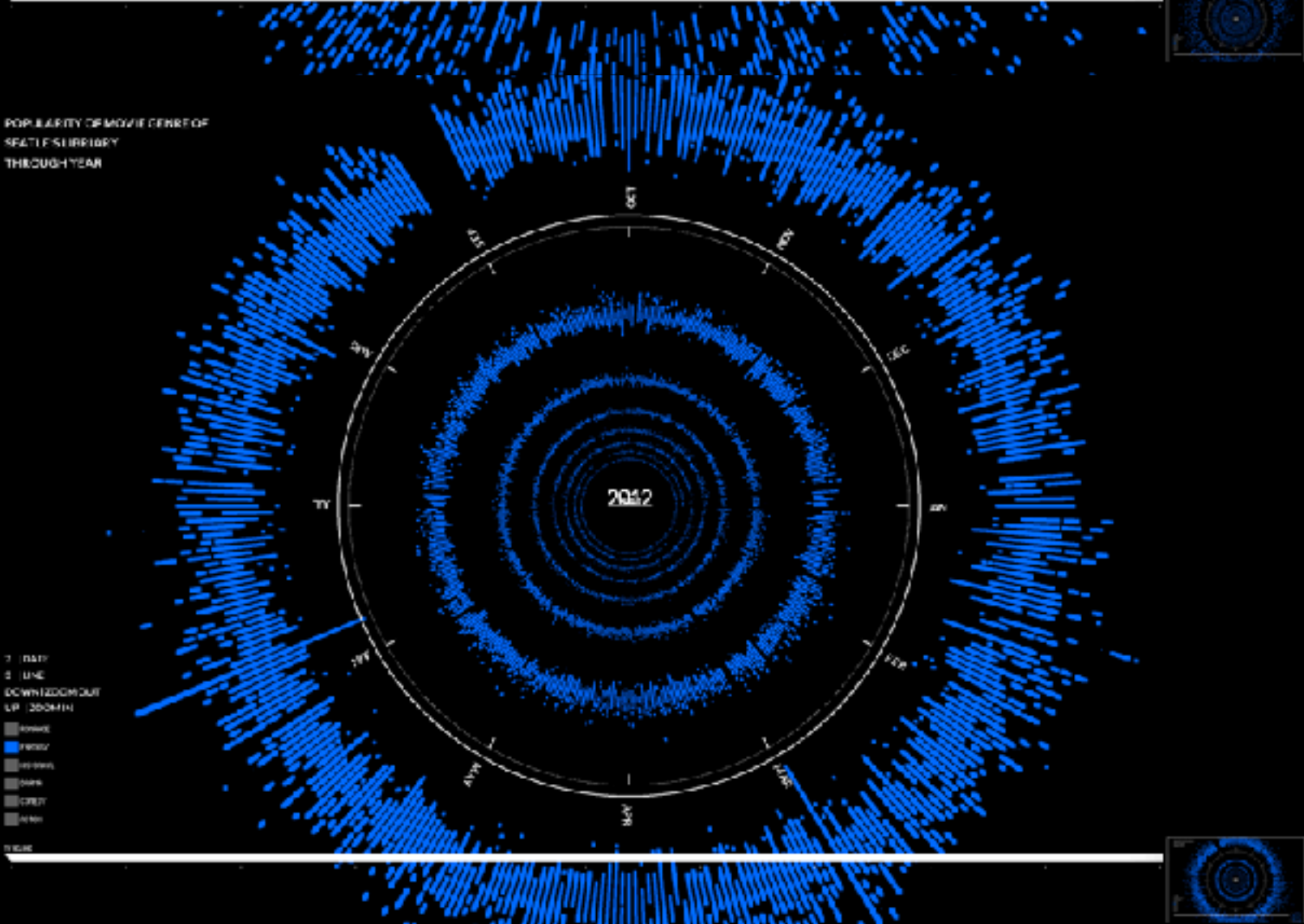
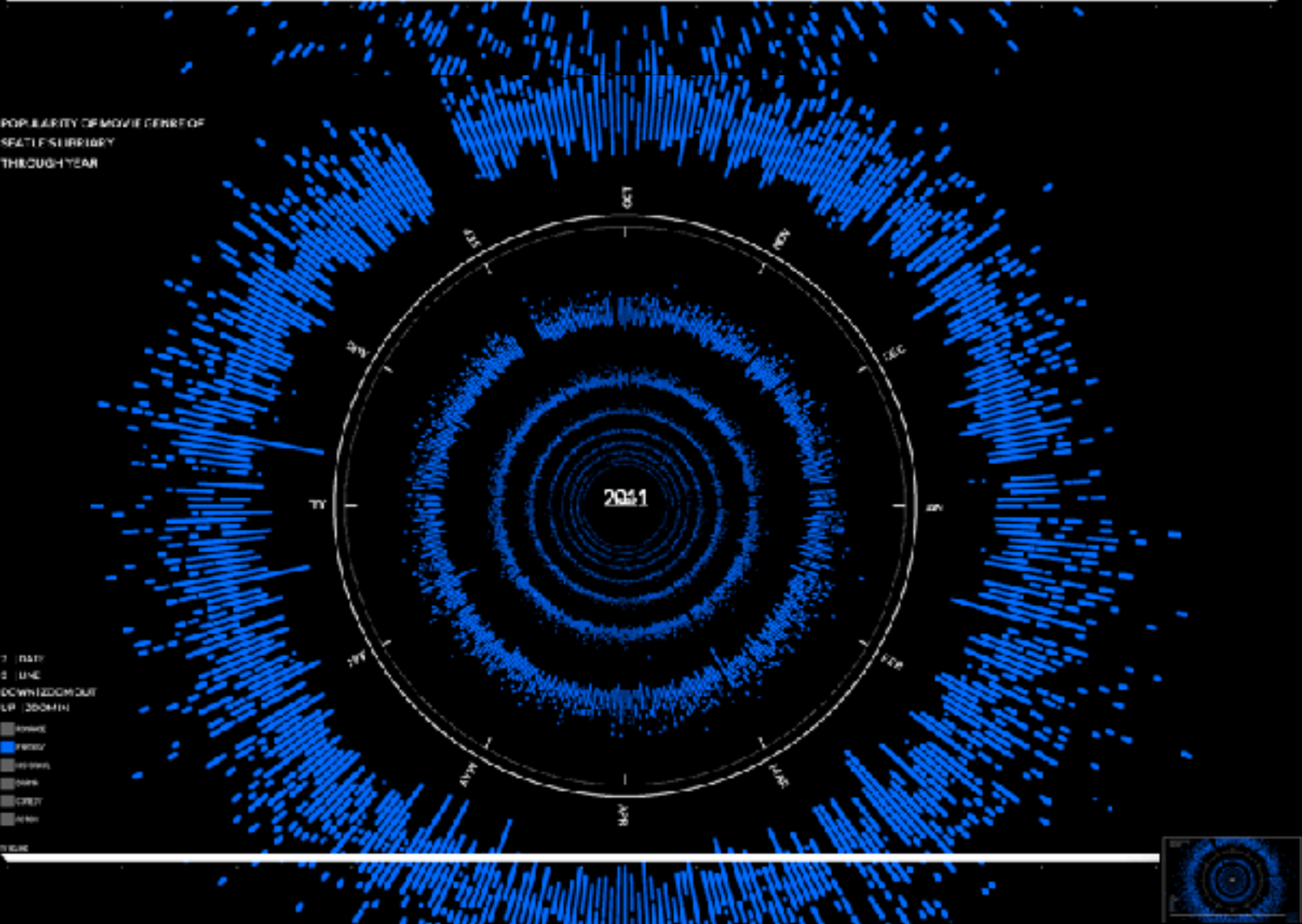
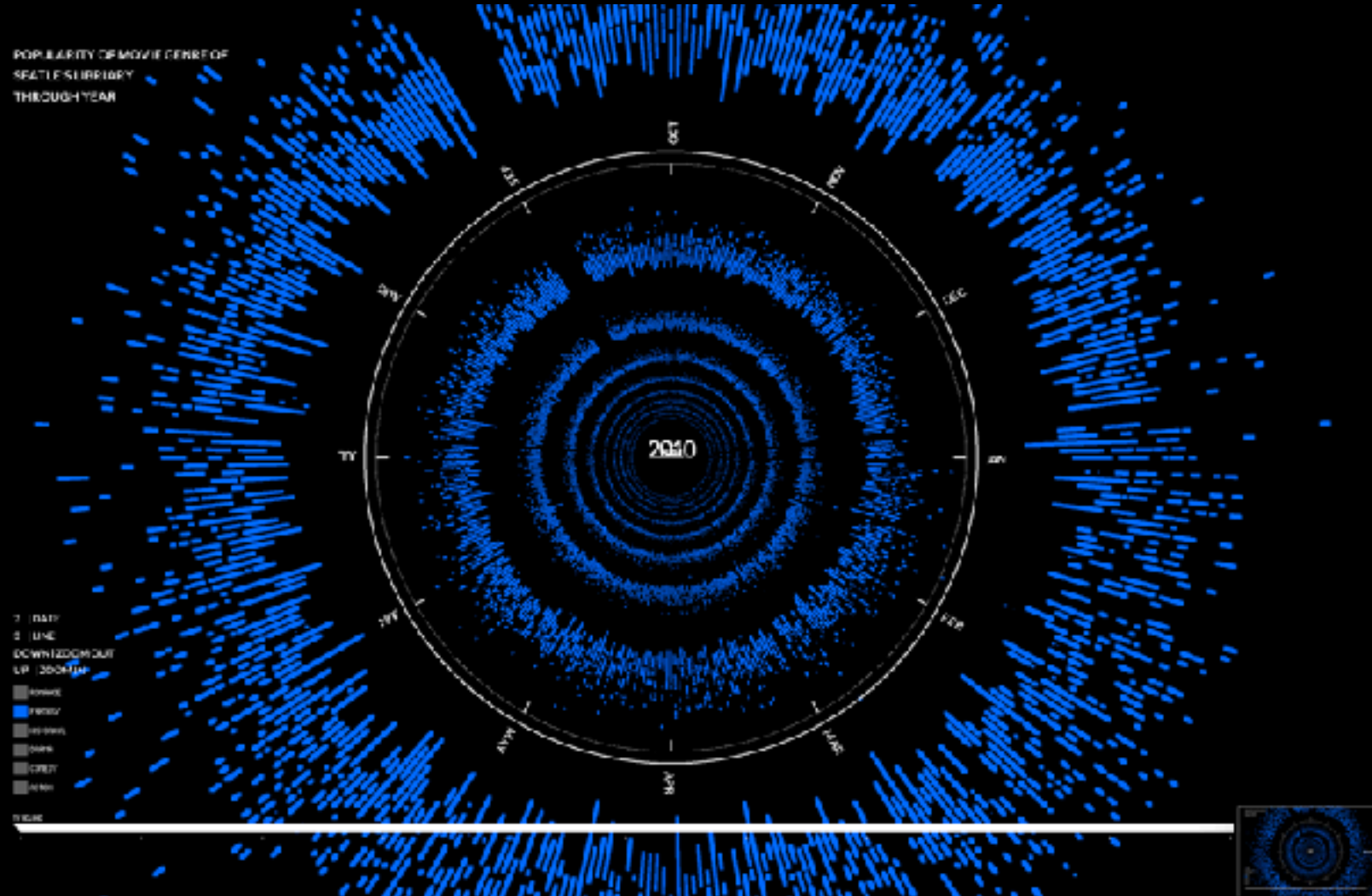
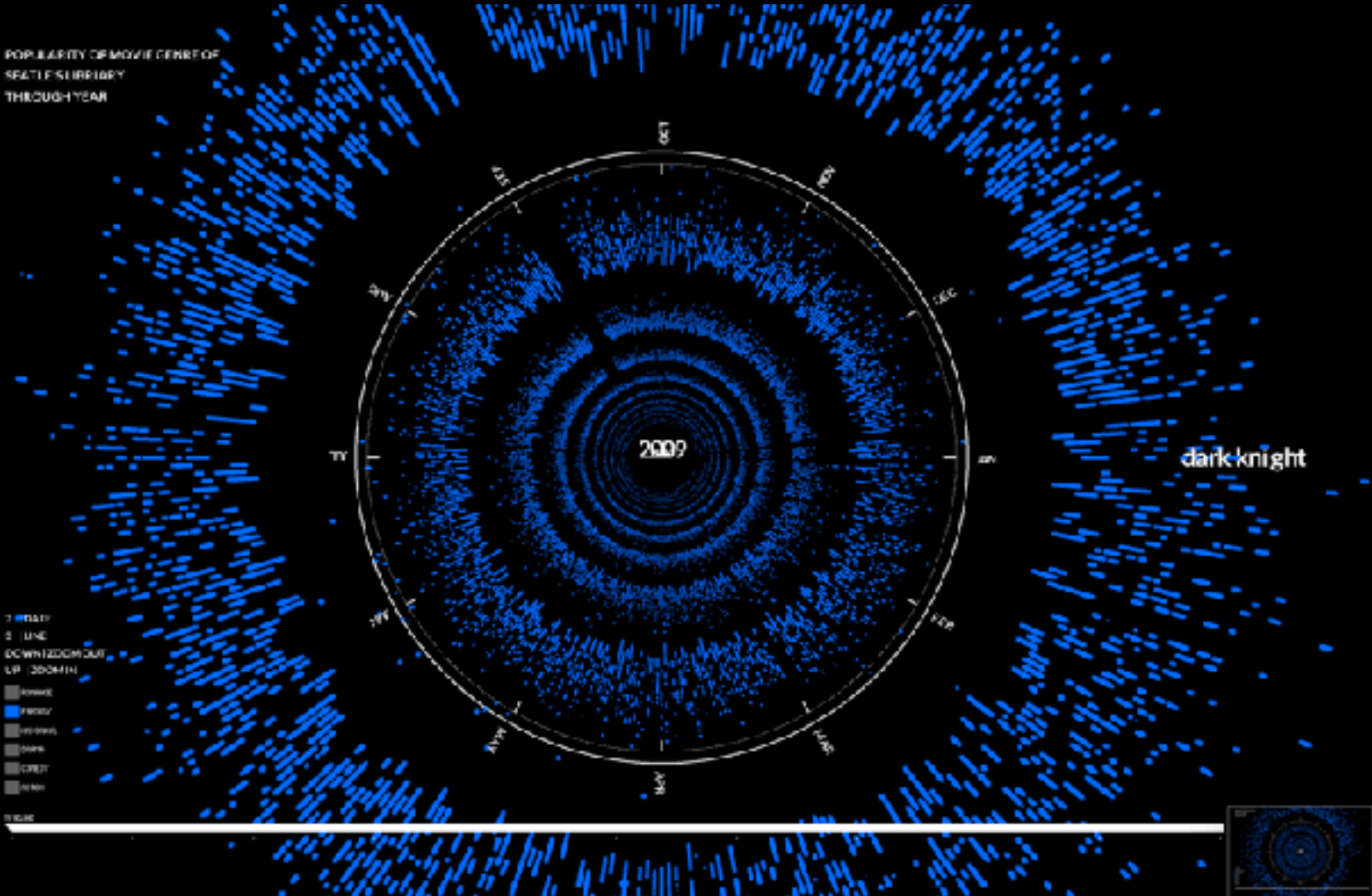
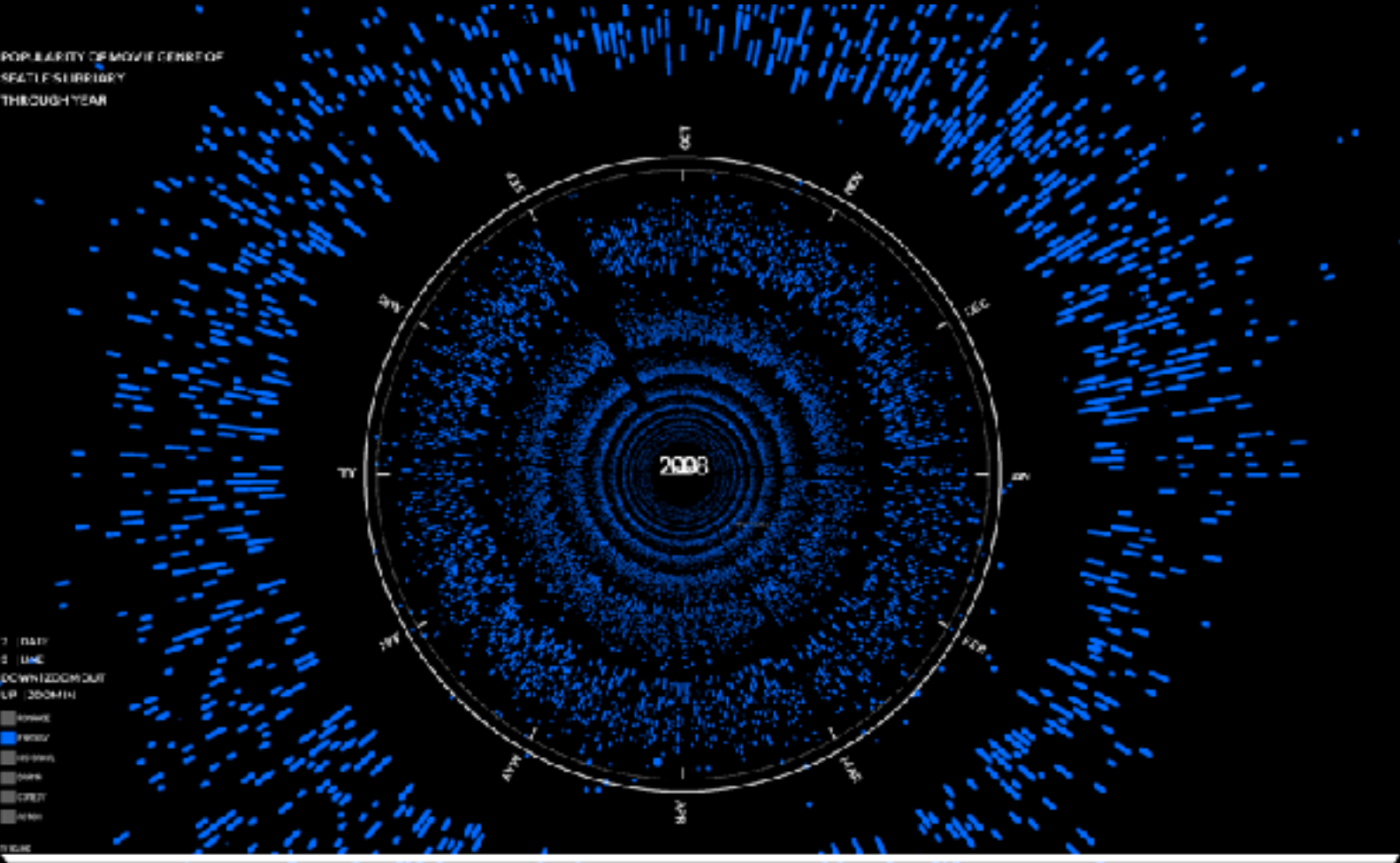
# Historical trends



Drama films rental duration increased from 2010 to 2011 but popularity decreased rapidly after that.



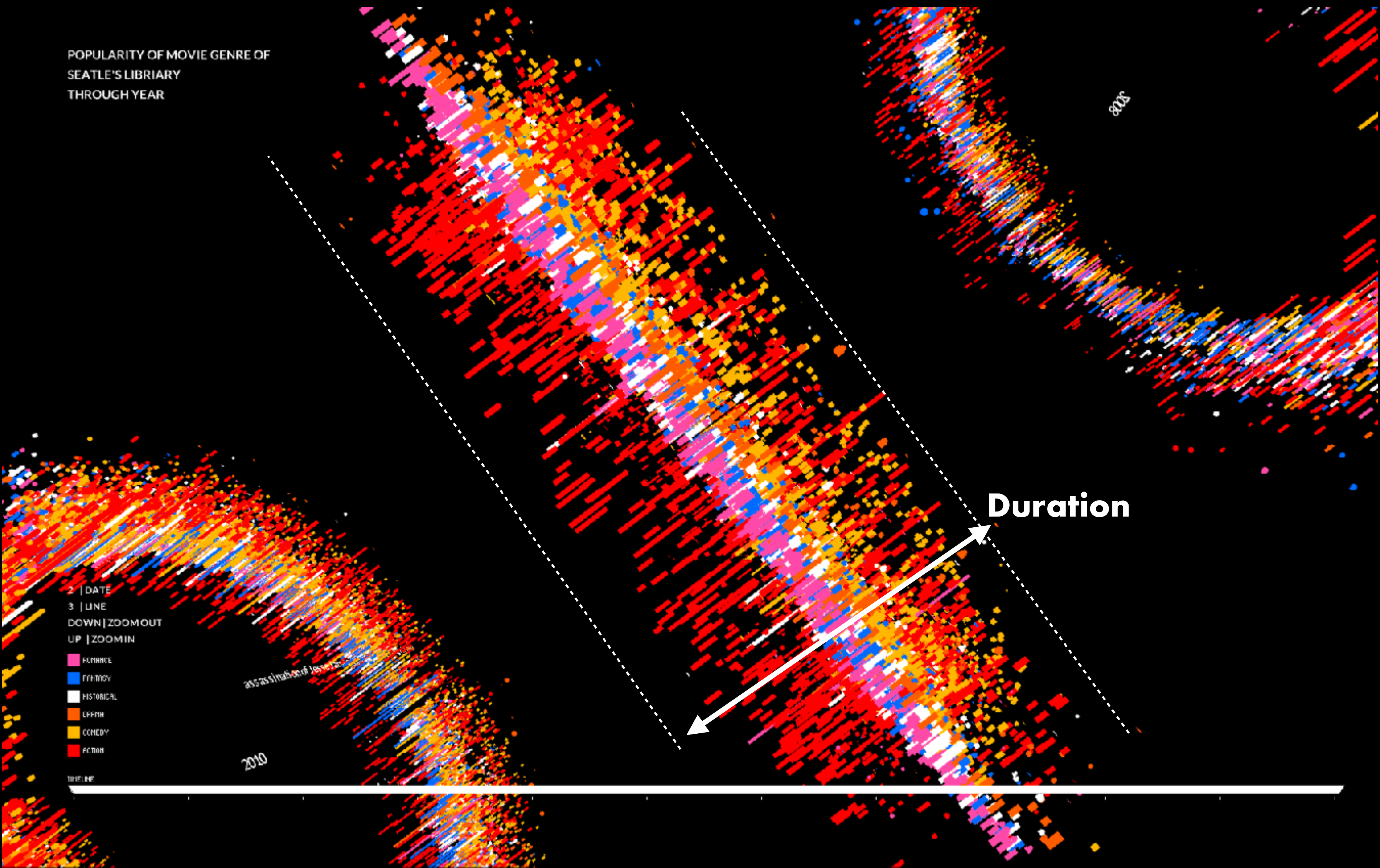
# Historical trends



The historical trend of Fantasy/Fiction films were much more like drama films.



# Duration

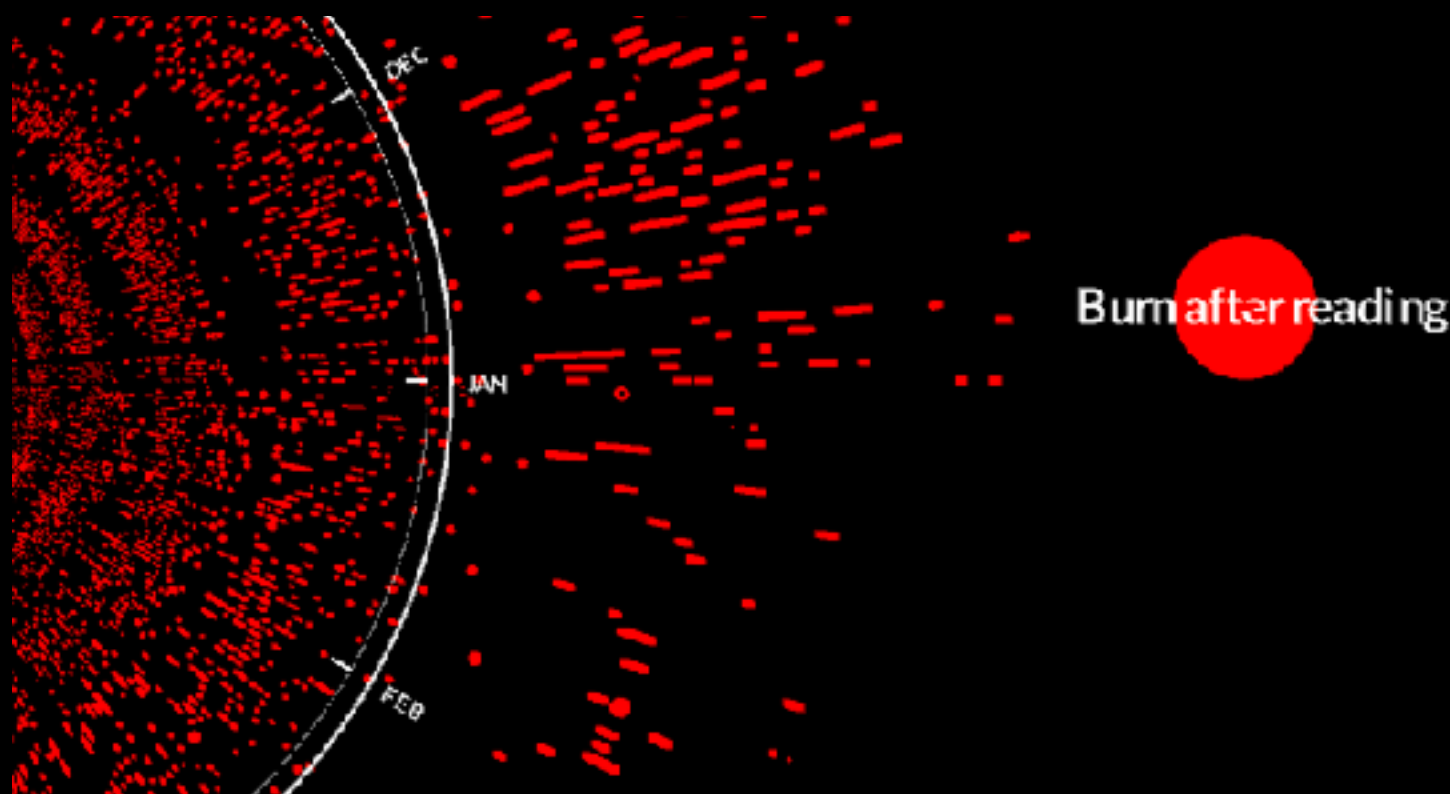


Action movies with few rental times have the longest rental duration compared with other genres, but have the shortest rental duration for famous films according the moving speed.

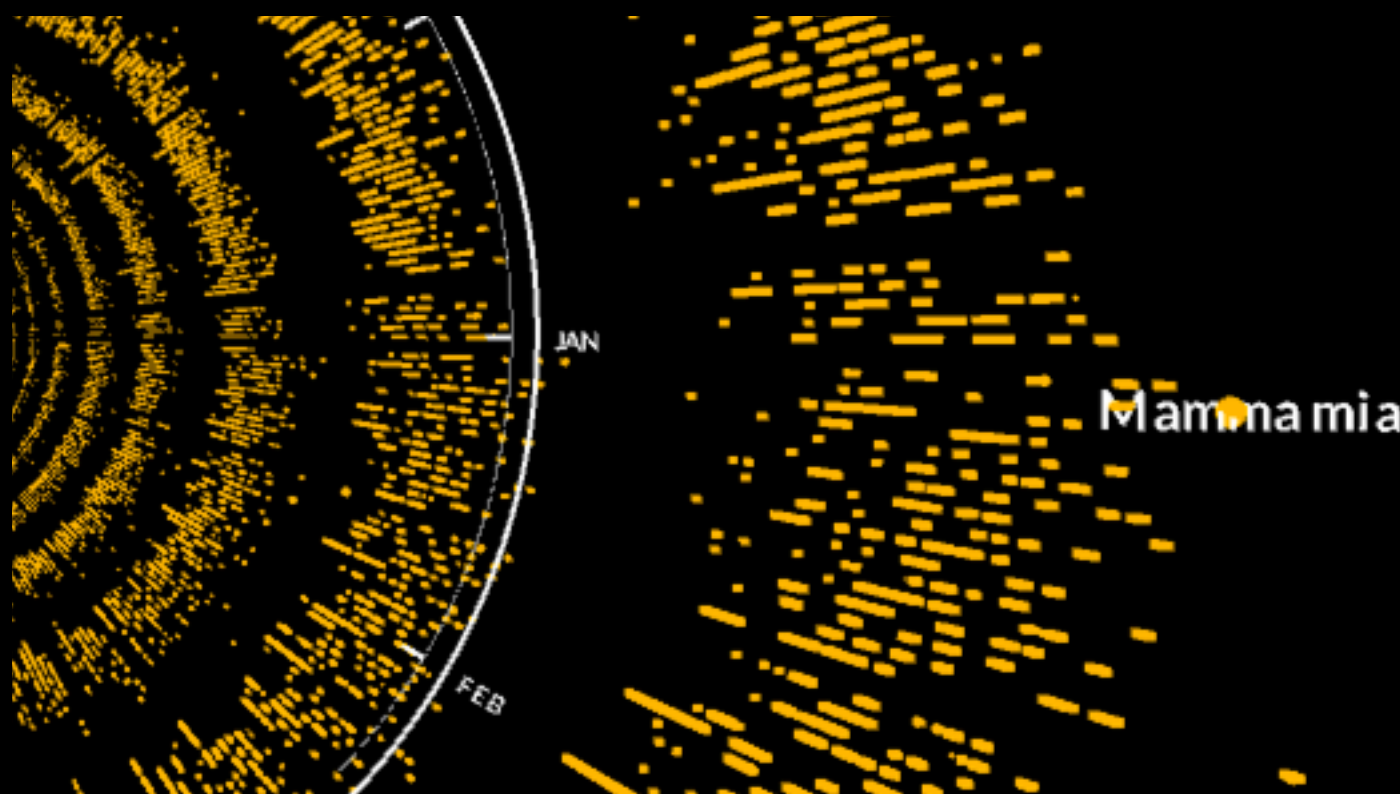
By contrast, romance films and fantasy films were returned very soon.



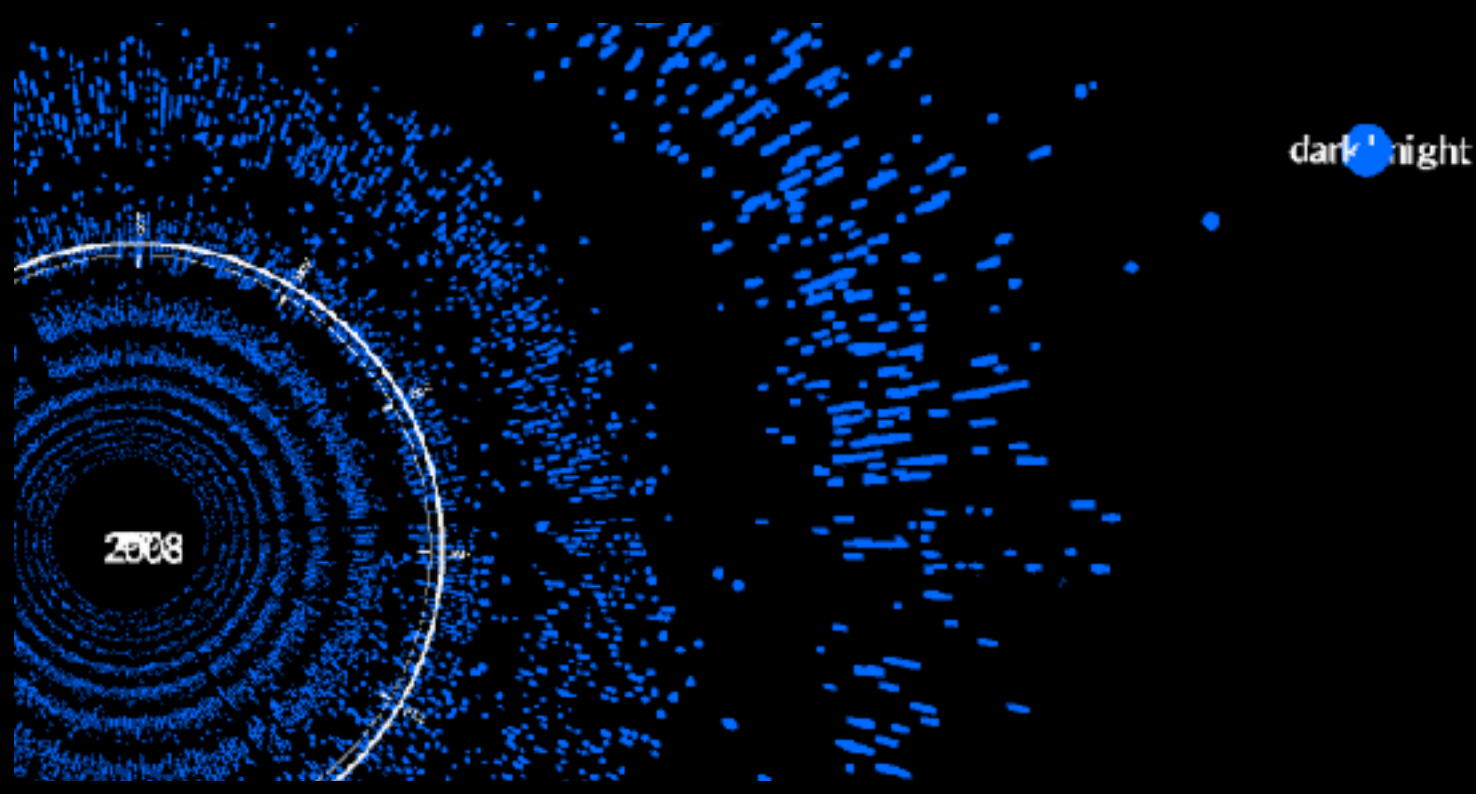
Film people love most



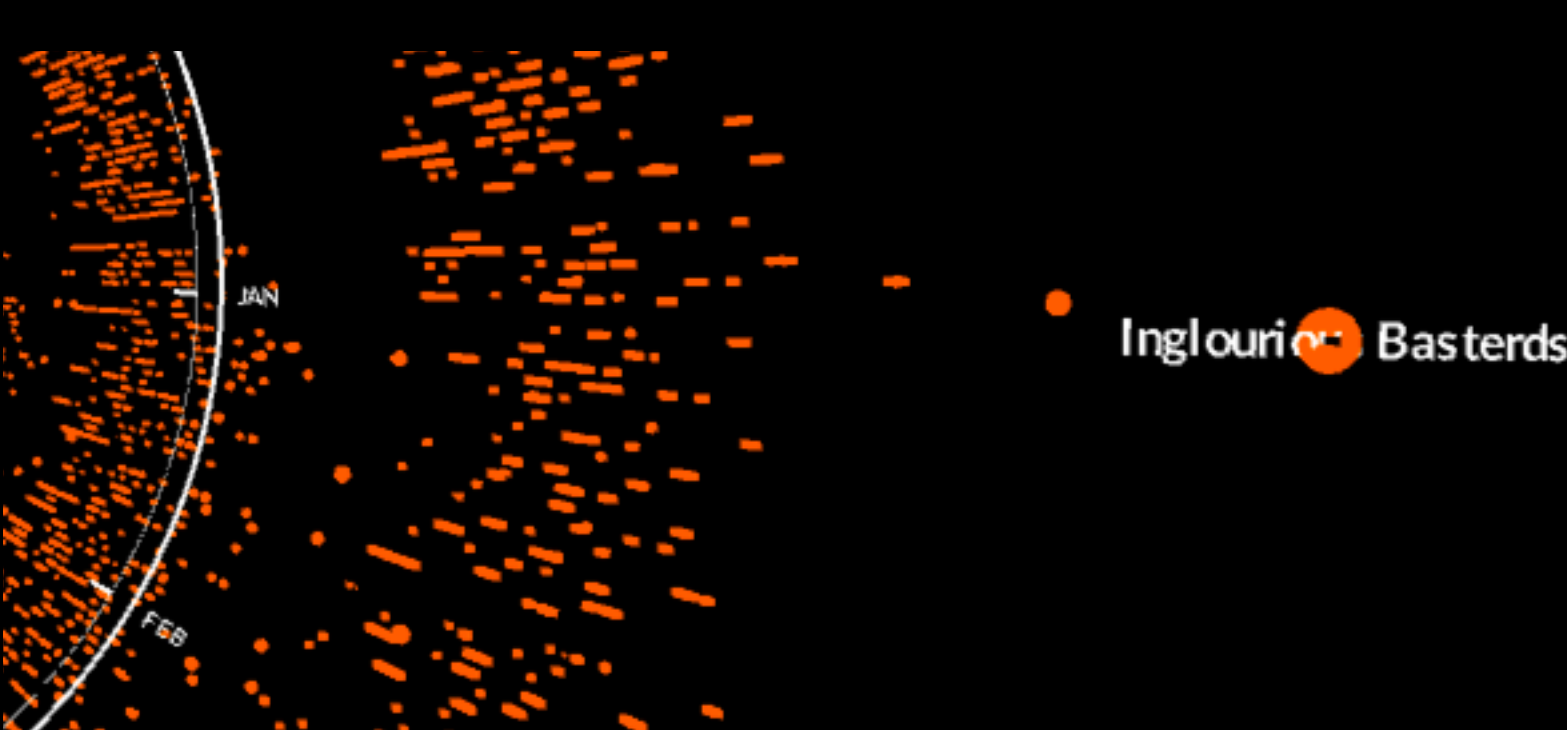
Action: Burning after reading



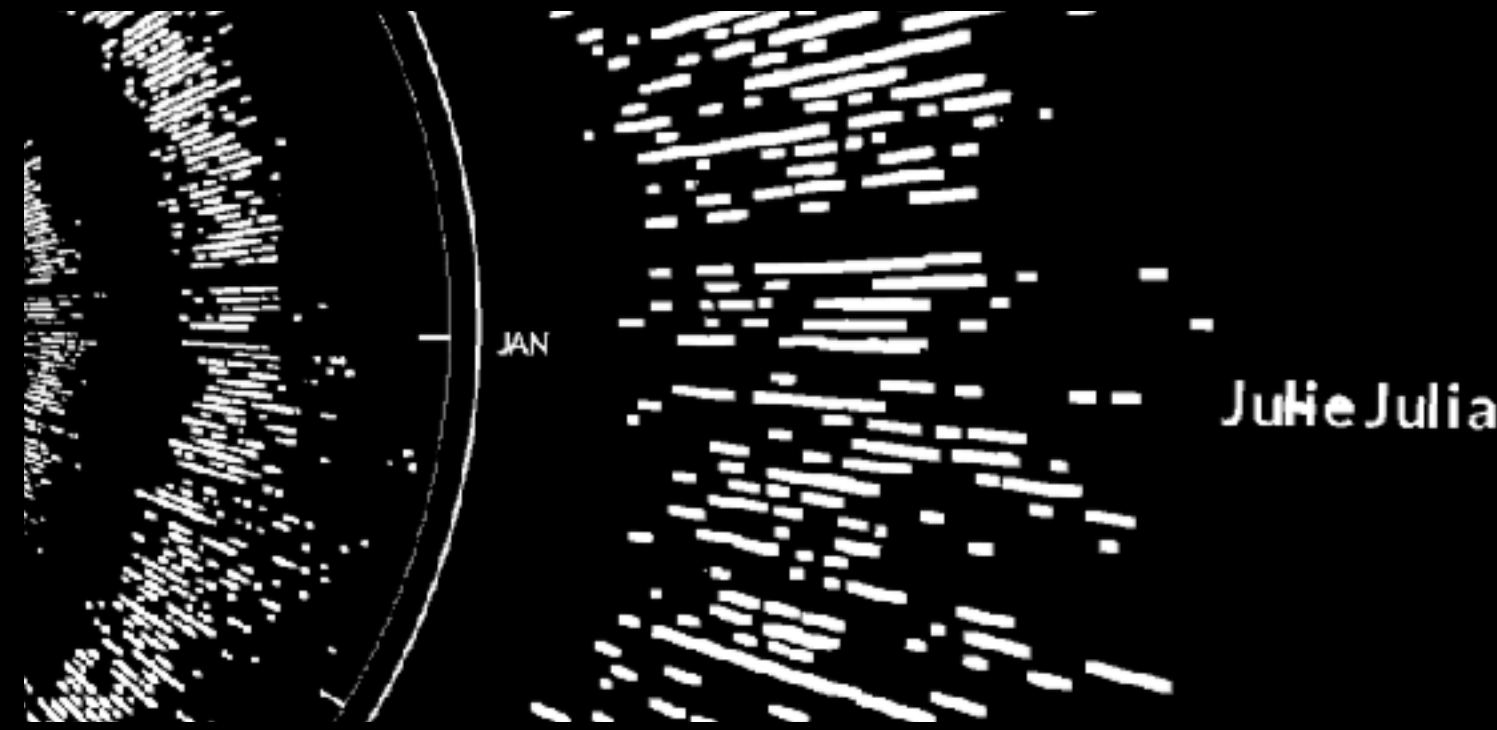
Comedy: Mama Mia



Fantasy: Dark Knight



Drama: Inglourious Basterds



Biography/Historical: Julie Julia

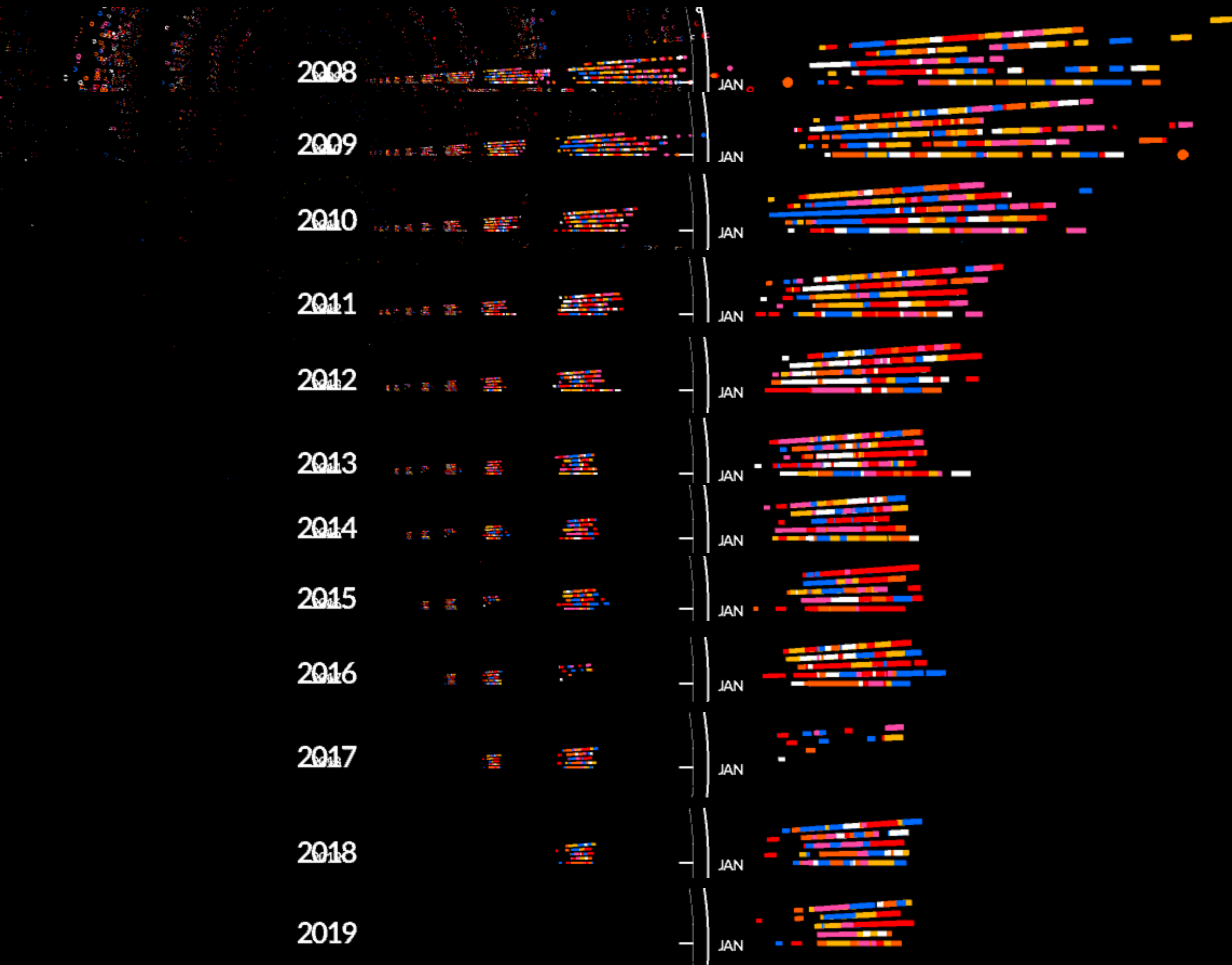


Romance: Up in the air

Most famous films actually have more rental times in the end of year or the beginning of new year, for romance, People preferred to rent from April to July



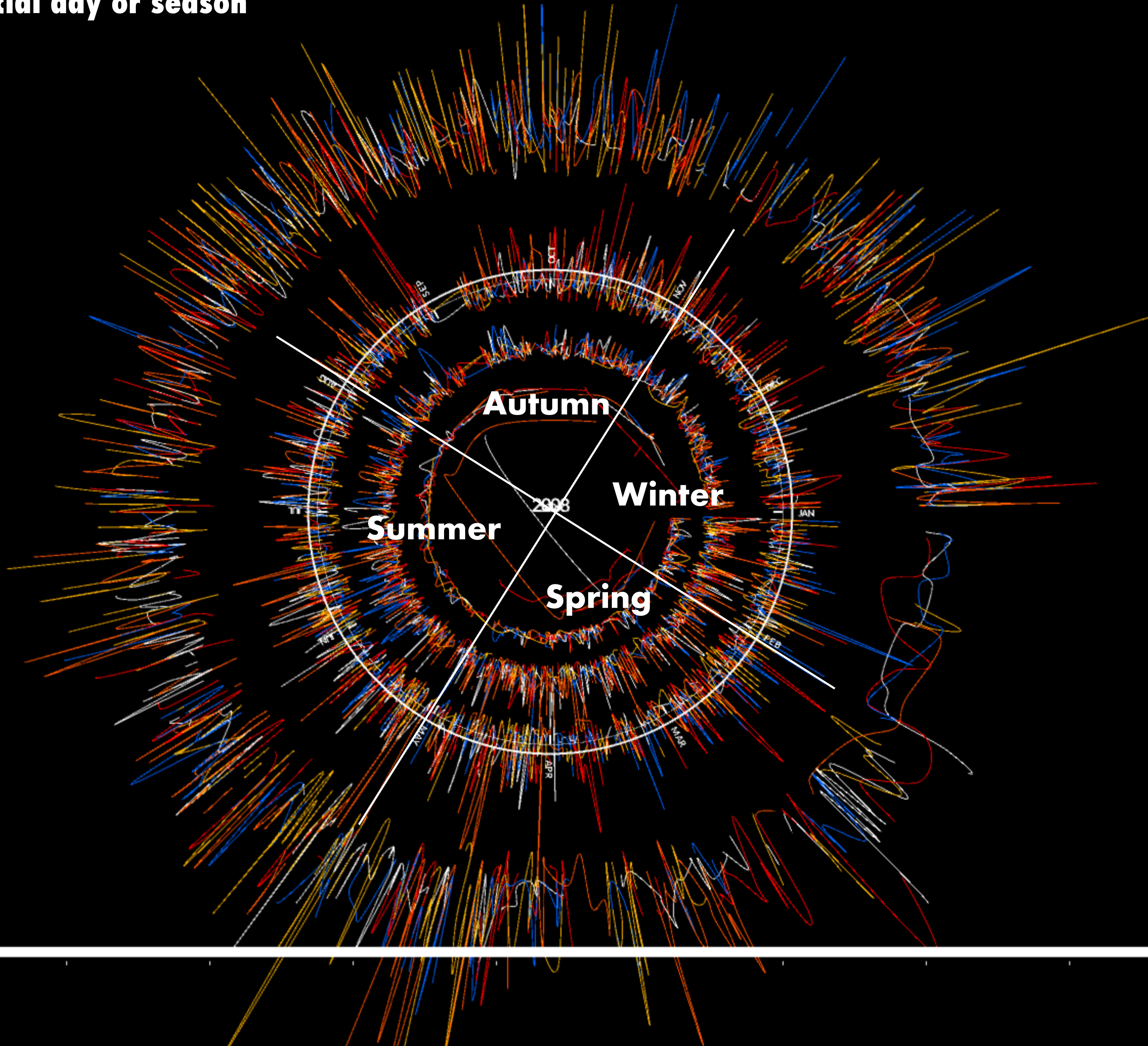
Special day or season



Action movies and comedies  
movies are more popular at the  
end of year...



## Special day or season



I draw a line to connect famous film(rental time  $> 5/\text{day}$ ) in case of the length of box may block the movies with more counting times.

I found people preferred to rent Romance and Drama film from April to August which is around spring and summer; Action films from autumn to winter; Comedies all over the year; Fantasy films seem have no clear regulations...



**PLAY APPLICATION TO EXPLORE...**