

The Shape of Water

2h 3m | Adventure, Drama, Fantasy | 14A
December 22, 2017 | ★ 7.6/10

Watch Trailer

Full-Screen Slider

Users can click on the title to learn more about the film (clicking takes them to a page about the film), or click the "watch trailer" button (a video window will pop up).

Now Playing

Princess Twin

Princess Original

Lady Bird

Learn More

Poster Sliders

When users hover over a poster, the title is shown with a button to "learn more." Clicking it will take them to the page of that film. Users can also click left or right on the arrows to see more films.

Coming Soon

Subscribe CTA

Filling in the email address box and hitting submit will subscribe users to the company's mailing list.

Stay up-to-date!

Want to stay up to date with all the latest releases and events?
Subscribe to our e-mail list to stay informed!

Email Address

Subscribe

Footer

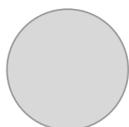
Footer contains another menu, the two addresses (clicking on each will take users to the "location" part of the info page). Social media icons direct users to the company's social media pages. There is also another place for users to join the company's mailing list.



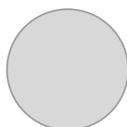
The Shape of Water 2017

14A | December 22 | USA | Adventure, Drama, Fantasy | O 2h 3 min

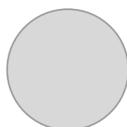
★ 7.6/10
122,991



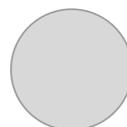
Sally
Hawkins



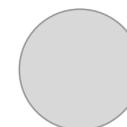
Michael
Shannon



Octavia
Spencer

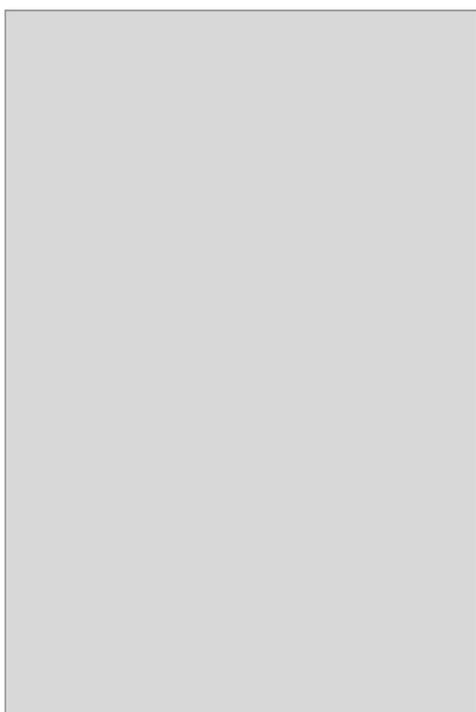


Doug
Jones



Michael
Stuhlbarg

Directed by: Guillermo Del Toro



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"Vestibulum interdum vestibulum felis ac molestie. Praesent dictum, vitae dignissim leo eleifend. In in turpis turpis." - Vestibulum interdum

"Quisque justo turpis, vestibulum non enim nec, tempor mollis mi. Sed vel tristique quam." - Vestibulum interdum

Movie Page

These pages are dedicated pages to each film being shown. It contains all of the information that an informed viewer would look for.

A trailer of the film is embedded into the page.

Trailer

Showtimes

Princess Original

Tuesday, March 6 - 4:40pm

Princess Twin

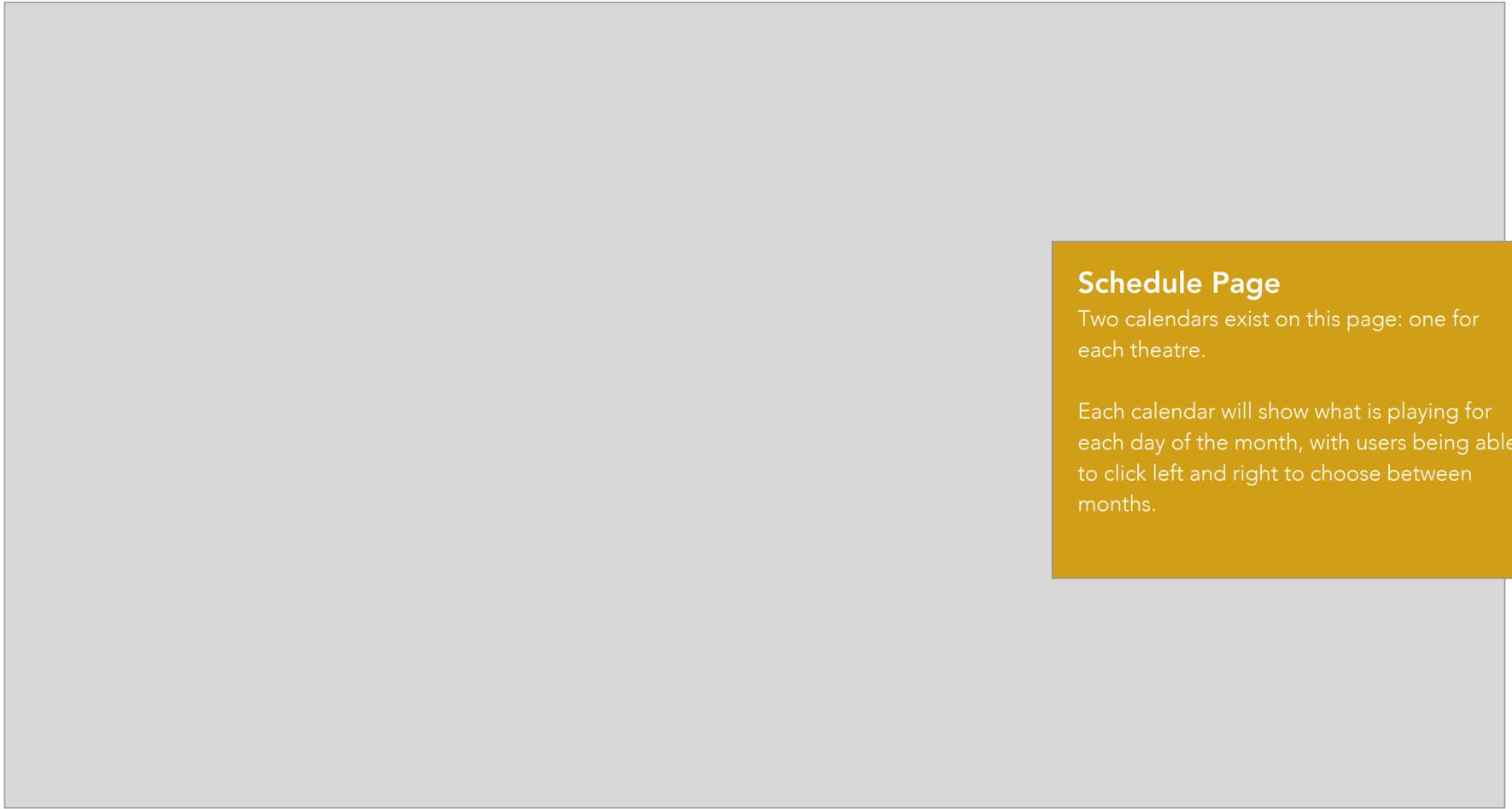
Tuesday, March 6 - 6:50pm

Wednesday, March 7 - 6:45pm

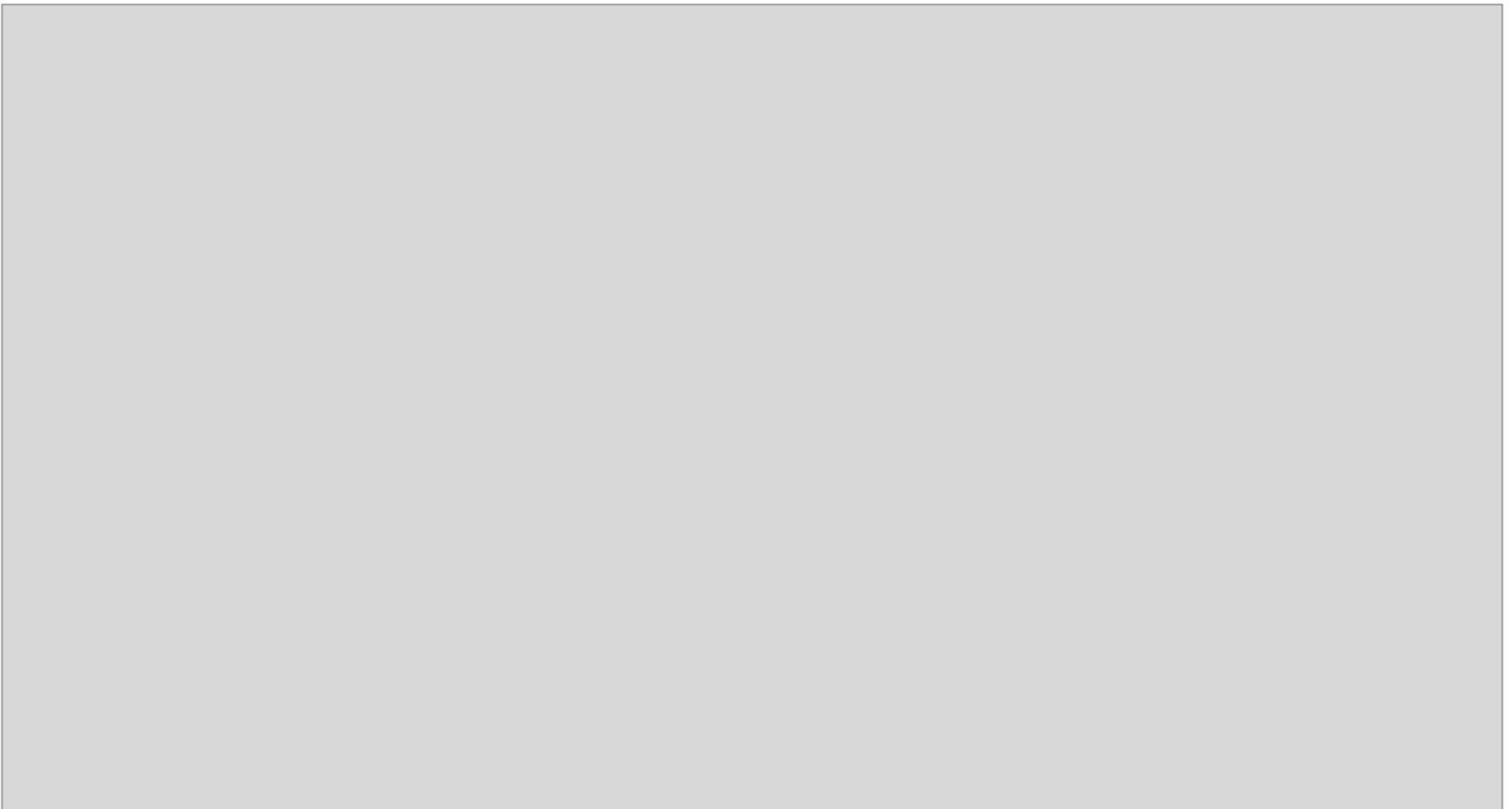
Thursday, March 8 - 3:30pm



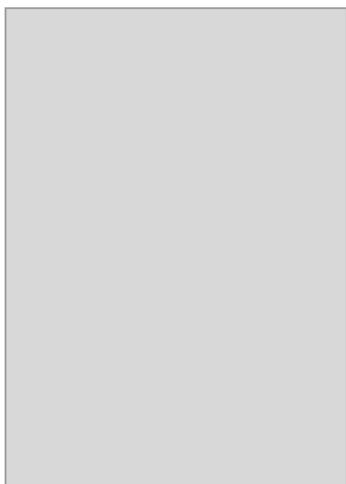
Princess Twin



Princess Original



Upcoming Events

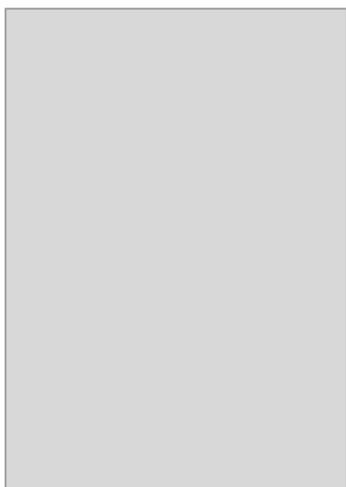


Cine Babies – The Post March 7, 2018

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Pellentesque orci lectus, consectetur vel posuere posuere, rutrum eu ipsum. Aliquam eget odio sed ligula iaculis consequat at eget orci. Mauris molestie sit amet metus mattis varius.

[Learn More](#)

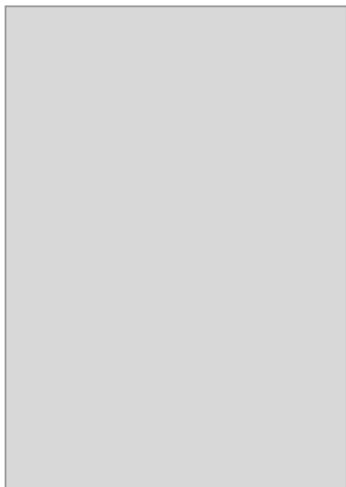


Local Ladies X International Women's Day March 8, 7pm at the Twin

In hac habitasse platea dictumst. Vivamus adipiscing fermentum quam volutpat aliquam. Integer et elit eget elit facilisis tristique.

Nam vel iaculis mauris. Sed ullamcorper tellus erat, non ultrices sem tincidunt euismod. Fusce rhoncus porttitor velit, eu bibendum nibh aliquet vel. Fusce lorem leo, vehicula at nibh quis, facilisis accumsan turpis.

[Learn More](#)



Care For The Child: The Story of The Bridgeport General Every Sunday in March, 12:30pm at the Twin

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Sed sit amet arcu aliquet, molestie justo at, auctor nunc. Phasellus ligula ipsum, volutpat eget semper id, viverra eget nibh. Suspendisse luctus mattis cur.

[Learn More](#)

Events Page

On the left, posters of the event are shown. On the right, a short description of the event is shown for users.

If they are interested to learn more, they can click on the button and be taken to a page dedicated to the event, with the option to purchase tickets.

Stay Tuned!

Subscribe to be updated as soon as new events are posted.

Email Address

Subscribe

CTA

Users have the option to opt-in to the mailing list of the company to be notified when new events are posted.



The Odeon Gallery



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut pretium pretium tempor. Ut eget imperdiet neque. In volutpat ante semper diam molestie, et aliquam erat laoreet. Sed sit amet arcu aliquet, molestie justo at, auctor nunc. Phasellus ligula ipsum, volutpat eget semper id, viverra eget nibh. Suspendisse luctus mattis cursus. Nam consectetur ante at nisl hendrerit gravida.

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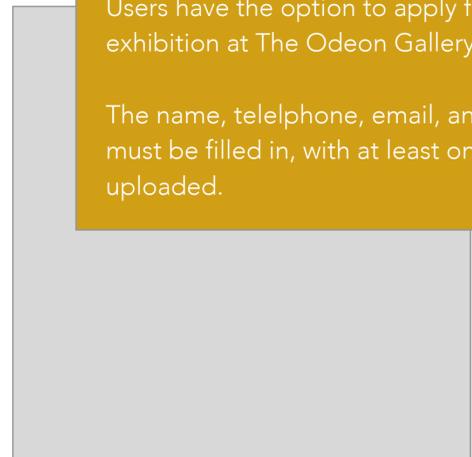
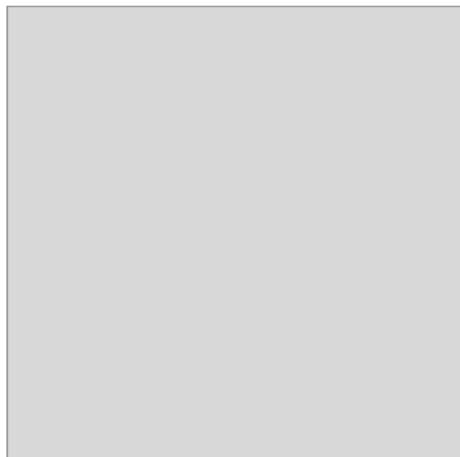
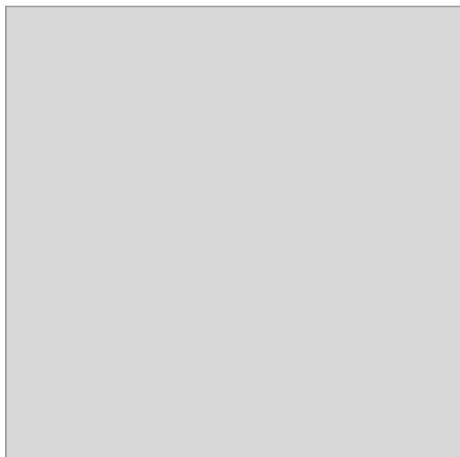
Donec vehicula rhoncus mattis. Mauris dignissim semper mattis. Fusce porttitor a mi at suscipit. Praesent facilisis dolor sapien, vel sodales augue mollis ut. Mauris venenatis magna eu tortor posuere luctus. Aenean tincidunt turpis sed dui aliquam vehicula. Praesent nec elit non dolor consectetur tincidunt sed in felis. Donec elementum, lacus at mattis tincidunt, eros magna faucibus sem, in condimentum est augue tristique risus.

Odeon Galley Page

Photos of the gallery are shown, with a short description of the premises.

Users have the option to apply for an exhibition at The Odeon Gallery.

The name, telephone, email, and bio fields must be filled in, with at least on sample file uploaded.

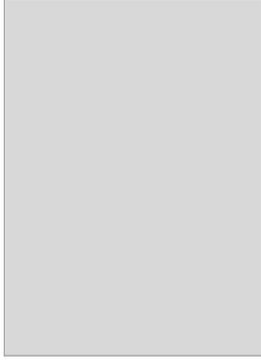


Apply for an Exhibition



About Princess Cinemas

Donec facilisis tortor ut augue lacinia, at viverra est semper. Sed sapien metus, scelerisque nec pharetra id, tempor a tortor. Pellentesque non dignissim neque. Ut porta viverra est, ut dignissim elit elementum ut. Nunc vel rhoncus nibh, ut tincidunt turpis. Integer ac enim pellentesque, adipiscing metus id, pharetra odio.



The 'Original' Princess Cinema

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Nulla mollis sapien sollicitudin lacinia lacinia. Vivamus facilisis dolor et massa placerat, at vestibulum nisl egestas. Nullam rhoncus lacus non odio luctus, eu condimentum mauris ultrices. Praesent blandit, augue a posuere aliquam, arcu tortor feugiat turpis, quis lacinia augue sapien at tellus.

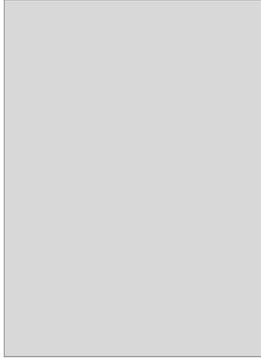
Cras ut erat magna. Morbi nibh ante, condimentum vestibulum tempus a, tristique et velit. Sed semper aliquet ante. Quisque tempus arcu sapien, id convallis turpis dictum quis. Nunc commodo vitae risus sit amet sollicitudin. Sed id facilisis sem.

Info Page

All of the information about the Cinemas that users would want to know.

All information is organized in order of what I found would be most important to the user.

Pictures of each cinema are on the left.



Princess Twin Cinemas

Nam dapibus nisl vitae elit fringilla rutrum. Aenean sollicitudin, erat a elementum rutrum, neque sem pretium metus, quis mollis nisl nunc et massa. Vestibulum sed metus in lorem tristique ullamcorper id vitae erat.

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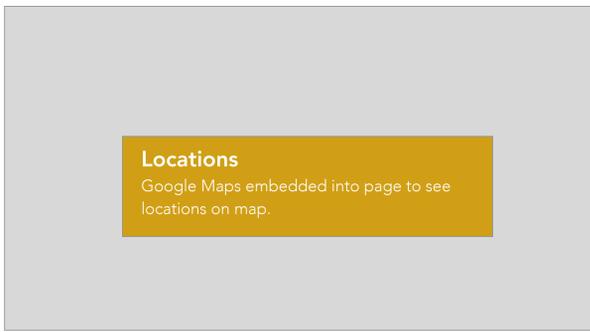
Locations

Princess Original

519-885-2950
6 Princess St. W.
Waterloo, ON
N2L 2X8

Princess Twin & Cinema Office

519-884-5112
46 King St. N.
Waterloo, ON
N2J 2W8



Locations

Google Maps embedded into page to see locations on map.

Pricing

Members	\$8
Non-members	\$12
Seniors (65+)	\$9
Students (ID required)	\$9
Children (12 & under)	\$8
Membership	\$10
Taxes included**	

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What's a Membership?

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Parking

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Parking

Another map to show users where parking is available around the cinemas.

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Advertising

Film Guide Advertising

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Lobby Poster Advertising

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Onscreen Advertising

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Donec euismod scelerisque ligula. Maecenas eu varius risus, eu aliquet arcu. Curabitur fermentum suscipit est, tincidunt mattis lorem luctus id. Donec eget massa a diam condintum pret.

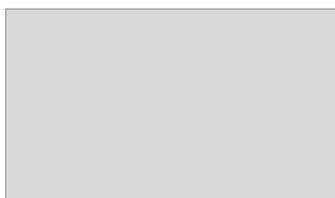
Interested in advertising at Princess Cinemas?

Contact Us

Advertising

Clicking "contact us" will take users to the form below to contact about advertising.

Special Events and Theatre Rentals



Nam dapibus nisl vitae elit fringilla rutrum. Aenean sollicitudin, erat a elementum rutrum, neque sem pretium metus, quis mollis nisl nunc et massa. Vestibulum sed metus in lorem tristique ullamcorper id vitae erat. Nulla mollis sapien sollicitudin lacinia lacinia.

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Matinée (9am - 5pm)

Monday - Saturday: \$150.00/hour
Sunday: \$150.00/hour (available only after 1pm)

Evening Slots (6pm - 11pm, ~ 2 hours)

Sunday - Thursday: \$250.00/hour
Friday & Saturday: NO RENTALS

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Contact Us

Phone

Princess Original – 519-885-2950
Princess Twin – 519-884-5112

Email

Contact

Email form for users to contact the company, with phone numbers if they prefer to call.

Submit



The Shape of Water

2h 3m | Adventure, Drama, Fantasy | 14A
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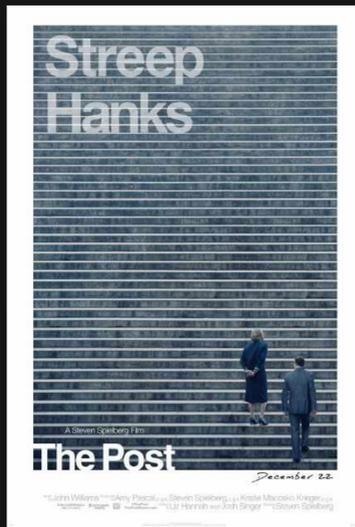
[Watch Trailer](#)



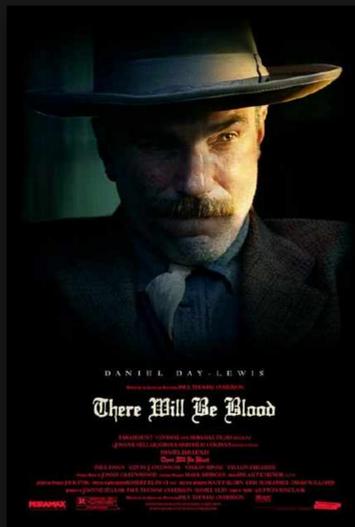
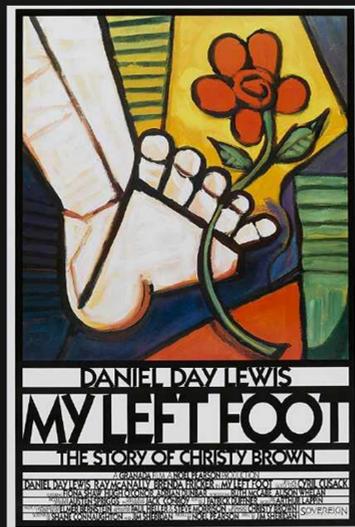
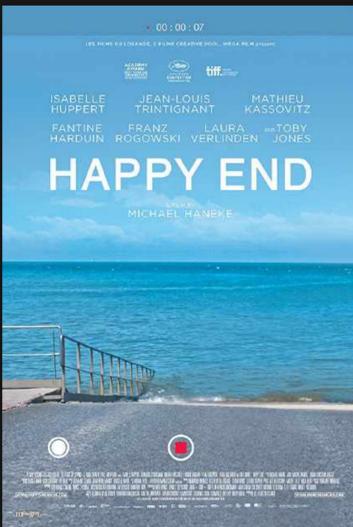
Now Playing

[Princess Twin](#)

[Princess Original](#)



Coming Soon



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The Shape of Water 2017

14A | December 22 | USA | Adventure, Drama, Fantasy | 2h 3 min

★ 7.6/10
122,991



Sally Hawkins



Michael Shannon



Octavia Spencer



Doug Jones



Michael Stuhlbarg

Directed by: Guillermo Del Toro

"Del Toro is a world-class film artist and he proves it in this Cold War romance about a mute cleaning lady (Sally Hawkins, unforgettable) who falls for an amphibious creature. Dive in. There's magic in it." – Rolling Stone



Oscar Winner! Best Picture, Best Director, Score, Production Design

"No filmmaker has plumbed the soul of screen monsters with more fire and empathy than Guillermo del Toro. The master behind Pan's Labyrinth has long shown a deep understanding of what monsters mean to us, and why we need them. The Shape of Water is his strongest expression yet of the shivering appeal of monsters, and the unsettling notion that the monstrous can be revealed in many forms.

"In 1963, Elisa (Sally Hawkins) works as a janitor at a US government laboratory. One night, a strange, amphibious creature (del Toro regular Doug Jones) is wrangled into the facility. Elisa is more fascinated than frightened. What scares her more is the threat posed by the federal agent in charge (Michael Shannon). Cruel and self-serving, he seems convinced the surest way to handle the mysterious creature is to kill it. With the help of her neighbor Giles (Richard Jenkins), her co-worker Zelda (Octavia Spencer), and a sympathetic scientist (Michael Stuhlbarg), Elisa hatches a plan to save the creature's life, at the risk of her own.

Showtimes

Princess Original

Tuesday, March 6 - 4:40pm

Princess Twin

Tuesday, March 6 – 6:50pm

Wednesday, March 7 – 6:45pm

Thursday, March 8 – 3:30pm

"Strange marvels abound in The Shape of Water. Marshalling these remarkable performances together with stunning production design, fluid camerawork, and Alexandre Desplat's gorgeous score, del Toro delivers unforgettable film poetry. Movie fans will luxuriate in the wealth of references to classic monster movies and mid-century thrillers. Some will note the film's layered subtexts of social critique. But none of that is necessary to enjoy the pure pleasure of watching a master filmmaker working at the height of his powers, exploring the world he most loves." – Cameron Bailey, TIFF

Winner of the Golden Lion at the Venice Film Festival 2017 and two Golden Globe Awards.

"The Shape of Water is a haunting sci-fi love story like nothing you've ever seen before — or dreamed that you ever wanted to see. It's pure movie magic." – Entertainment Weekly

THE SHAPE OF WATER | Official Trailer | FOX Searchlight



Princess Cinemas Website Redesign – Rationale

During phase 1 of this project, we learned that Princess Cinemas caters to a niche market of informed viewers who like to see art, house, indie, cult classics, and critically acclaimed films. Princess Cinemas has a lot to offer, and customers frequent this establishment to see films, shows, events, and exhibits that they simply cannot find anywhere else.

The main issue that we found with Princess Cinemas' current site was that although art is at the forefront of what their company has to offer, it was the least prominent feature of their website. Their current site is filled with text, all of different fonts, font weights, font colours, and so forth. This creates a very poor visual hierarchy, with the user's eyes not being guided naturally throughout the page. Opening the homepage, it is easy for the user to be overwhelmed with information; not knowing exactly where to look.

For these reasons, and more, the focus of my redesign was to put the artwork at the forefront. As you will see on the homepage, the user is greeted by a full-screen slider that has artwork from a movie as the background. The film's title is shown (which is clickable for the user to take them to the page about the film), with the most important information about the film just underneath. Users also have the option to watch the trailer by clicking the button directly underneath. The slider consists of movies and events that are happening at the cinemas.

Under the homepage's full-width slider, we have "Now Playing" and "Coming Soon." Users can see what is playing at each theatre, and what is expected in the future. As you can see, all text was emitted – again, to put the artwork at the forefront. Upon hovering over an image, users can see the title of the film, and will be given a button to "Learn More." This button will take them to the page about the film.

This redesigned homepage gives a much more modern, 2018-feel to Princess Cinemas' website, compared to their early-2000's design of their current website. It is a lot less cluttered with text, and the artwork is what stands out to the viewer's eyes. A clear visual hierarchy leads the user naturally down and across each line of the page.

Looking at my second high-fidelity mockup, we see an example of what a film's page would look like. Again, in this design, I put a strong focus on visual hierarchy (see their [current site](#) as a comparison). I wanted to make sure that all of the most relevant information was displayed most prominently for Princess Cinemas' informed customers.

In terms of design, content, and usability, I strongly believe that I drastically improved Princess Cinemas' website design on all three fronts. The design is much more modern compared to their current one; it looks like it belongs in 2018. The content was streamlined to

get rid of any information that was unneeded. One major issue we found in phase 1 was that their sitemap was a mess, and users had to click several times and wait for pages to load multiple times just to get simple information (such as the location of the cinemas). By reducing the sitemap, reorganizing the pages, and getting rid of unimportant content, I feel I significantly increased the usability of the website. Users can find the information they are looking for a lot quicker, and with a lot fewer clicks. I was tempted to try and create a more risky, trendy design, but that is not what Princess Cinemas user-base would want; they want simple, functional, informational, and elegant, and that is what I accomplished, in my opinion.