

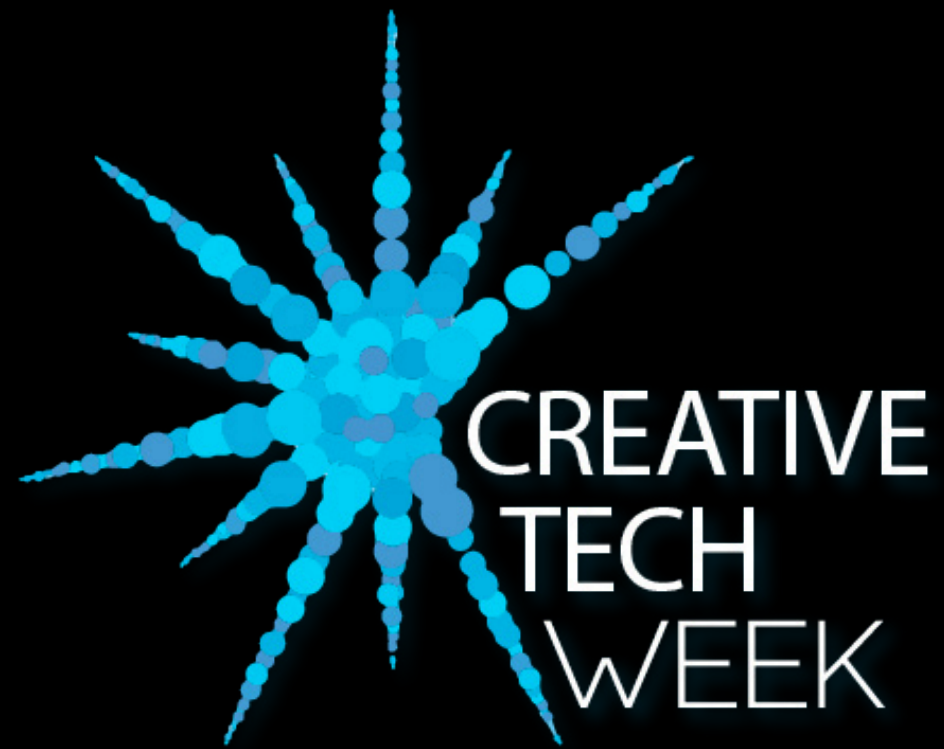
# CTW REDESIGN

JANINA QUINN | JQUINN4@SVA.EDU

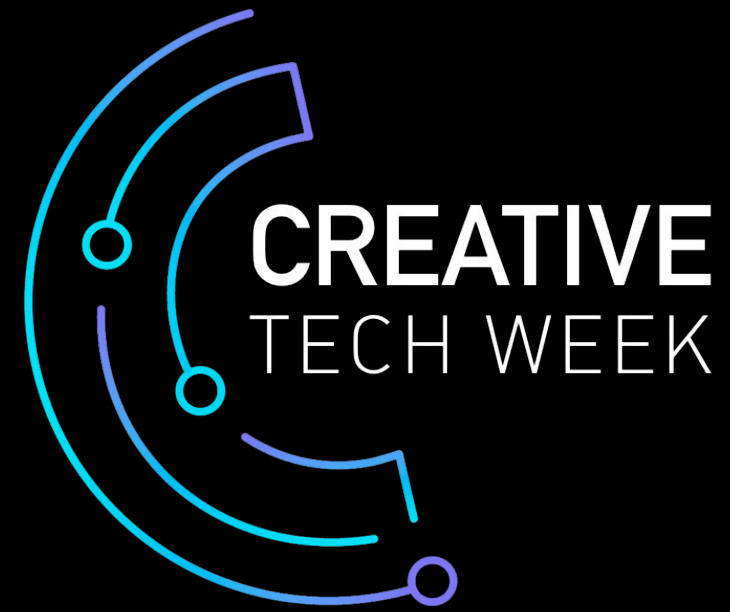
12.17.18

# REBRANDING

REBRAND | LOGO



CURRENT LOGO

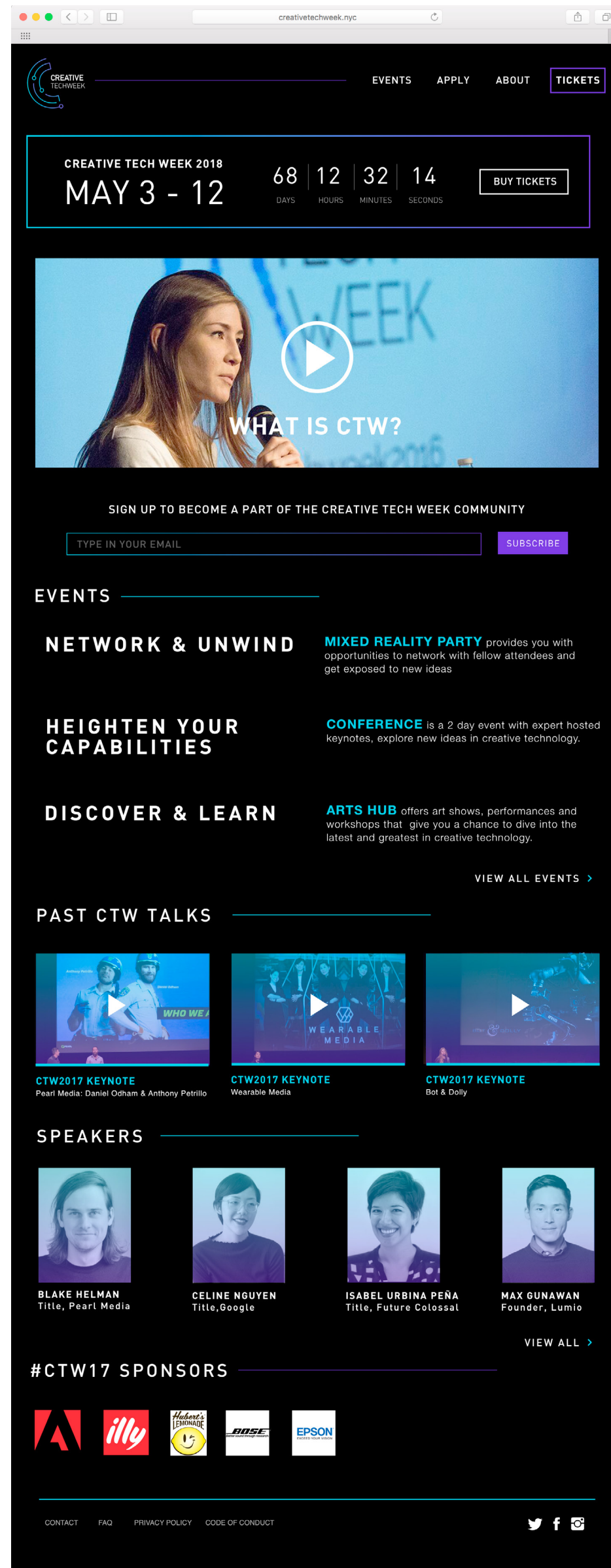


NEW LOGO

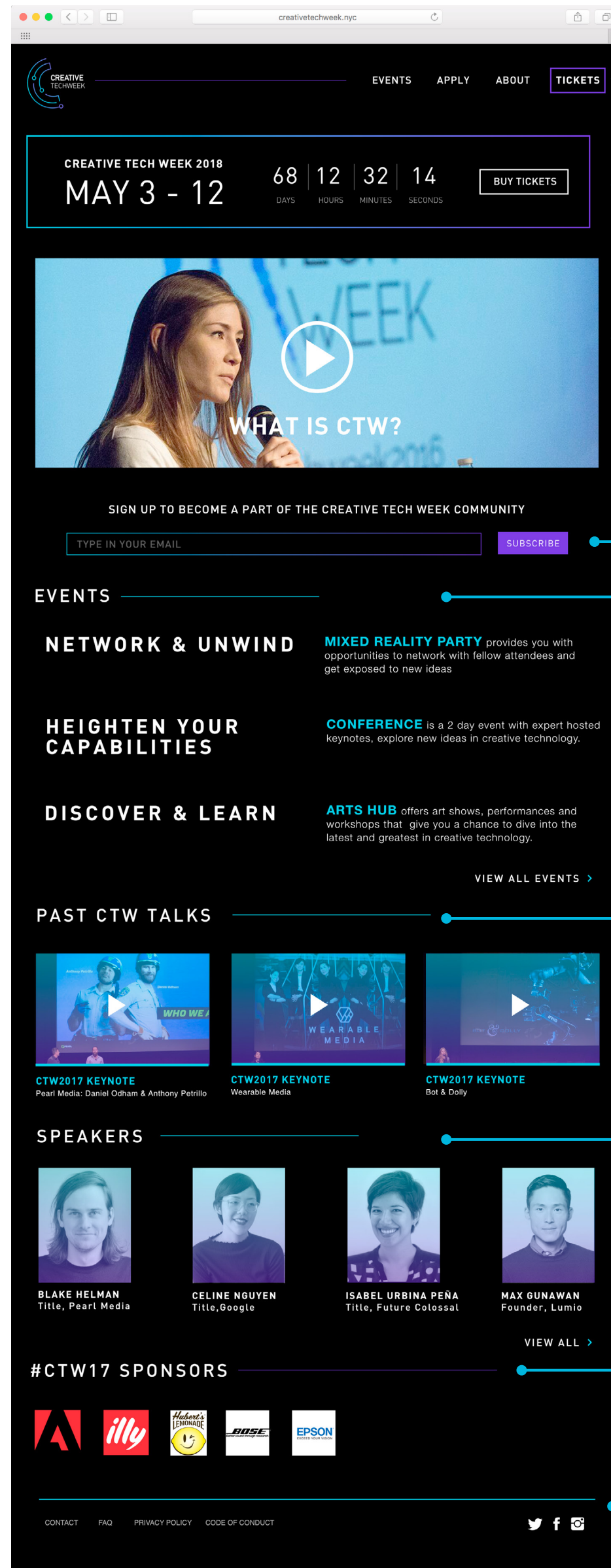
# HOMEPAGE DESIGN

JANUARY – JUNE (IN SEASON)

HOME PAGE | IN SEASON



HOME PAGE | IN SEASON



Clear categories for navigation, pointing out the top priorities of the website.

Reusable banner to promote CTW's next event. With a countdown when in season.

Video to summarize CTW and the breadth of its events and different mediums of work

Sign up form to subscribe to CTW

A call out to CTW's three main events, the titles of the events link to their individual pages. View all will take you to the all events page

Video Playlist of past CTW keynotes

A highlight of speakers that will be presenting at the next event, or during the off season speakers who presented at the last event.

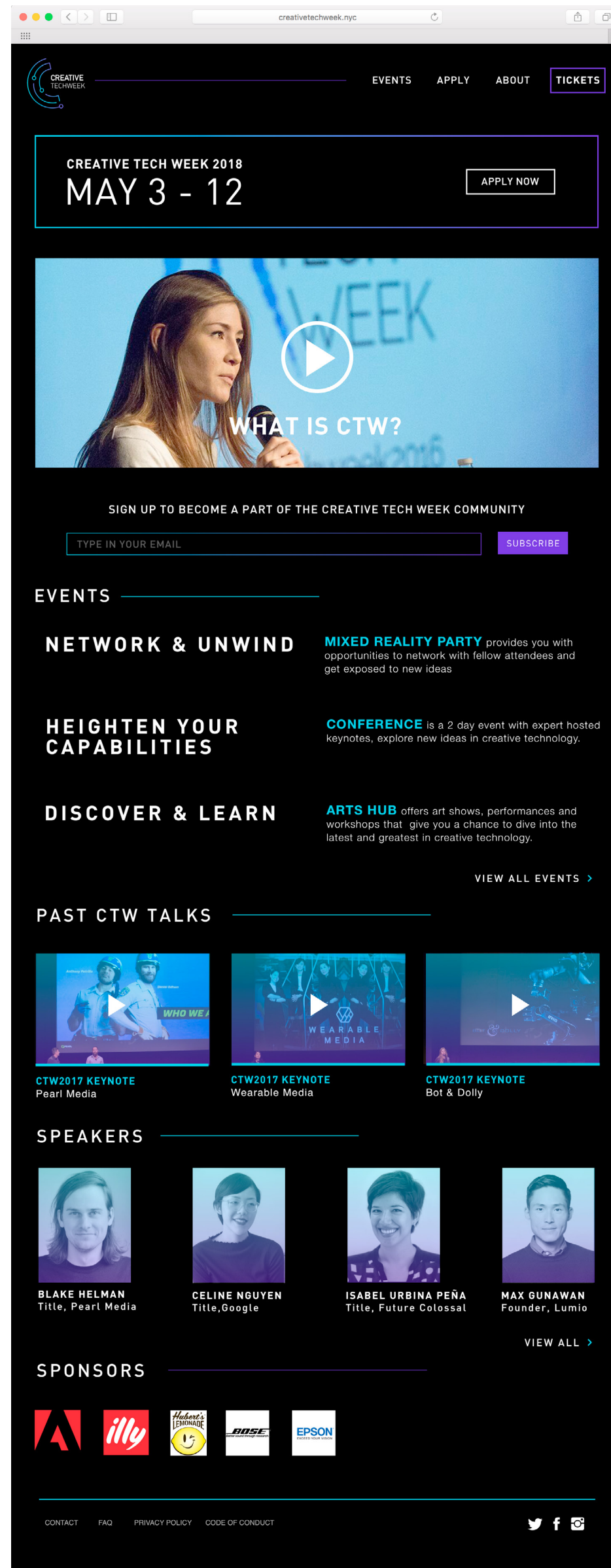
A highlight of sponsors from 2017

Footer that contains social media links

# HOMEPAGE DESIGN

JUNE – JANUARY (OFF SEASON)

HOME PAGE | OFF SEASON

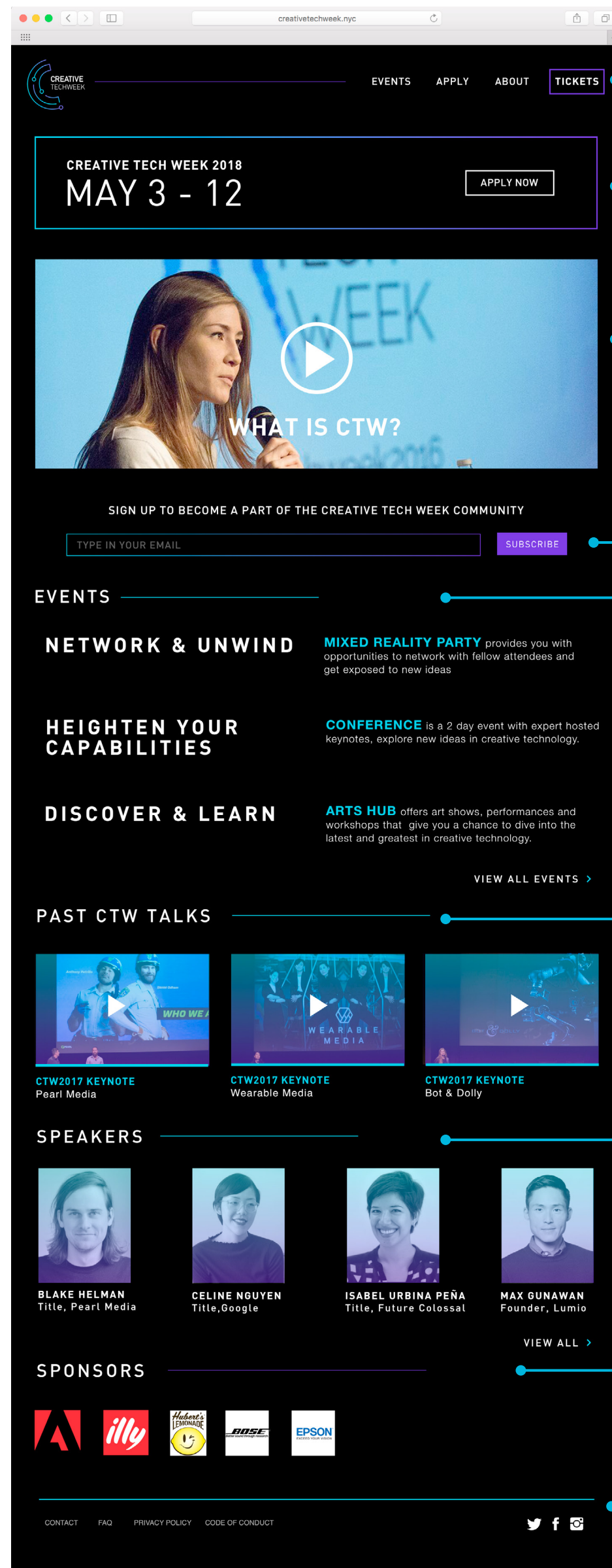


LINK TO INTERACTIVE PROTOTYPE

<https://liveweave.com/5T0IB7>



HOME PAGE | OFF SEASON



Clear categories for navigation pointing out the top priorities of the website.

Reusable banner to promote CTW's next event. With a button to apply when off season

Video to summarize CTW and the breadth of its events and different mediums of work

Sign up form to subscribe to CTW

A call out to CTW's three main events, the titles of the events link to their individual pages. View all will take you to the all events page

Video Playlist of past CTW keynotes

A highlight of speakers that will be presenting at the next event, or during the off season speakers who presented at the last event.

A highlight of sponsors from 2017

Footer that contains social media links

# BUY TICKETS PAGE

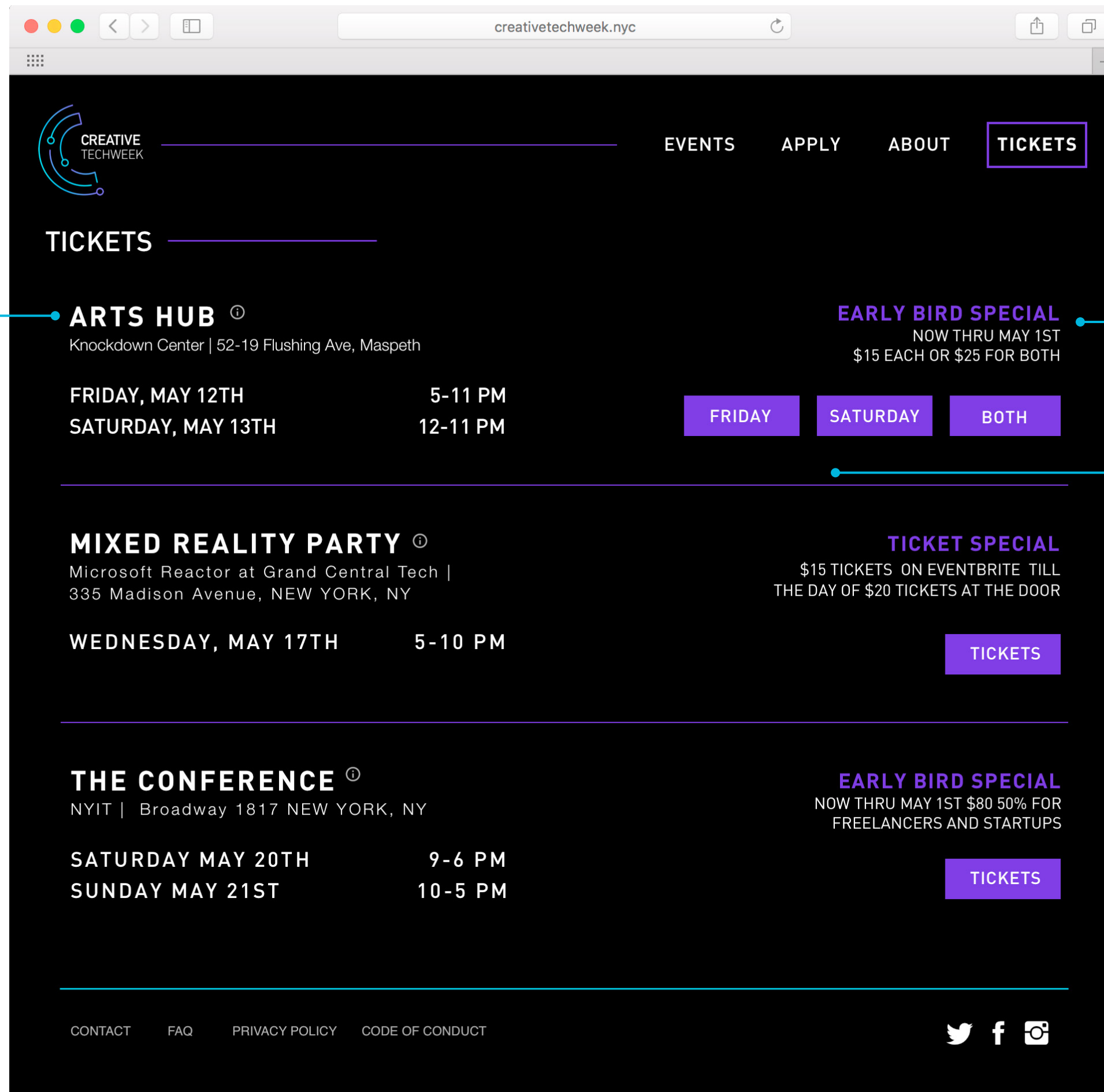
TICKETS | ON SEASON

The screenshot shows a web browser window with the URL 'creativetechweek.nyc'. The page has a dark theme with a purple accent color. The navigation menu includes 'EVENTS', 'APPLY', 'ABOUT', and 'TICKETS' (which is highlighted with a purple border). The main content area is titled 'TICKETS' and lists three events:

- ARTS HUB** (with an info icon):
  - Location: Knockdown Center | 52-19 Flushing Ave, Maspeth
  - Dates: FRIDAY, MAY 12TH (5-11 PM) and SATURDAY, MAY 13TH (12-11 PM)
  - Special: **EARLY BIRD SPECIAL** NOW THRU MAY 1ST \$15 EACH OR \$25 FOR BOTH
  - Buttons: FRIDAY, SATURDAY, BOTH
- MIXED REALITY PARTY** (with an info icon):
  - Location: Microsoft Reactor at Grand Central Tech | 335 Madison Avenue, NEW YORK, NY
  - Date: WEDNESDAY, MAY 17TH (5-10 PM)
  - Special: **TICKET SPECIAL** \$15 TICKETS ON EVENTBRITE TILL THE DAY OF \$20 TICKETS AT THE DOOR
  - Button: TICKETS
- THE CONFERENCE** (with an info icon):
  - Location: NYIT | Broadway 1817 NEW YORK, NY
  - Dates: SATURDAY MAY 20TH (9-6 PM) and SUNDAY MAY 21ST (10-5 PM)
  - Special: **EARLY BIRD SPECIAL** NOW THRU MAY 1ST \$80 50% FOR FREELANCERS AND STARTUPS
  - Button: TICKETS

The footer contains links for CONTACT, FAQ, PRIVACY POLICY, and CODE OF CONDUCT, along with social media icons for Twitter, Facebook, and Instagram.

TICKETS | ON SEASON

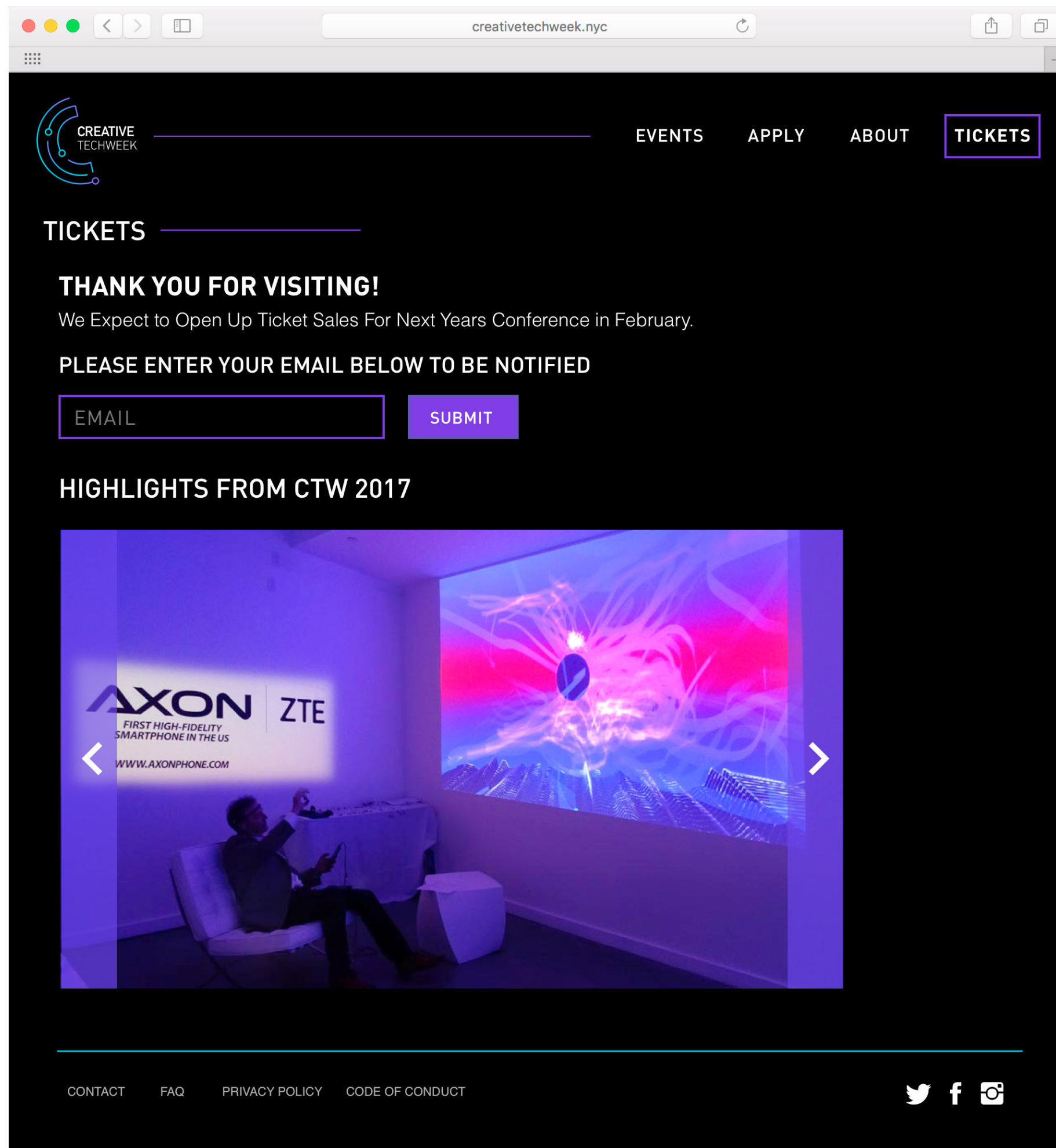


Hierarchy of information for each event calls out the date, time, and location.

Ticket specials for each event

Buttons that go directly to the eventbrite page for purchasing.

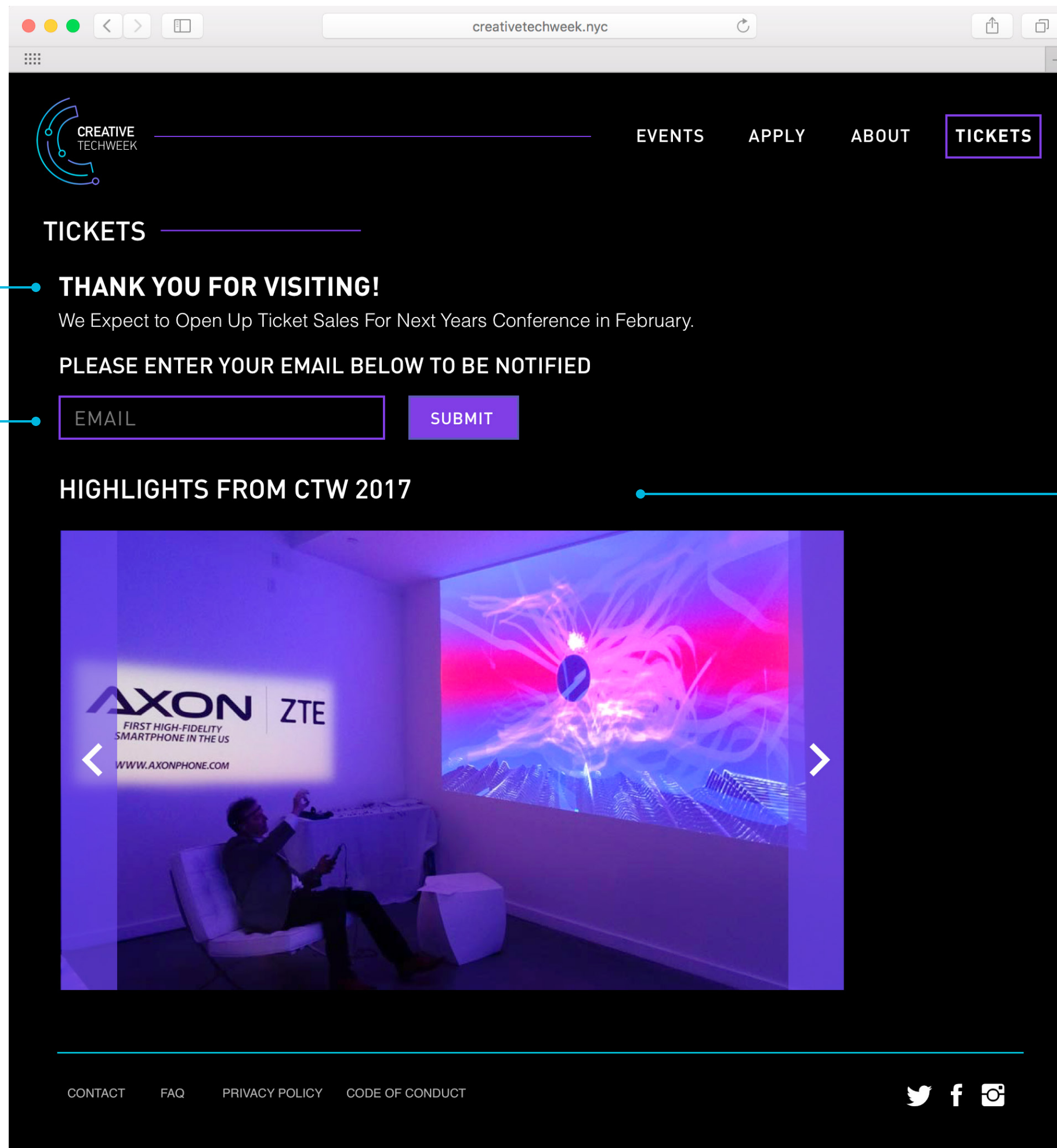
# TICKETS | OFF SEASON



LINK TO INTERACTIVE PROTOTYPE

<https://liveweave.com/15aNWB>

# TICKETS | OFF SEASON



Call out to when the next years ticket sales will open

Sign up for the newsletters to stay informed with events

A Slide show with Imagery of expert work to display the quality and breadth of work.

# EXPERTS PAGE

## EXPERTS PAGE

creativetechweek.nyc

CREATIVE TECHWEEK

EVENTS APPLY ABOUT TICKETS

CREATIVE TECH WEEK 2018  
MAY 3 - 12

APPLY NOW

EXPERTS

KEYNOTES

**ISABEL WALCOTT DRAVES**  
Founder, Creative Tech Week  
[READ MORE +](#)

**KENDRA BYRNE**  
Product Manager, X  
[READ MORE +](#)

**DANIEL ODHAM**  
[READ MORE +](#)

**ALDIS SIPOLINS**  
Head of Virtual Reality  
[READ MORE +](#)

**DAVID SHIYANG LIU**  
[READ MORE +](#)

**JAKE LEE-HIGH**  
Artist, Creative Technologist  
[READ MORE +](#)

**CINTHYA MOHR**  
UX Manager, Google  
[READ MORE +](#)

**TERRY NAUHEIM**  
[READ MORE +](#)

PANELISTS

CONTACT FAQ PRIVACY POLICY CODE OF CONDUCT

Twitter Facebook Instagram



# SECRET SAUCE

A DIGITAL COMMUNITY HUB

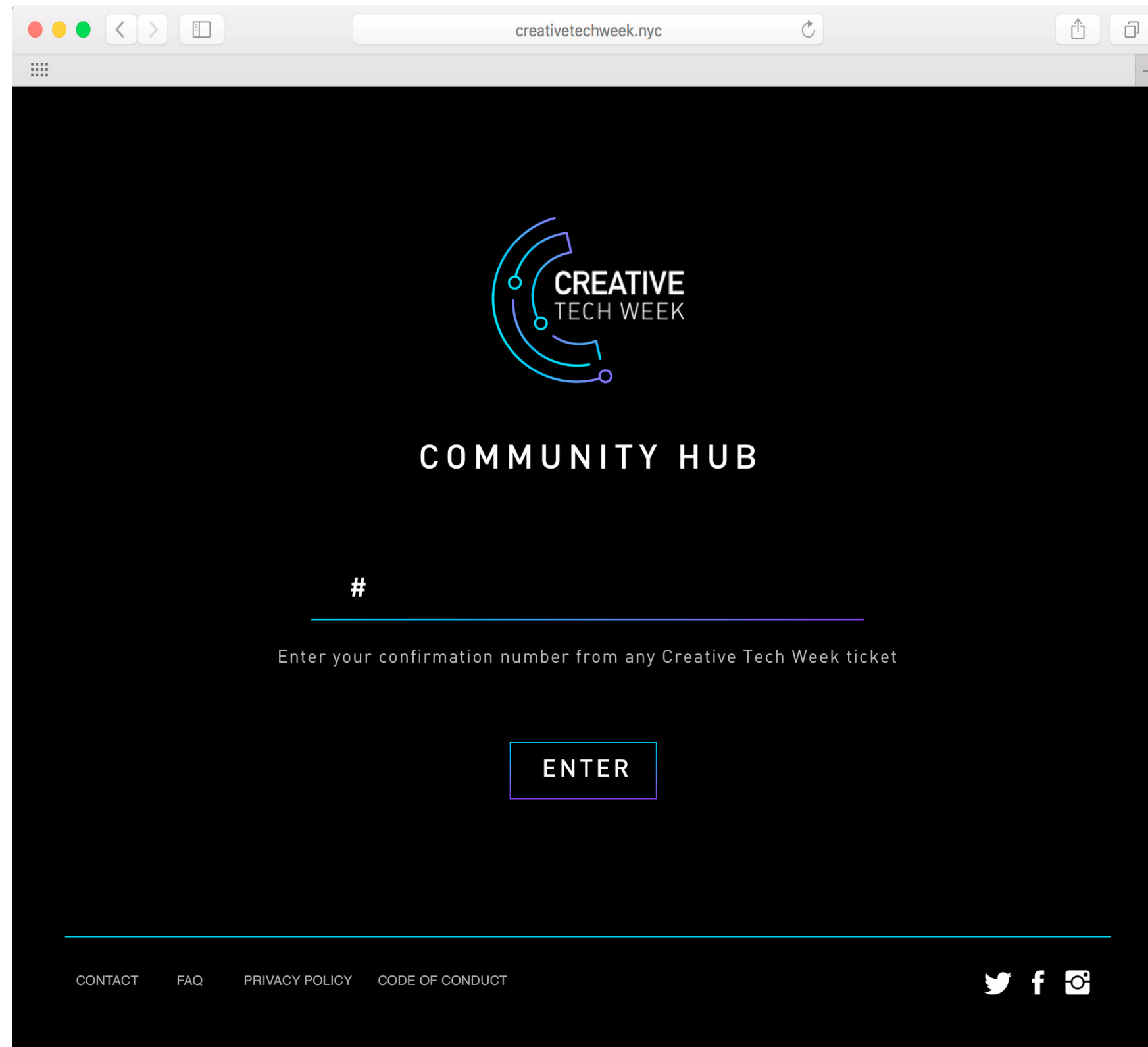
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**SECRET SAUCE**

# DIGITAL HUB

A creative technologist community based off of the events attendees ( in the form of a separate website). There will be a station at the events to take photos and share the information needed to join the community. The purpose would be to extend the life of Creative Tech Week throughout the year, this feature could be used for networking and collaboration of past and future attendees.

DIGITAL HUB | LOG IN PAGE



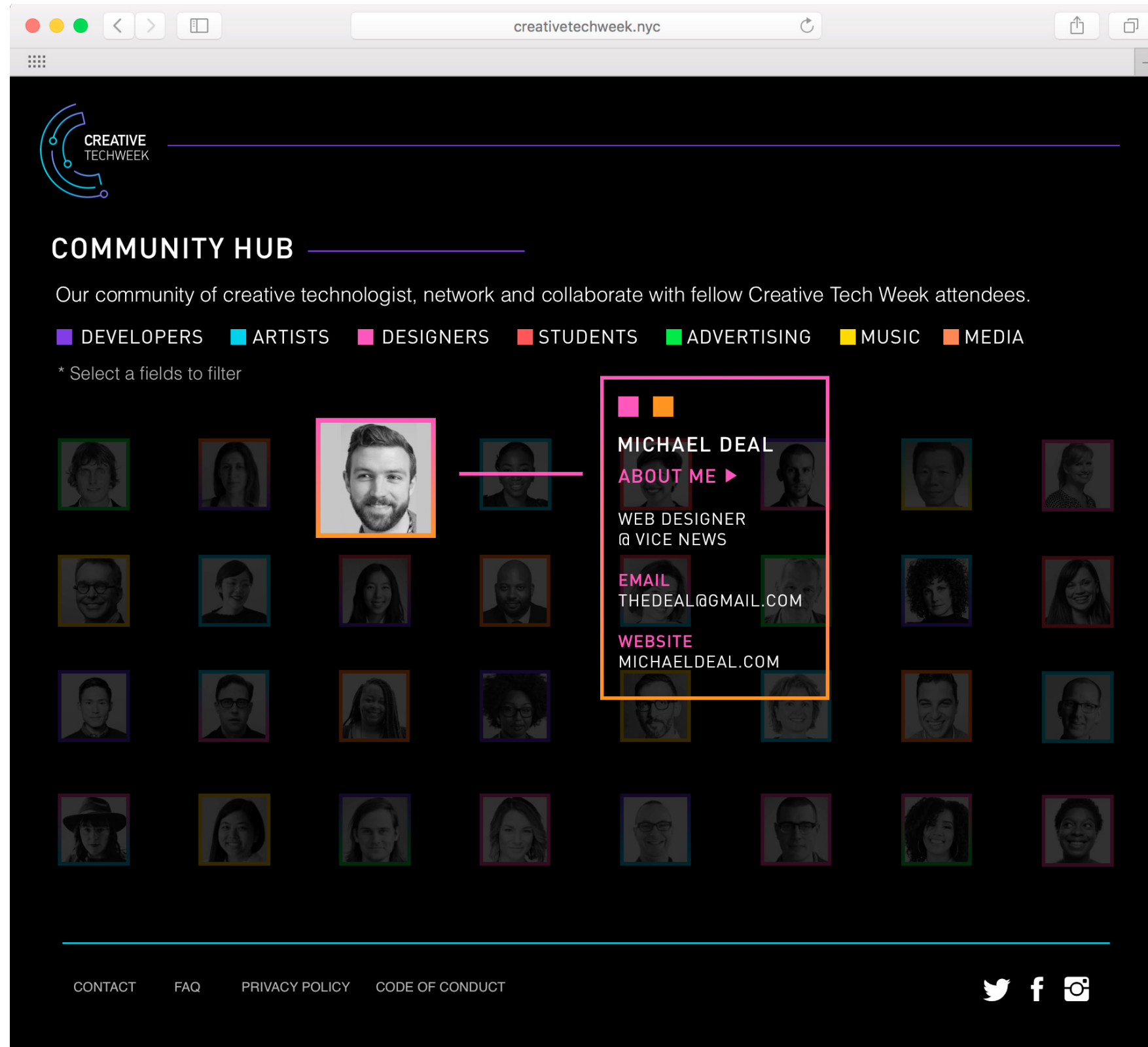
LINK TO INTERACTIVE PROTOTYPE

<https://invis.io/UMF0FLB4B>

# DIGITAL HUB | PROFILES

The screenshot shows a web browser window with the URL `creativetechweek.nyc`. The page features the Creative Tech Week logo in the top left corner. Below the logo is the heading "COMMUNITY HUB" followed by a sub-header: "Our community of creative technologist, network and collaborate with fellow Creative Tech Week attendees." A horizontal filter bar contains colored squares and labels for "DEVELOPERS", "ARTISTS", "DESIGNERS", "STUDENTS", "ADVERTISING", "MUSIC", and "MEDIA". Below the filter bar is a note: "\* Select a fields to filter". The main content area displays a grid of 32 grayscale profile pictures, each enclosed in a small, brightly colored square border. At the bottom of the page, there is a navigation bar with links for "CONTACT", "FAQ", "PRIVACY POLICY", and "CODE OF CONDUCT", along with social media icons for Twitter, Facebook, and Instagram.

# DIGITAL HUB | PROFILE VIEW



# E-BLAST CAMPAIGN

E-BLAST | ARTS HUB

The screenshot shows a web browser window with a dark theme. At the top, the Creative Tech Week logo is displayed. Below it, the main heading 'ARTS HUB' is prominently featured. The event dates 'MAY 12TH - 13TH' and the location 'KNOCKDOWN CENTER' are listed, along with a '+ ADD TO CALENDAR' link. A blue 'BUY TICKETS' button is positioned below the location information.

The page is divided into two columns for the event days:

- FRI MAY 12TH:**
  - 5 PM PERFORMANCES:** PAMELA Z. LONG DISTANCE POISON, JIMMY JOE ROCHE & LAYNE GARRETT
  - 7-11 PM EXHIBITION:** STRONGER TOGETHER, OUR 50-PIECE ART EXHIBIT, EXPLORING VR, AR, ELECTRONICS, WEARABLES, 3D PRINTING, ALGORITHMS, INTERACTIVE, LED AND MORE.
  - A 'TICKETS' button is located at the bottom of this column.
- SAT MAY 13TH:**
  - 12-7 PM EXHIBITION:** FREE AND OPEN TO THE PUBLIC
  - WORKSHOPS:** FREE ON 3D PRINTING, GENERATIVE ART, RASPBERRY PI, & MORE
  - A 'REGISTER' button is located below the workshops section.
  - 7-11 PM PERFORMANCES:** SMOMID .PLAN 23 (WITH LIVE VISUALS BY ZARAH CABANAS, CHRIS JORDAN & SOFY YUDITSKAYA) AND MORE
  - EXHIBITION:**
  - A 'TICKETS' button is located at the bottom of this column.

Below the event details, a section titled 'FEATURED ARTIST AND WORKSHOPS' contains three items:

- ERIC CORRIEL:** Exhibiting Artist, May 12-13 (with a colorful abstract image)
- BENTON C BAINBRIDGE:** Exhibiting Artist, May 12-13 (with an image of a computer monitor)
- TRANSMIT RADIO:** Free Workshop, May 13 (with an image of a radio broadcast setup)

A blue 'VIEW MORE' button is centered below these featured items.

At the bottom of the page, there are social media icons for Twitter, LinkedIn, Facebook, and a link icon. Below the icons is a small copyright notice and a list management section:

Copyright © 2017 Creative Tech Week. All rights reserved.  
 We've made this list of people who have attended or been invited to a Creative Tech Week or LISA event in the past, or have opted in at creativetechnology.com. If you'd rather not receive notifications about Creative Tech Week events, please unsubscribe using the link below and we apologize for the disturbance.  
 Our mailing address is:  
 Creative Tech Week  
 179 32nd Street #3  
 Brooklyn, NY 11222  
 Add us to your address book  
 unsubscribe from this list | update subscription preferences

E-BLAST | THE CONFERENCE

**CREATIVE TECH WEEK**

# THE CONFERENCE

**MAY 20-21**

**NYIT AUDITORIUM**  
+ ADD TO CALENDAR

**BUY TICKETS**

**TICKETS ON SALE NOW**

Early bird ticket special now thru May 1st only. 50% off for freelancers and startups

**TICKETS**

**THE CONFERENCE HUB**

50 experts on the most cutting edge creative technology will discuss how they build mixed reality, interactive installations, data visualizations, social impact, art, and the future of technology. Get inspired and learn from award-winning creatives. An awarded Lumen prize artist exhibition will grace the lobby of the event space.

**SAT MAY 20<sup>TH</sup>**

**9AM**  
Doors Open

**10AM-6PM**  
Panels on building a creative technology business from scratch; how to use data for storytelling and visualization, and the intersection of creative technology and social impact.

**BONUS: Meet the director of the international Lumen Prize for digital art.**

**SUN MAY 21<sup>ST</sup>**

**10AM**  
Doors Open

**11AM-5PM**  
VR and Mixed Reality Day; keynotes from industry leaders in VR, talks and panels on the future of entertainment in VR and developing meaningful concept and content for virtual storytelling.

**BONUS: half-hour tutorial on building mixed reality experiences for Microsoft Hololens in Unity.**

**HIGHLIGHTED KEY NOTE SPEAKERS**

Kendra Byrne, Robotist and Product Manager at Google X; Aldis Sipolins, Head of Virtual Reality and Game Design at IBM Research; David Shiyang Liu, Creative Director Virtual Reality at Viacom; and Jake Lee-High, CEO and Creative Director at Future Colossal.

Stay tuned for more information about our [Mixed Reality Party](#) May 17th, our [Arts Hub Exhibition and Performances](#) May 12-13, and [Partner Satellite Events](#)

**EVENTS**

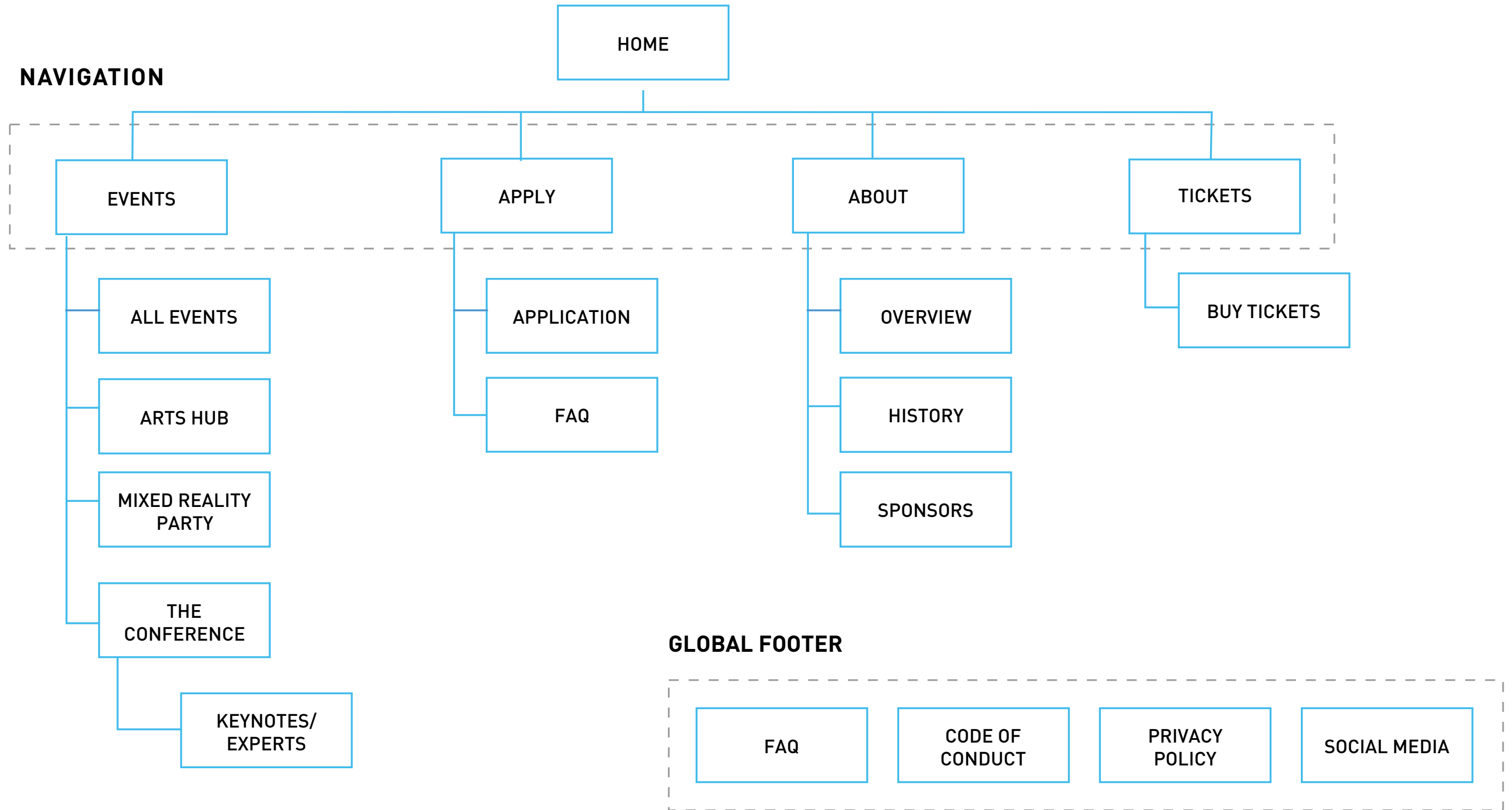
Twitter | LinkedIn | Facebook | Email

Copyright © 2017 Creative Tech Week. All rights reserved.  
We've made this list of people who have attended or been invited to a Creative Tech Week or LISA event in the past, or have opted in at creativetechweek.nyc. If you'd rather not receive notifications about Creative Tech Week events, please unsubscribe using the link below and we apologize for the disturbance.  
Our mailing address is:  
Creative Tech Week  
179 32nd Street #3  
Brooklyn, NY 11222  
Add us to your address book  
[unsubscribe from this list](#) | [update subscription preferences](#)

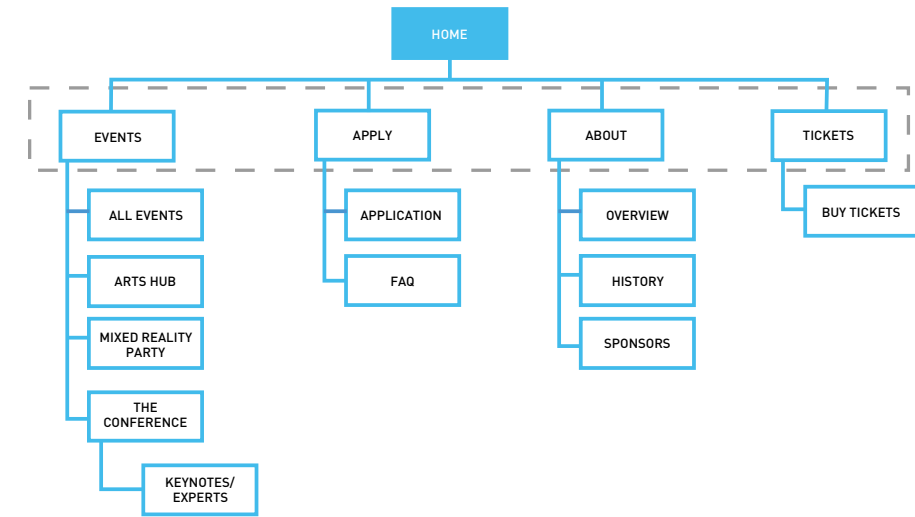


# SITEMAP & WIREFRAMES

# SITEMAP

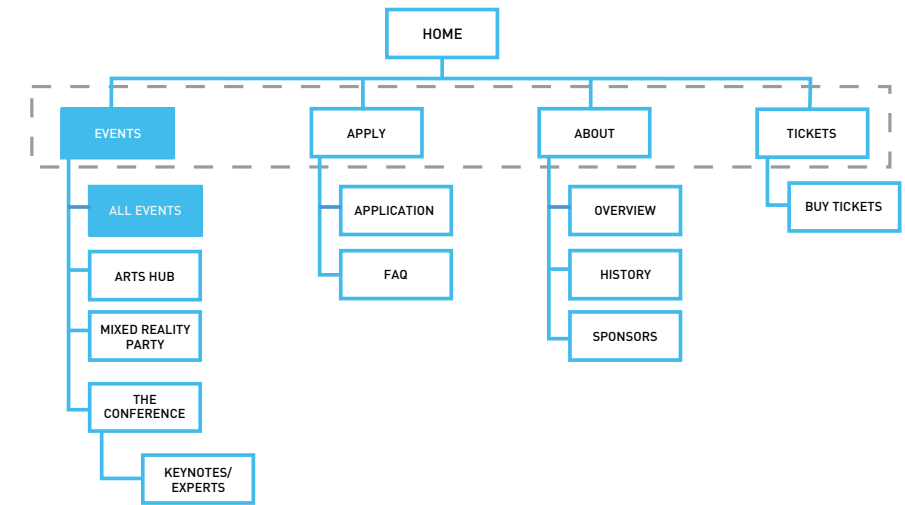
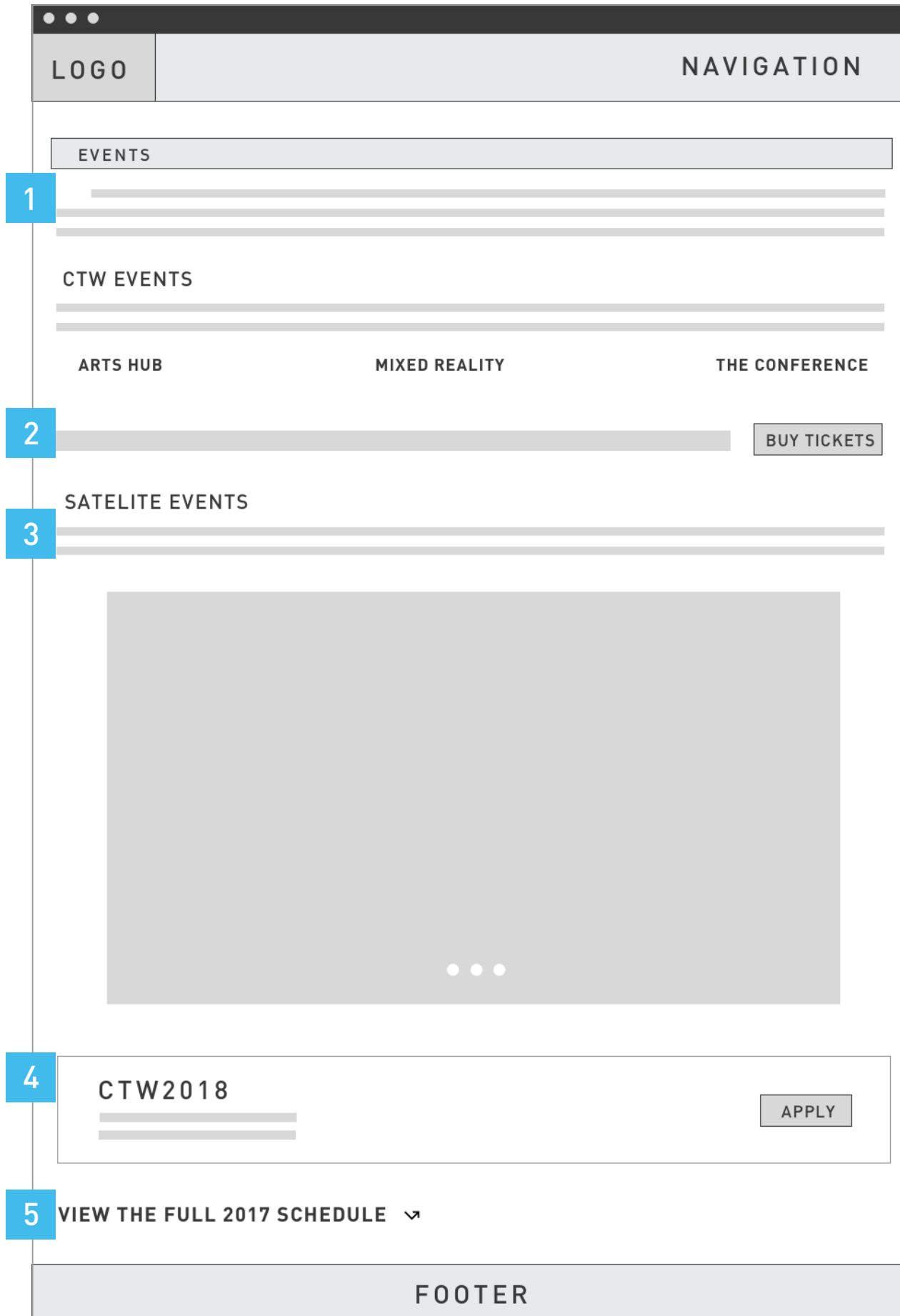


SITEMAP | HOME PAGE



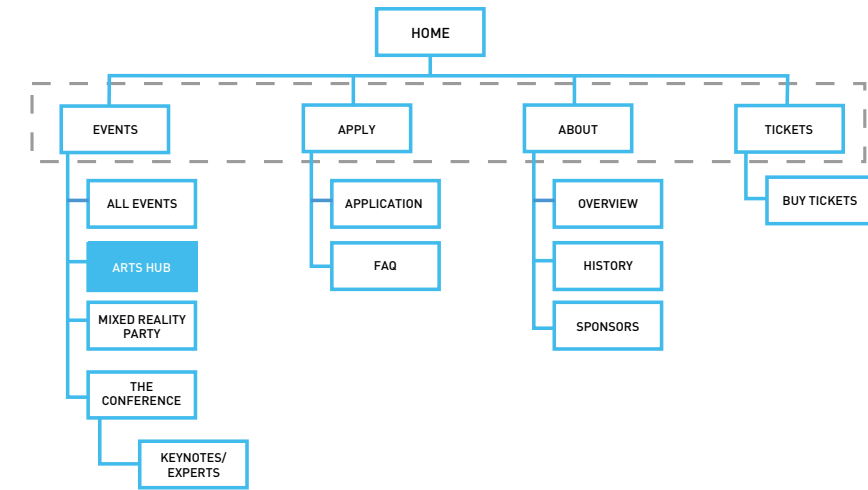
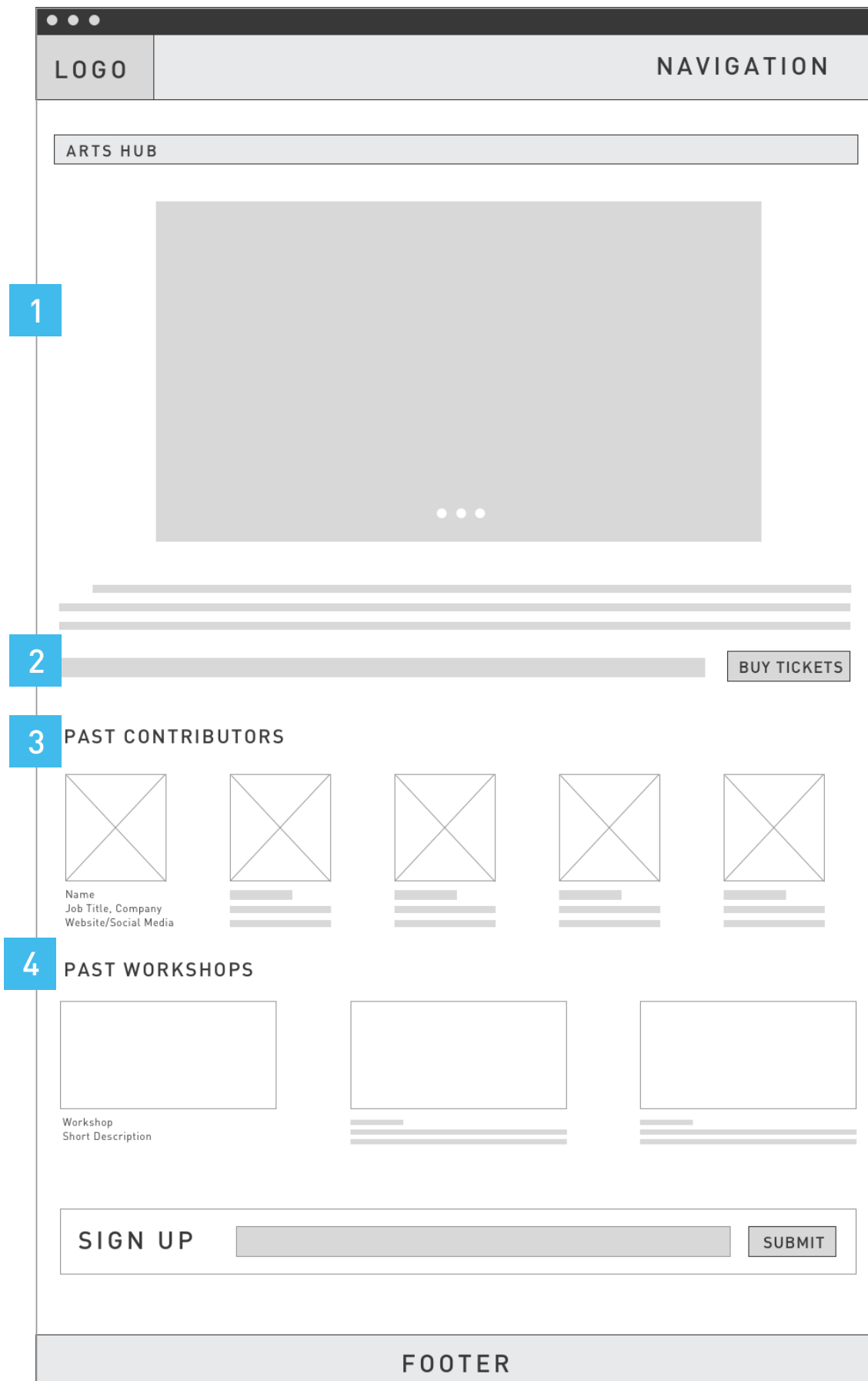
- 1 Banner promoting CTW'S next event, once event has ended it turns into a countdown to the next event.
- 2 Slideshow or video with content to help explain what CTW is all about. (e.g slideshow with type overlaid calling out CTW's guiding principles)
- 3 Sign up to the CTW newsletter shown after content that will intrigue a viewer such as videos
- 4 A call out to CTW's three main events, events are linked to their event pages
- 5 Playlist of past keynotes.
- 6 A highlights of previous or upcoming speakers to attract viewers
- 7 A highlight of previous years sponsors to attract users to the event based on brand recognition.

SITEMAP | EVENTS



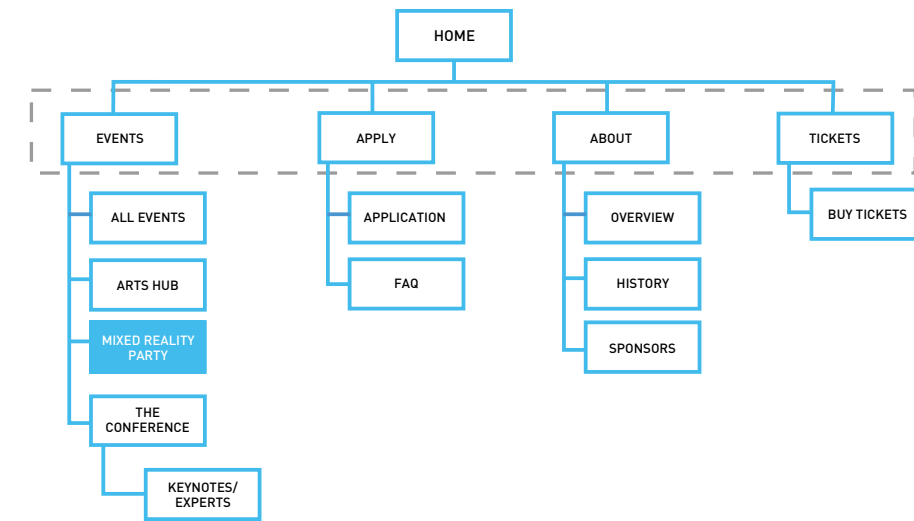
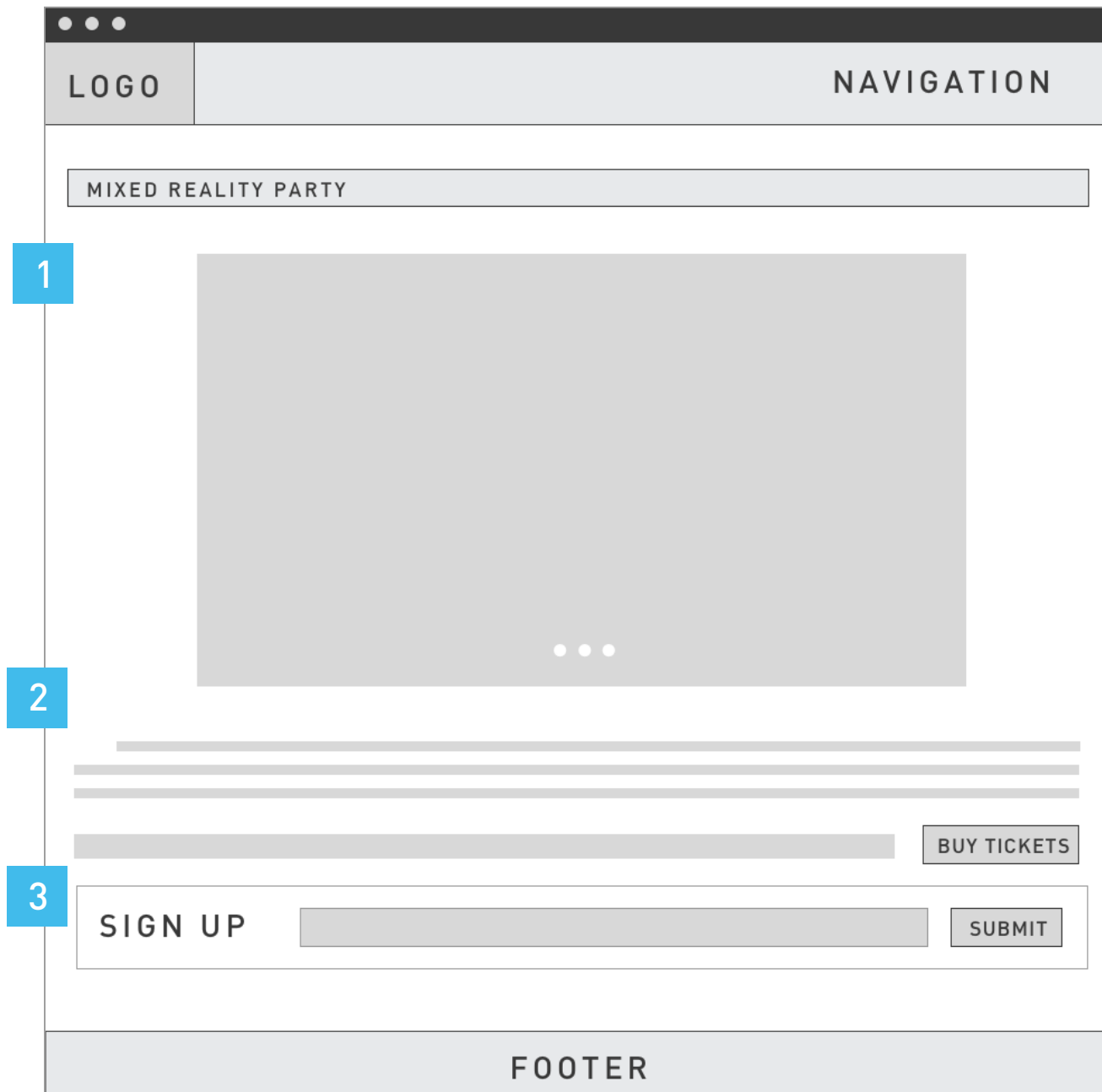
- 1 Description of events and breadth of events as well as links to the three main CTW events.
- 2 When tickets sales start, a button to go straight to the tickets page should be present on every event affiliated page
- 3 Slideshow with images of satellite events and affiliation with outside artists and partners.
- 4 Banner promoting CTW'S next event, once event has ended it turns into a countdown to the next event.
- 5 Full schedule of all events displayed as an outside link.

SITEMAP | ARTS HUB



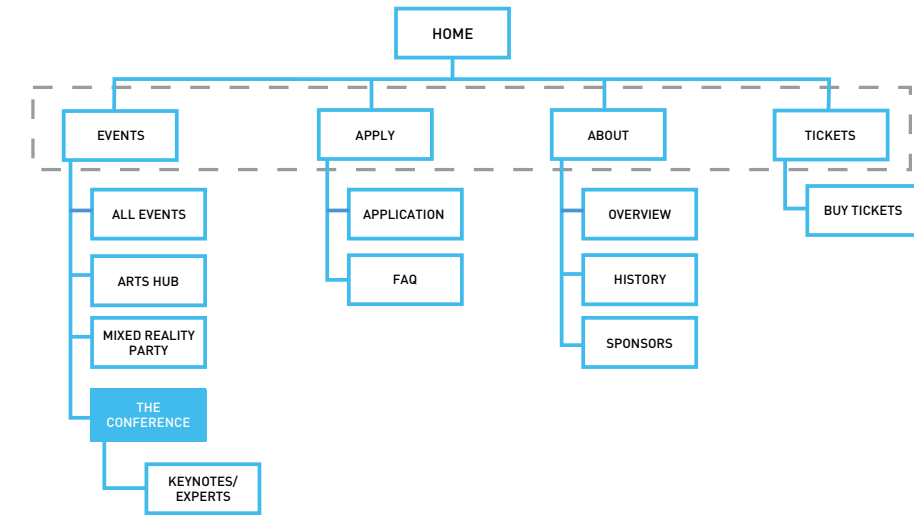
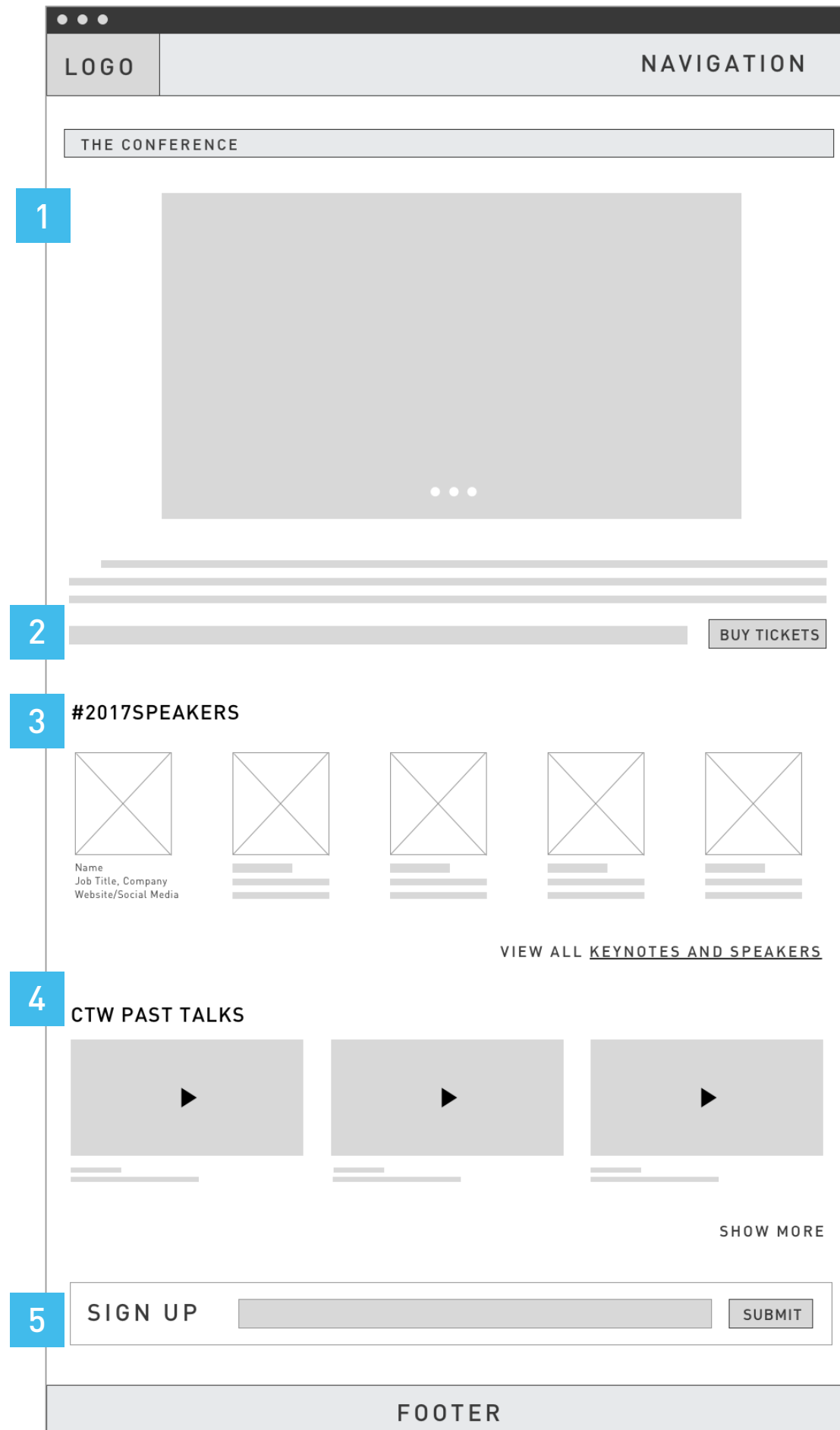
- 1 Slideshow with images of past Arts Hub events followed by a short description of the event.
- 2 When tickets sales start, a button to go straight to the tickets page should be present on every event affiliated page
- 3 Highlight of past artist who have contributed to the Arts Hub exhibition and performances
- 4 Past Workshops that have been available previous years
- 5 Sign up to the CTW newsletter shown after content that will intrigue the viewer

# SITEMAP | MIXED REALITY PARTY



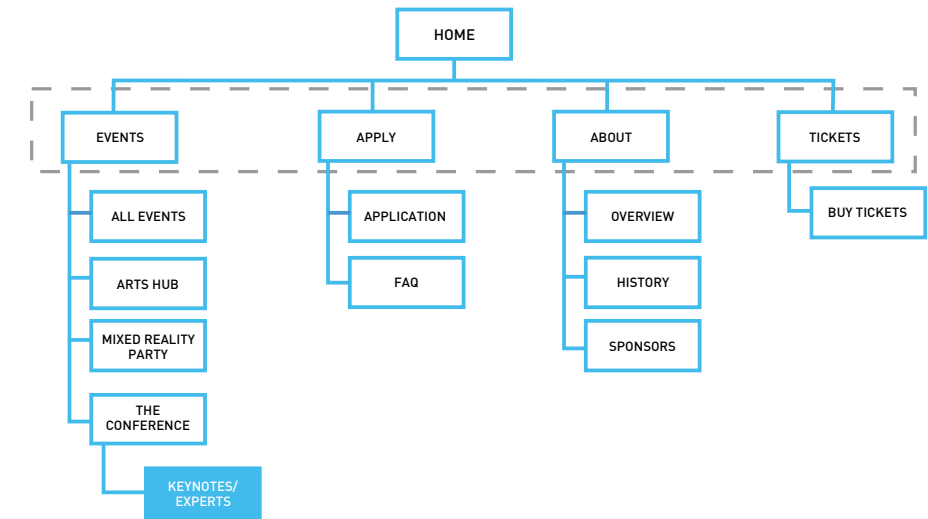
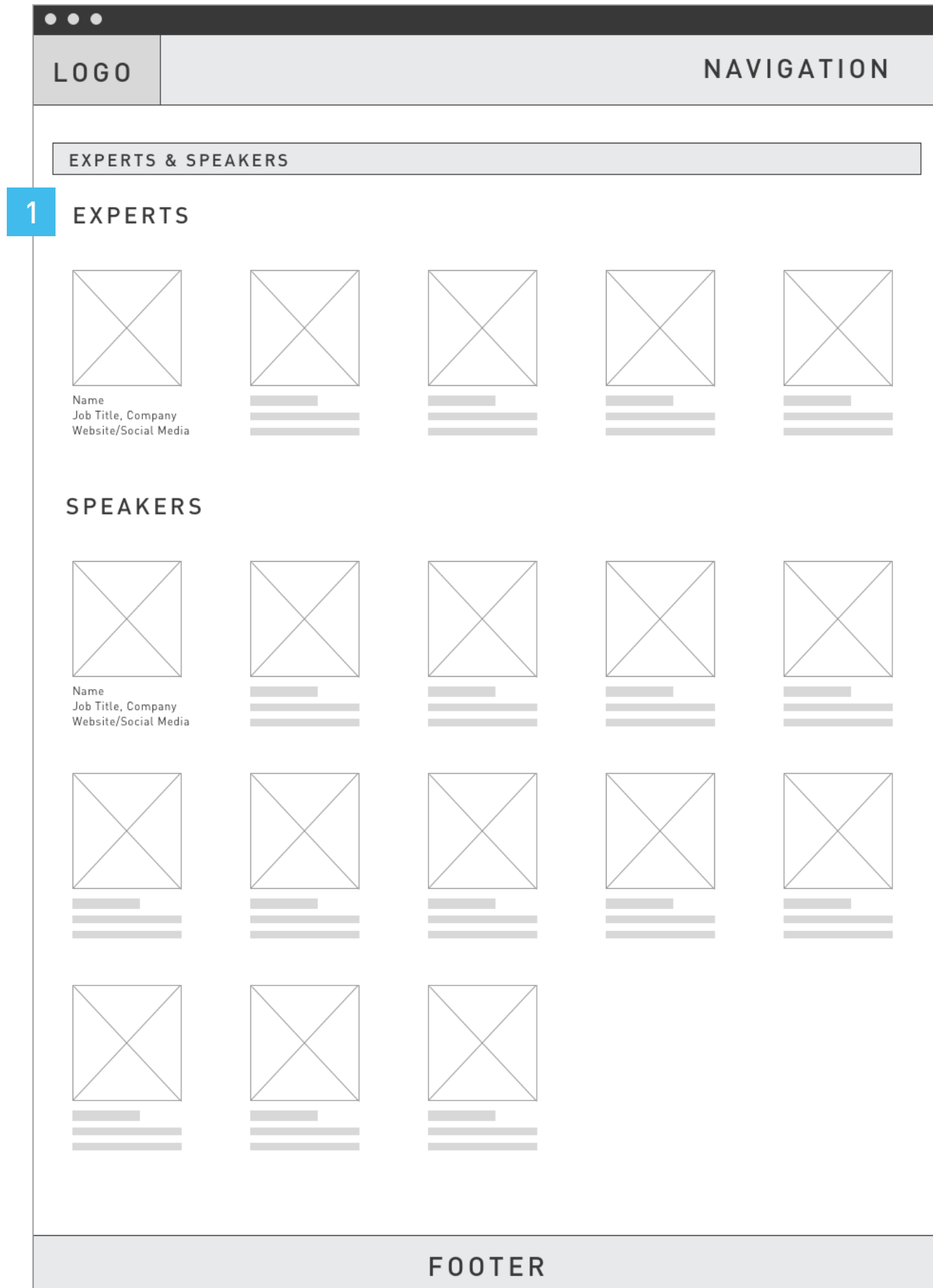
- 1** Slideshow with images of past Mixed Reality Parties, followed by a short description of the event.
- 2** When tickets sales start, a button to go straight to the tickets page should be present on every event affiliated page
- 3** Sign up to the CTW newsletter shown after content that will intrigue the viewer

SITEMAP | CONFERENCE



- 1 Slideshow with images of past Conferences, followed by a short description of the event.
- 2 When tickets sales start, a button to go straight to the tickets page should be present on every event affiliated page
- 3 Highlight of past memorable speakers with a link to view all speakers
- 4 Playlist of past keynotes with a button to view more
- 5 Sign up to the CTW newsletter shown after content that will intrigue the viewer

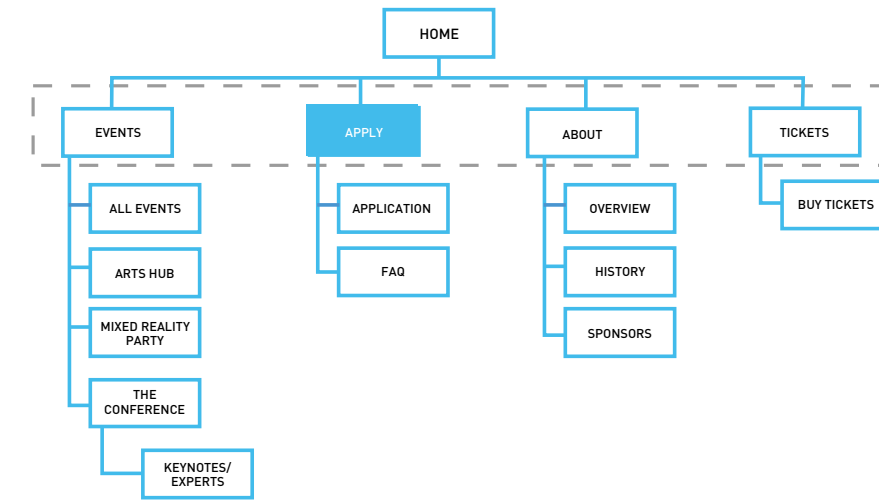
SITEMAP | EXPERTS



1 List view of profiles to experts and speakers, with name, job titles and website or social media links

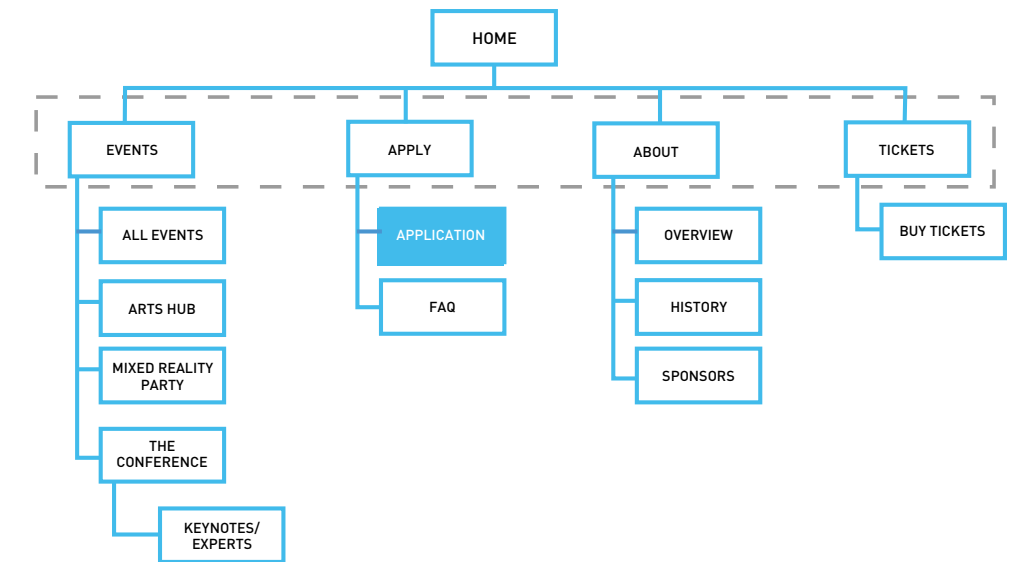


SITEMAP | APPLY



- 1 Slideshow with images of past Conferences, followed by a short description of the event.
- 2 Banner promoting CTW'S next event, once event has ended it turns into a countdown to the next event.
- 3 List of past experts to attract viewers to applying to become experts.
- 4 List of past partners to attract viewers to apply for a partnership with CTW.

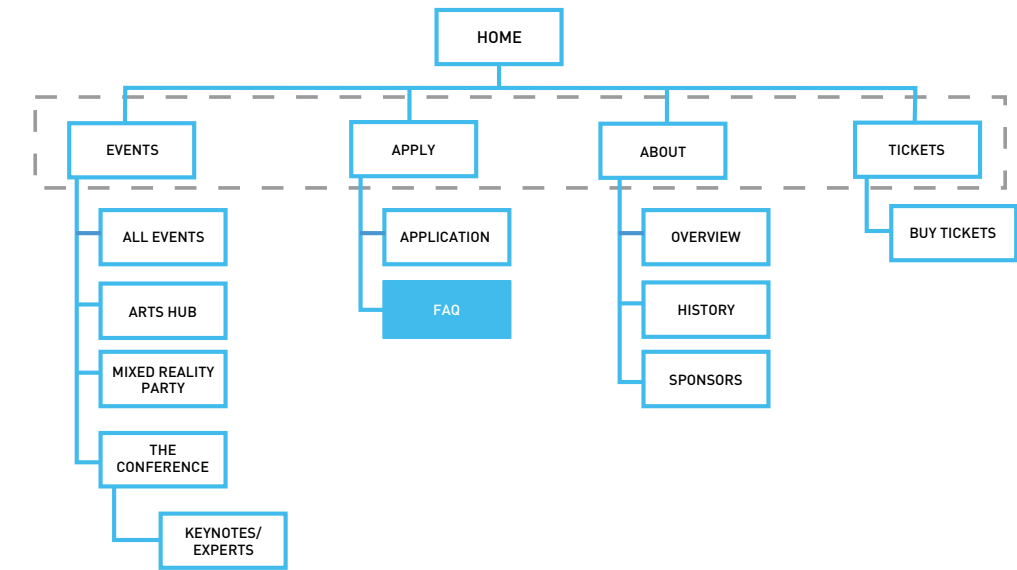
SITEMAP | APPLICATION



1 Description of CTW 2018 guidelines to apply

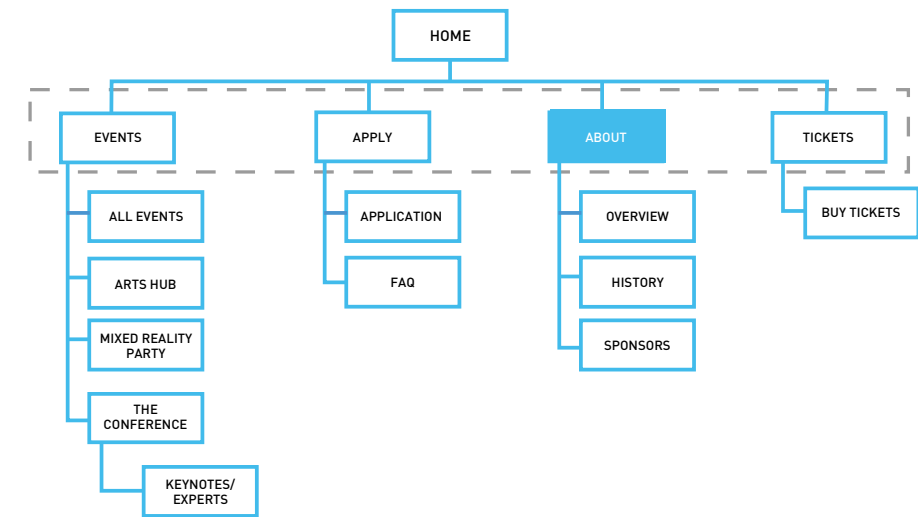
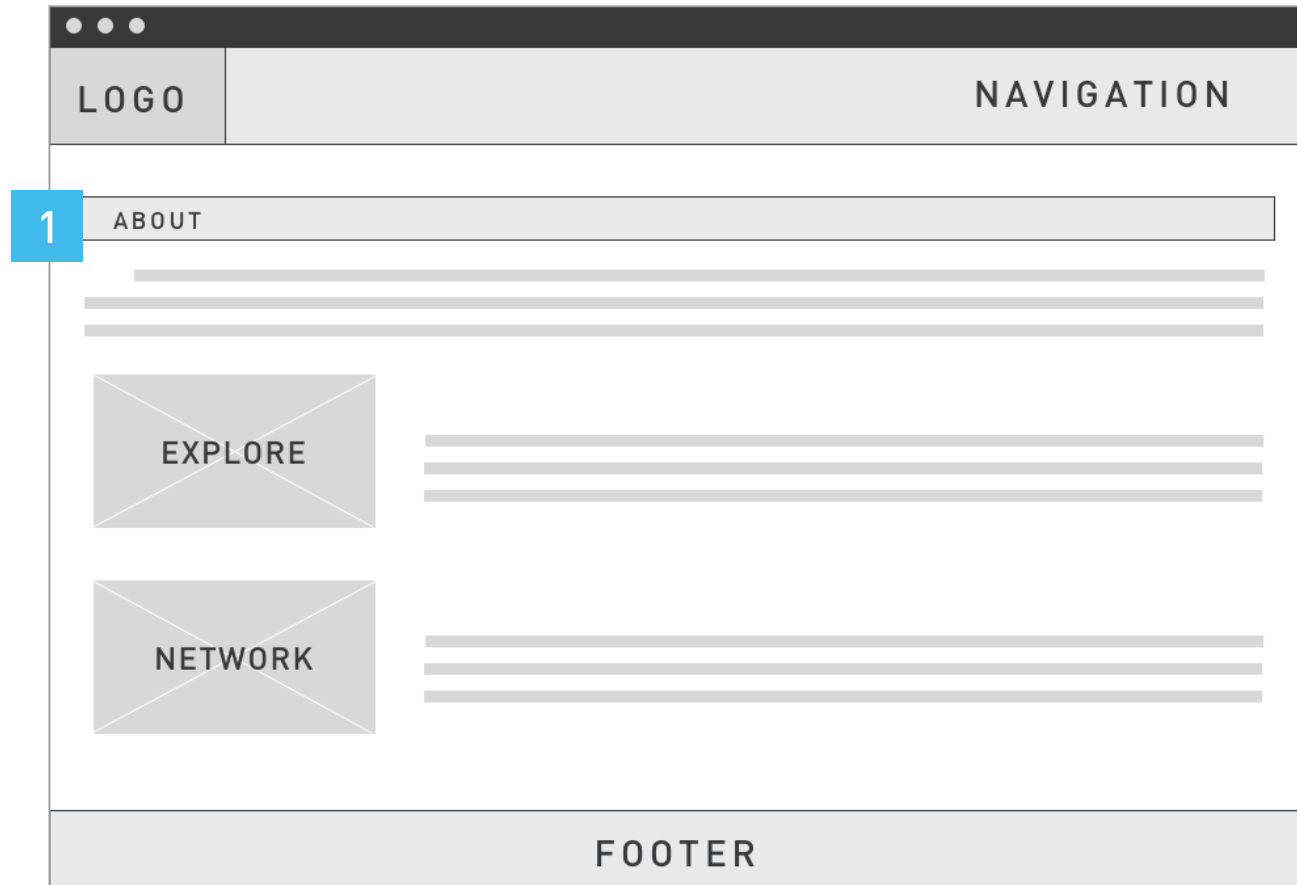
2 Expert and sponsors are different fields you can click between to get to your form field of questions.

SITEMAP | FAQ



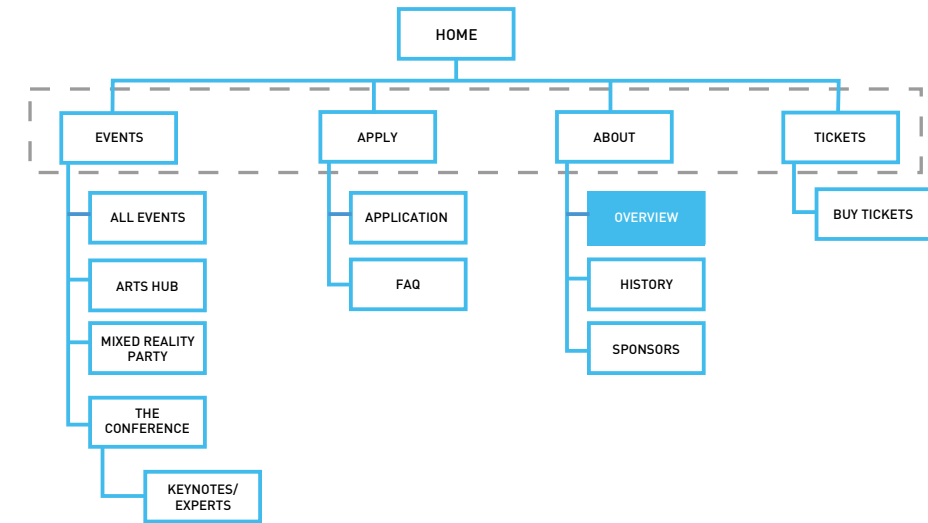
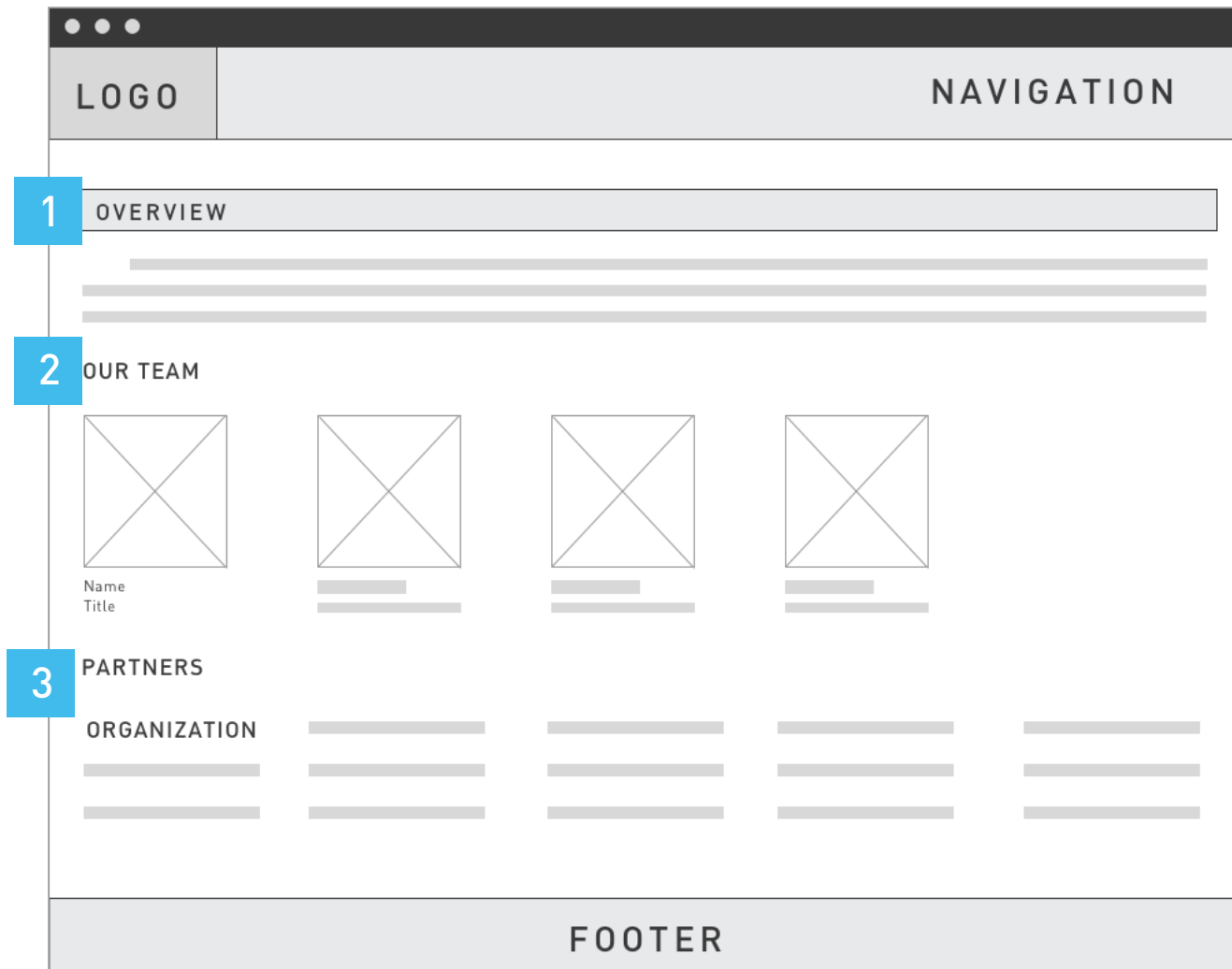
- 1 Top questions of when, why, and what in regards to applying to become an expert of partner.
- 2 Banner promoting CTW'S next event, once event has ended it turns into a countdown to the next event.
- 3 List of the rest of the frequently asked questions

# SITEMAP | ABOUT



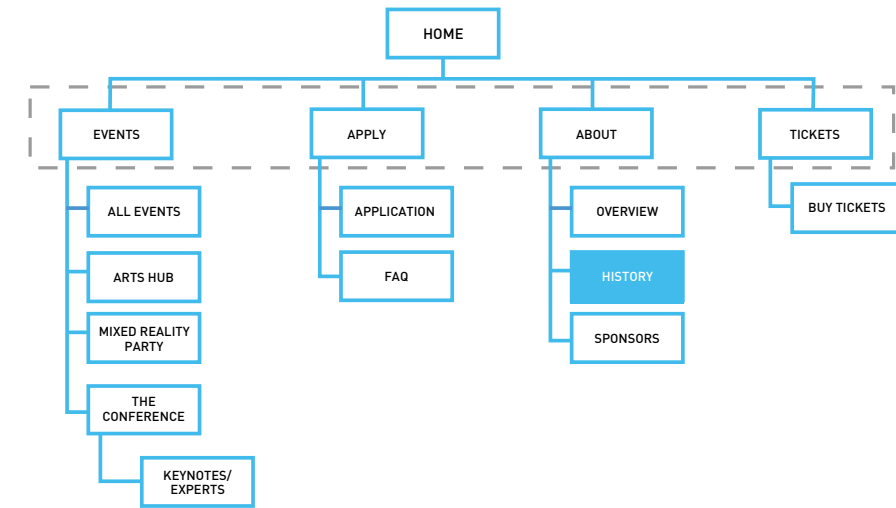
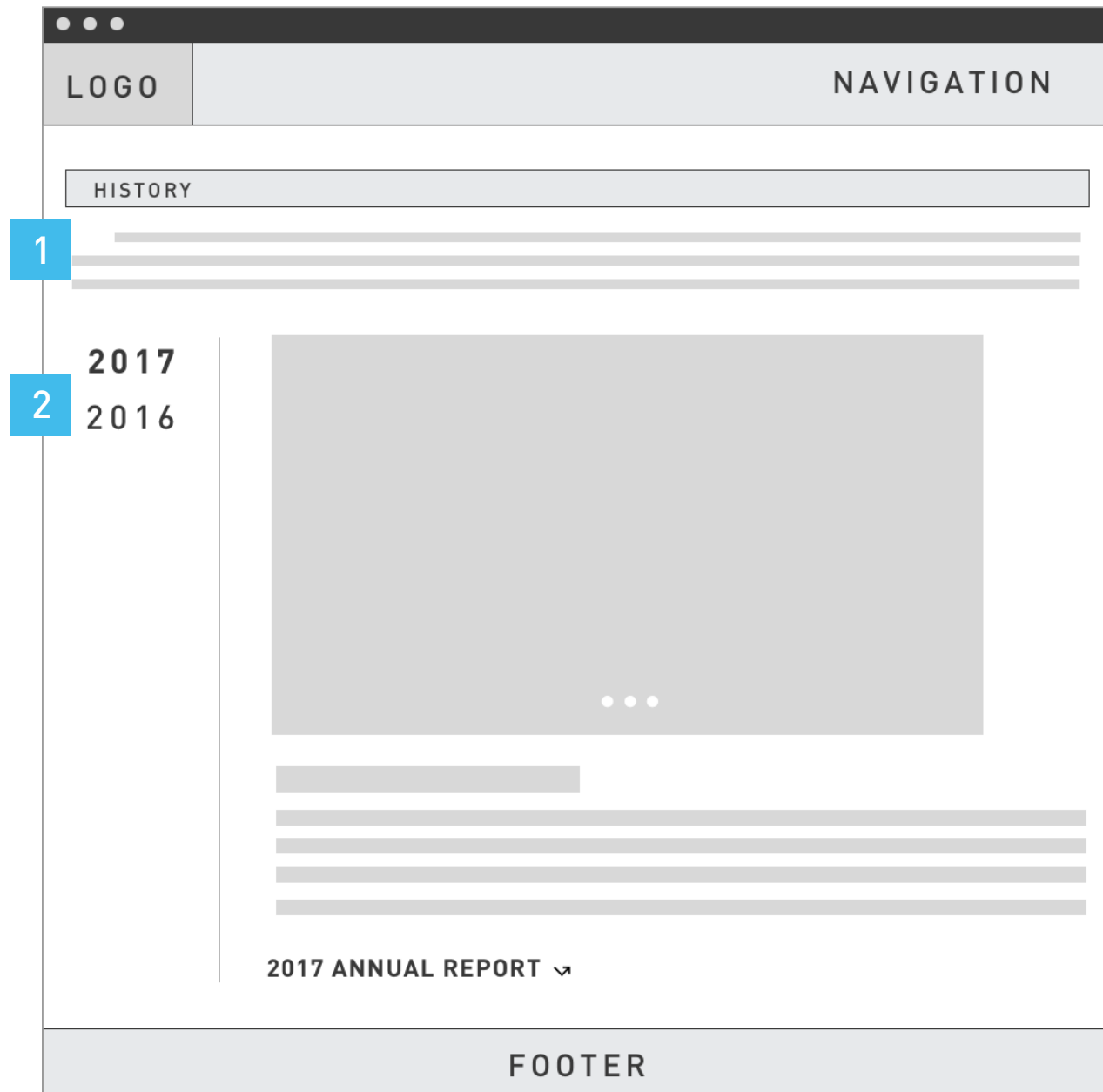
1 Description of CTW as well as imagery that helps display CTW's mission (networking, discovering, building a community)

# SITEMAP | OVERVIEW



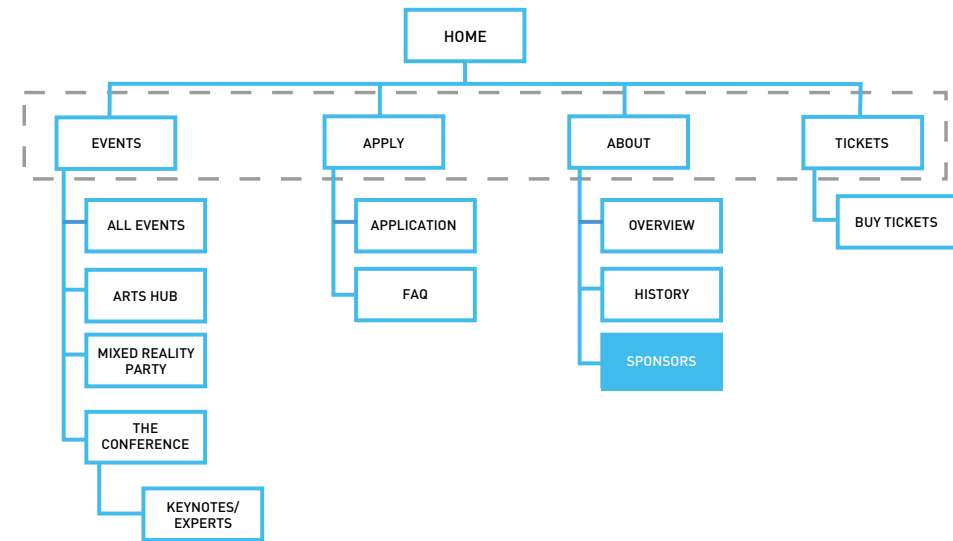
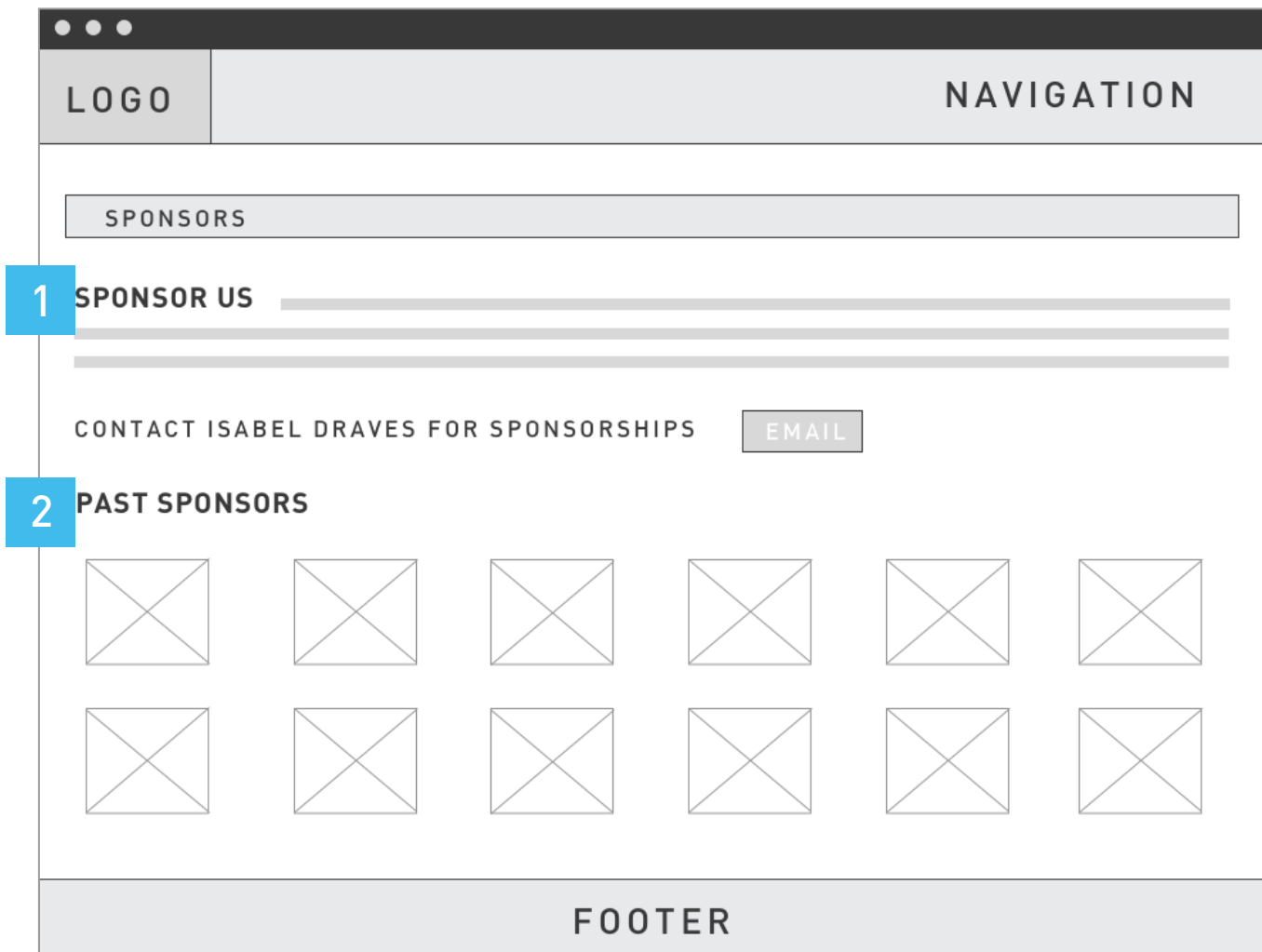
- 1** A short description of CTW
- 2** CTW team members with name and job title.
- 3** List of past partners

# SITEMAP | OVERVIEW



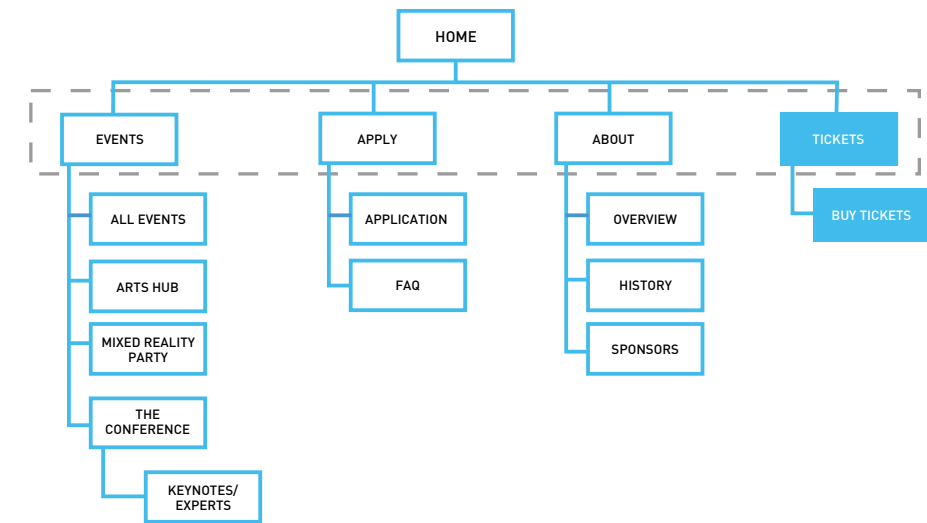
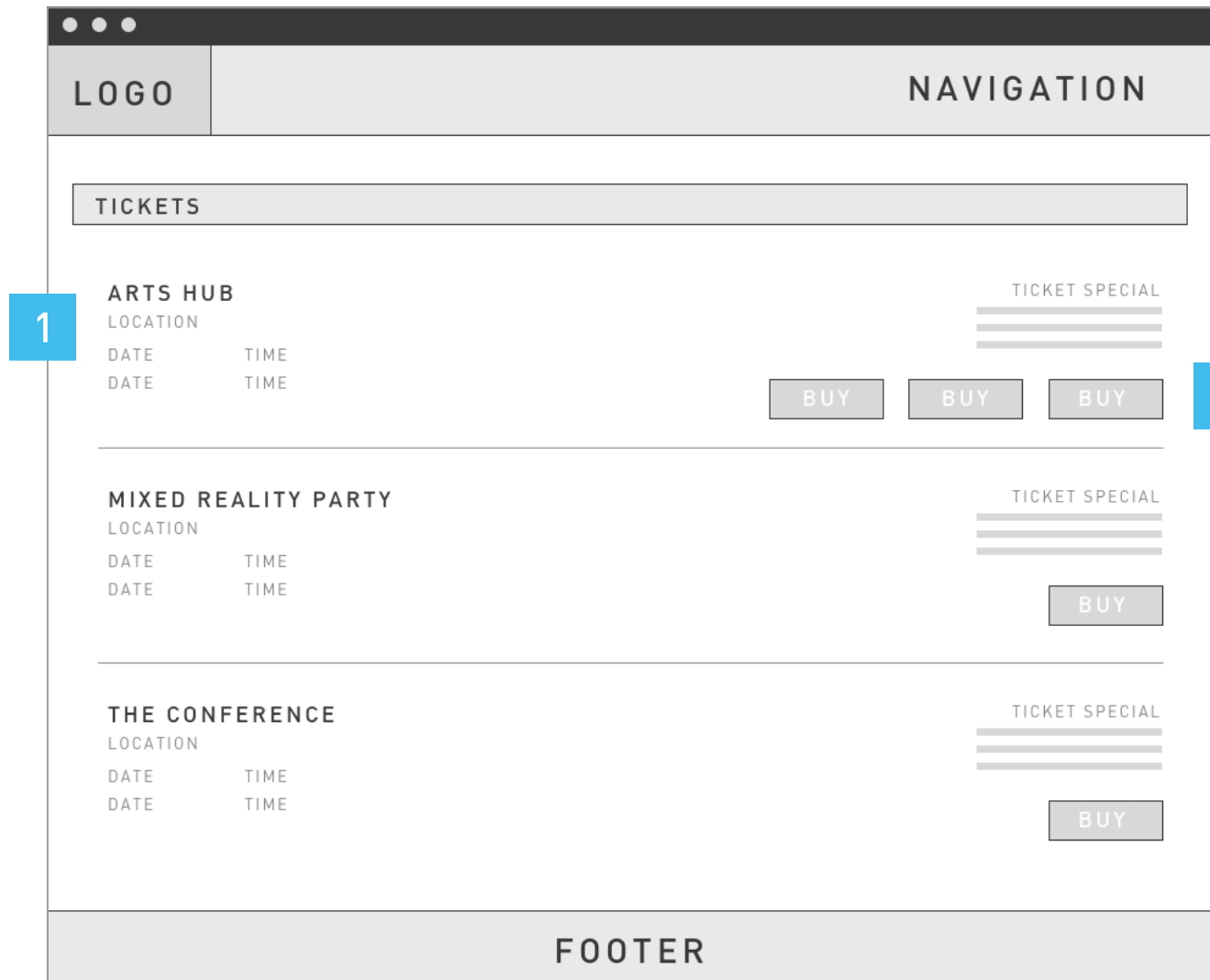
- 1 Description of CTW'S history.
- 2 2017 and 2016 are different buttons you can click between to get highlight information on that years festival as well a slideshow and a link to view the annual report PDF.

# SITEMAP | SPONSORS



- 1 Description of sponsorships at CTW, with a contact information and email button.
- 2 Logos of past sponsors

# SITEMAP | TICKETS



**1** All details to the event such as location, date and time, and the ticket special.

**2** Buttons that go directly to the eventbrite pages for each specific event.



# CONTENT STRATEGY

**AUDIENCE**

**CREATIVE TECHNOLOGIST**

From big industry professionals to small contributors and freelancers

**SPONSORS & PARTNERS**

Those looking to sponsor the event & partners looking to host satellite events

**STUDENTS IN THE FIELD**

**CREATIVE TECH GENERAL AUDIENCE**

Media, press, and admirers of the industry

**GOALS****SIMPLIFY**

The user experience and the display of information. Separate information for prospective sponsors and partners from those interested in attending the event.

**ENHANCE REPUTATION**

Boost popularity of CTW in the industry with professionals and big companies.

**INCREASE TICKET SALES**

Getting more people to attend to successfully create the community CTW wants.

## MEASUREMENT OF GOALS

### SIMPLIFY

A 10% increase in website traffic.

### ENHANCE REPUTATION

A 5% increase in sponsors and donors.

### INCREASE TICKET SALES

A 5% increase in sales and attendance.

**CONTENT**

## **IMAGERY**

Visuals on site that show the breadth of content that creative technologists make.

## **PHOTO & VIDEO FROM PAST EVENTS**

Short previews on past key notes & slideshows of the festival separated by year.

## **CREATIVE TECH WEEK SUMMARY**

A visual representation of what creative tech week is in slideshow or video form.

---

## PUBLISHING SCHEDULE

### IMAGERY

**Monthly** updates changing the visuals on the home page, possibly featuring work of keynote or expert.

### PHOTO & VIDEO FROM PAST EVENTS

**Yearly** posting of photography of event, videos of keynotes can be posted **monthly** promoting the festival for the following year.

### CREATIVE TECH WEEK SUMMARY

One time posting of what creative tech week consist of.

---

**SITE PROMOTION****E-BLAST CAMPAIGN**

Sent to all that are subscribed to CTW of the new creative identity.

**SOCIAL MEDIA**

Posts on Twitter and Facebook that link to pages on the new website  
(e.g. keynote videos, countdown to next event)

**WEB ADVERTISEMENT**

Publicizing CTW'S new creative identity and giving it recognition to the public in form of web banners.

# THOUGHTS ON REDESIGN



## THOUGHTS ON REDESIGN

### MISSION & GOALS

- For attendance at event and grabbing interest of first time viewers I think its important to call out those three events that are unique to creative tech week.
- Showing past speakers and experts also helps the viewer decide if Creative Tech Week is an event that relates to their fields.

### LAYOUT & STRUCTURE

- Draining of information to be clear and concise is very helpful yet the back and forth of the left and right display of information makes the page hard to scan, and therefore not a good candidate for reading.



**THANK YOU**

JANINA QUINN | [JQUINN4@SVA.EDU](mailto:JQUINN4@SVA.EDU)