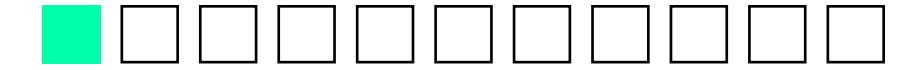


Creative Tech Week Website Redesign

Brand Identity



Coordinator

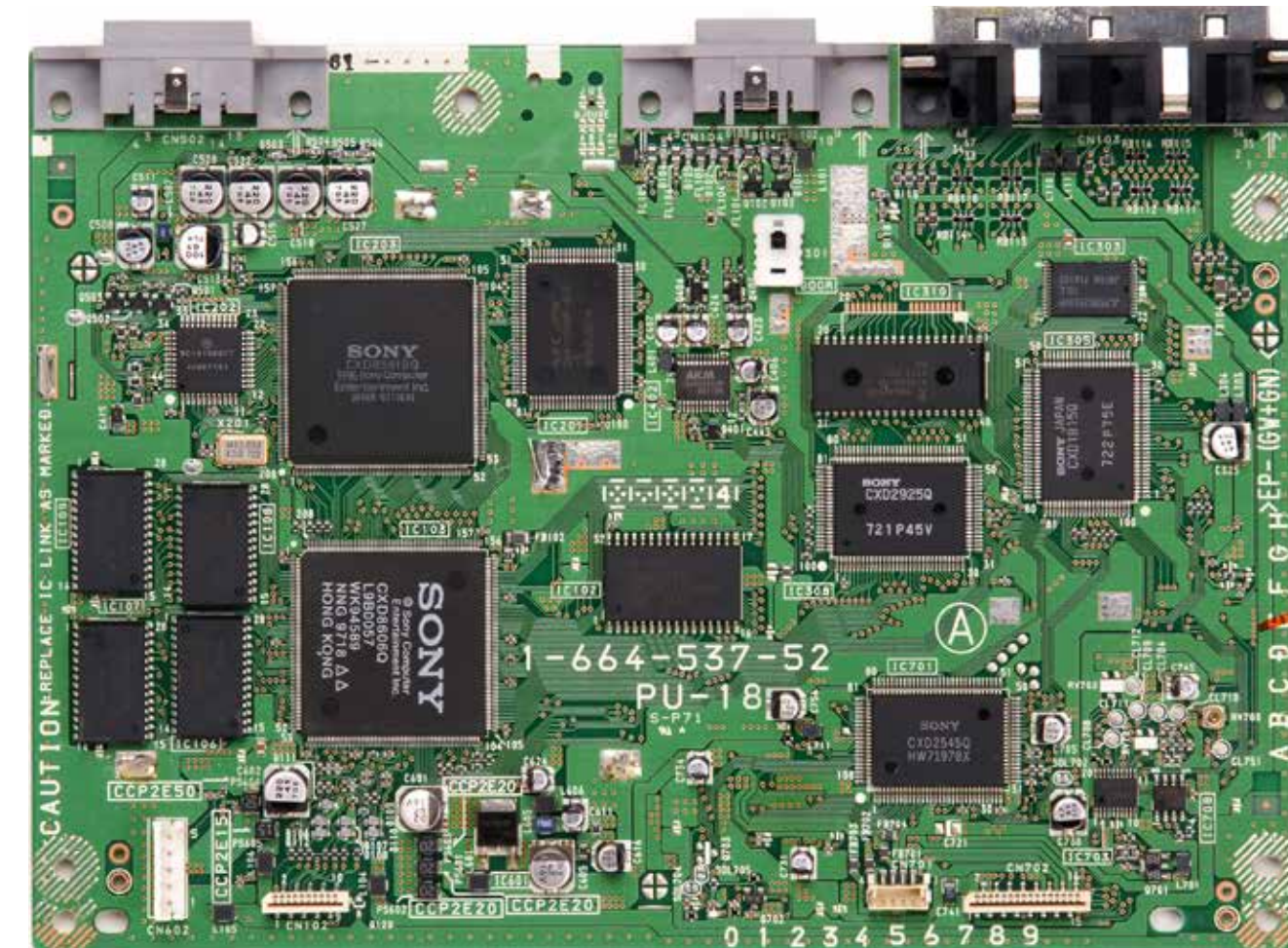
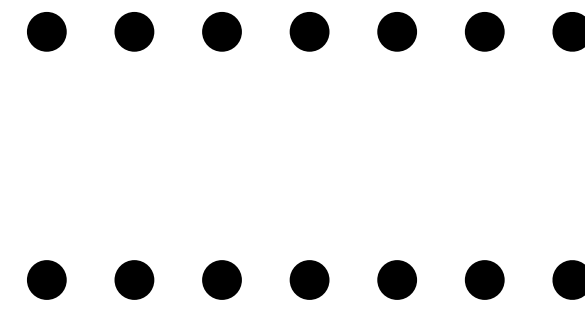
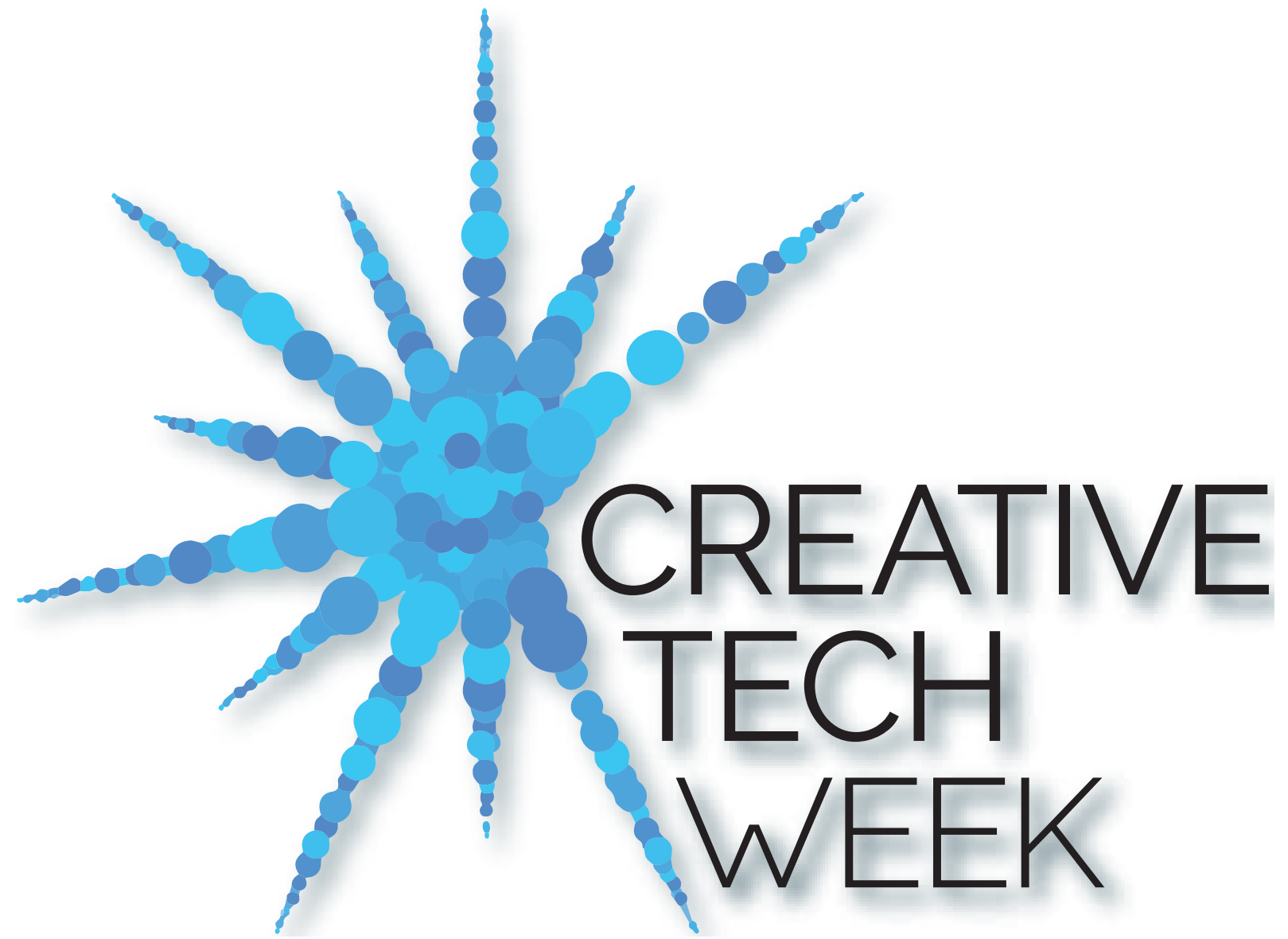
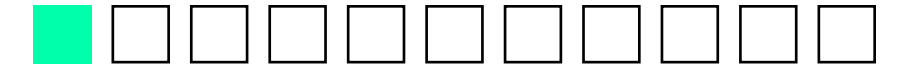
organizes and executes collaborative events amongst different groups, covering a range of themes and subject matter.

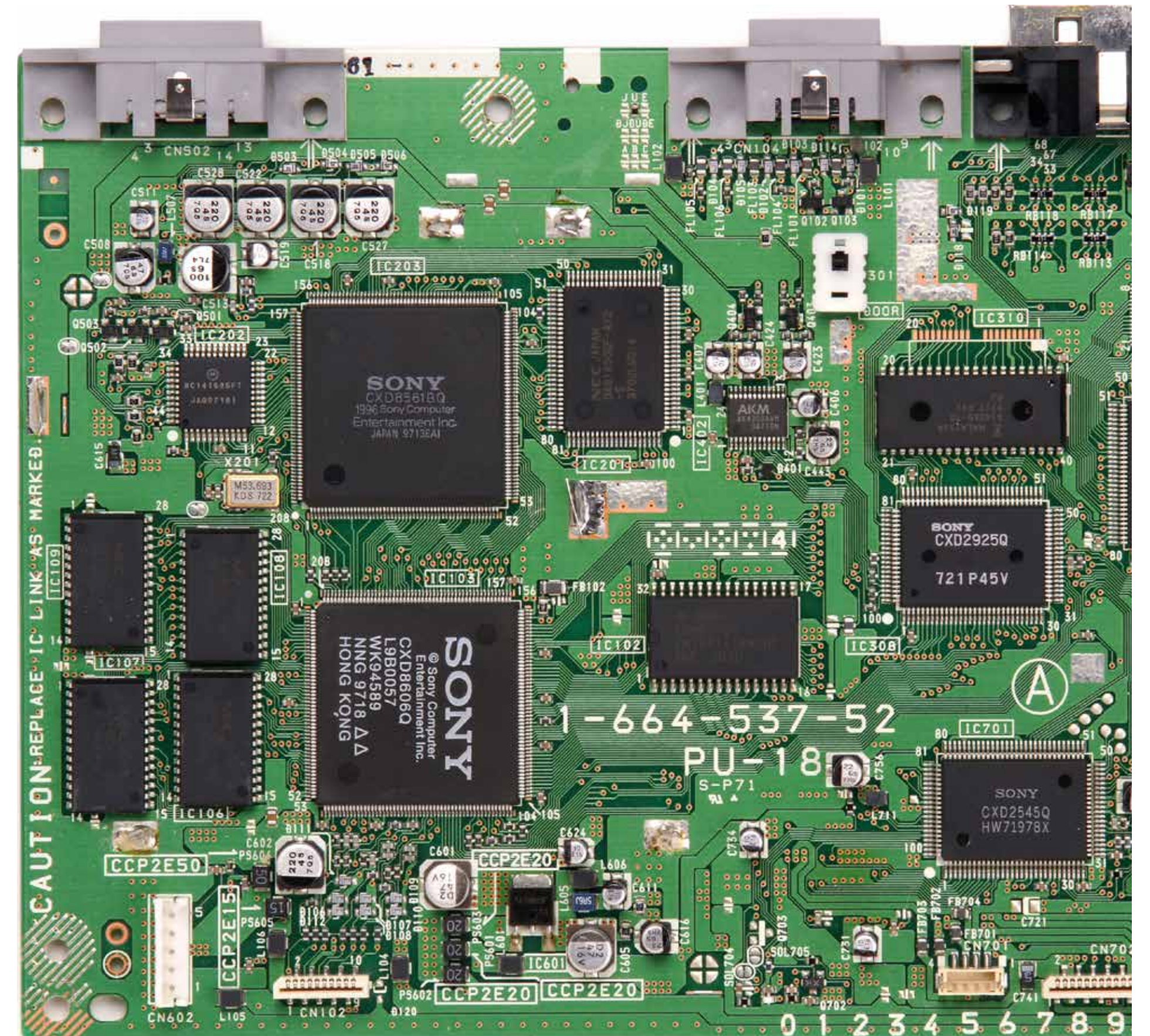
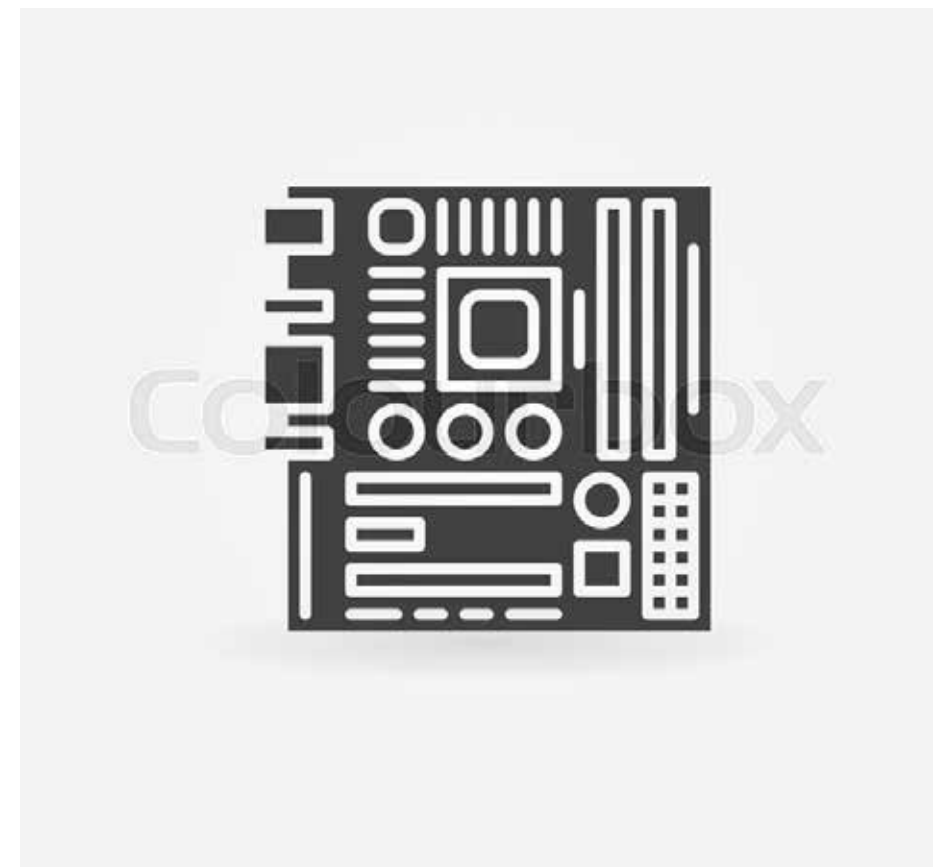
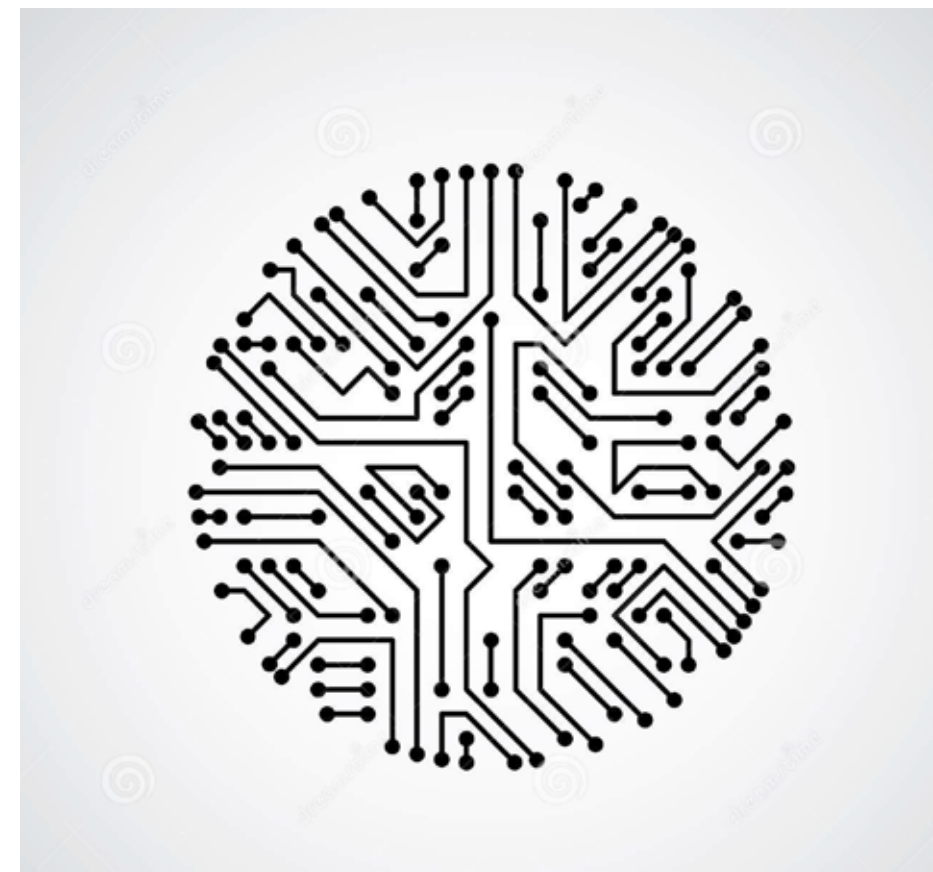
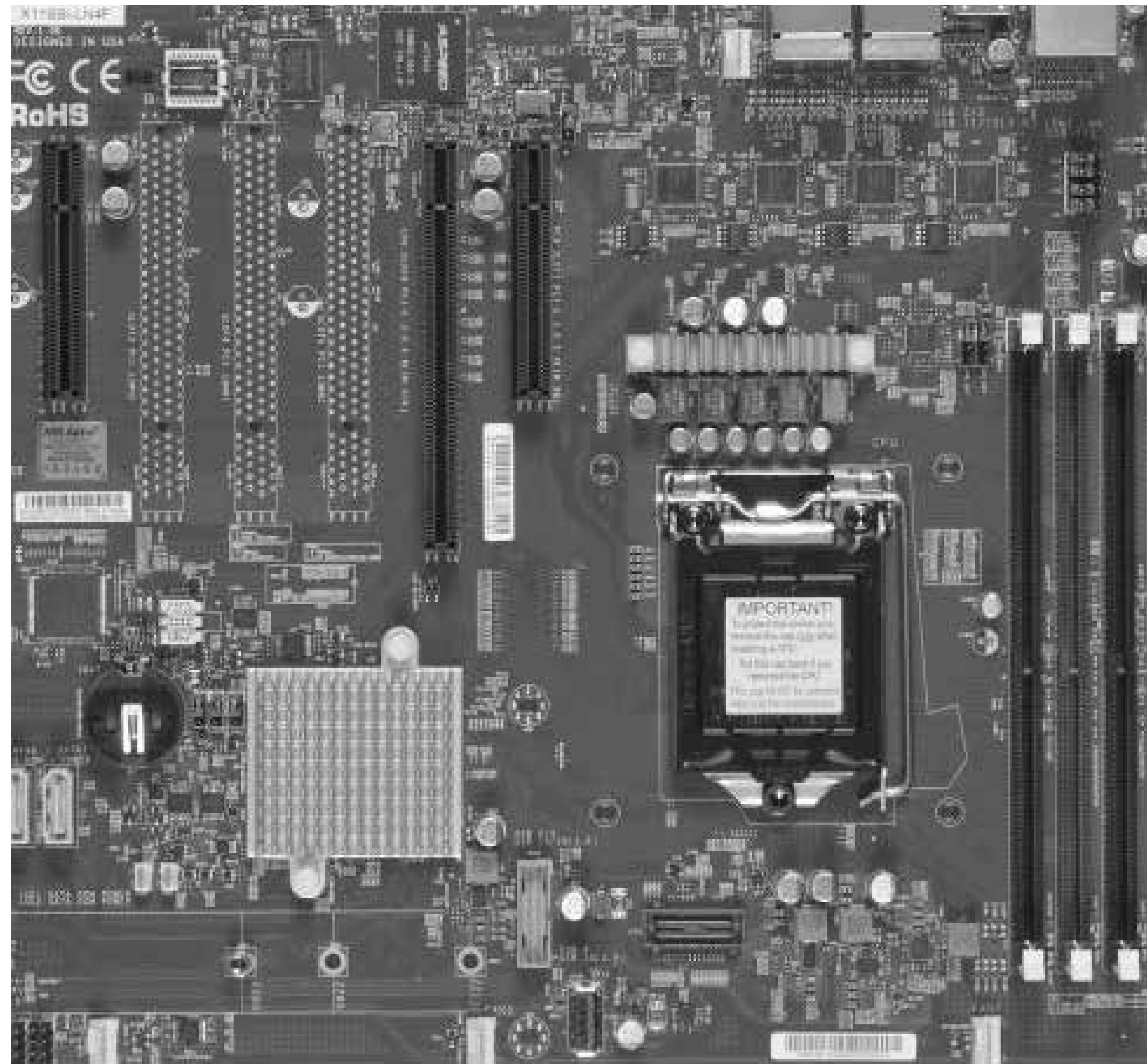
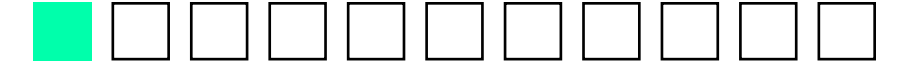
Intermediary

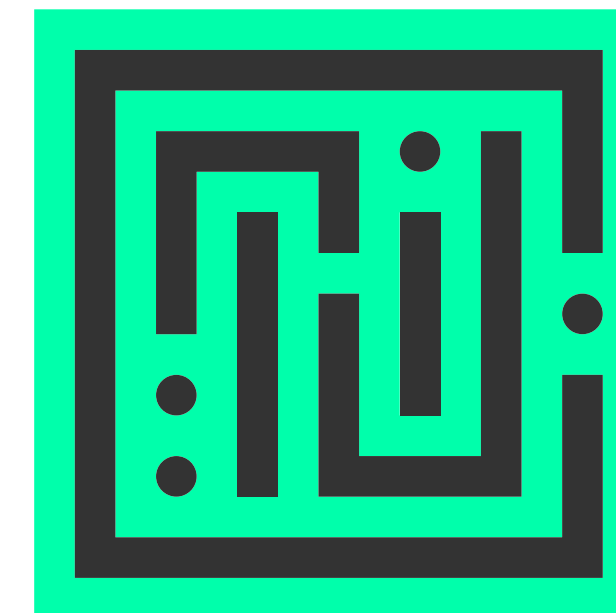
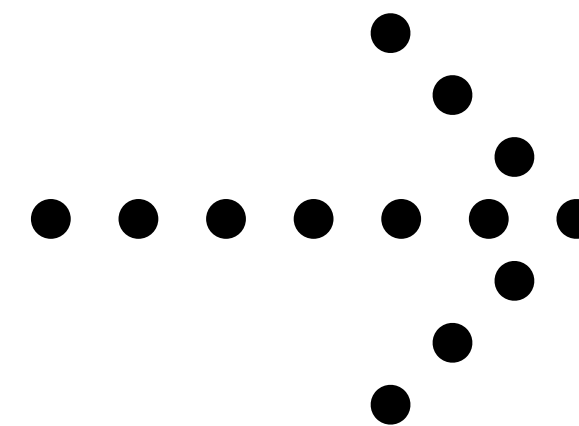
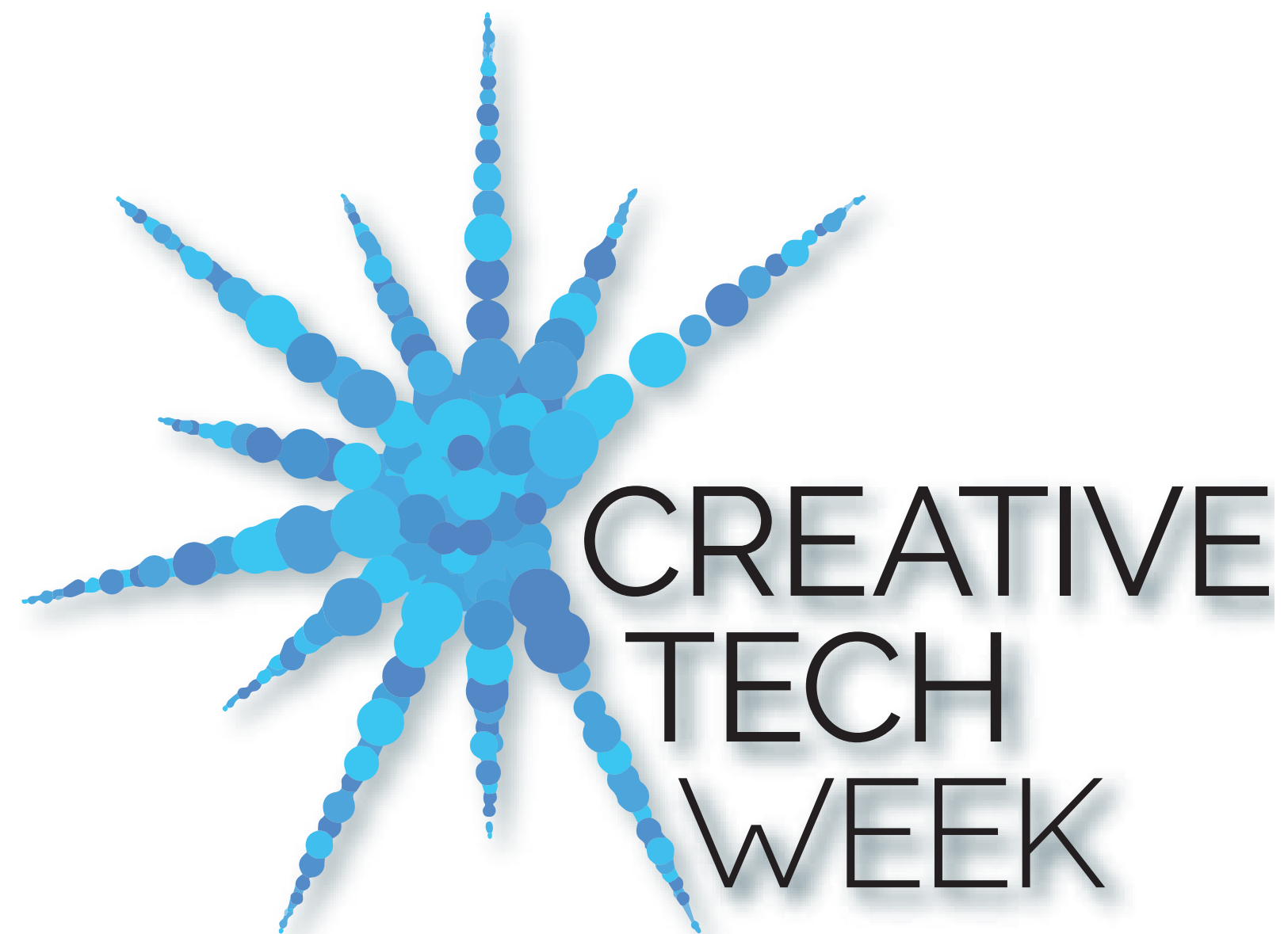
serves as the liaison amongst various groups involved or interested in creative technology.

Resource Directory

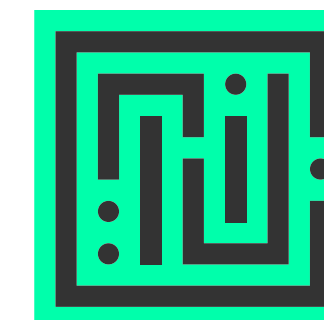
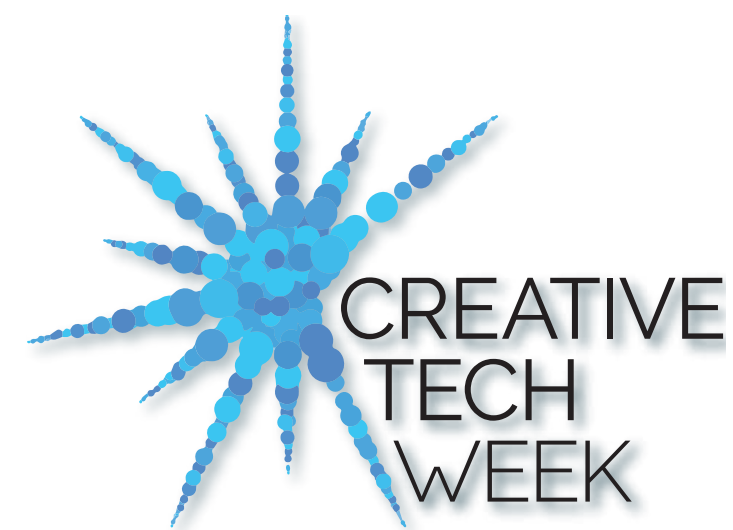
directs people to resources and distributes information.



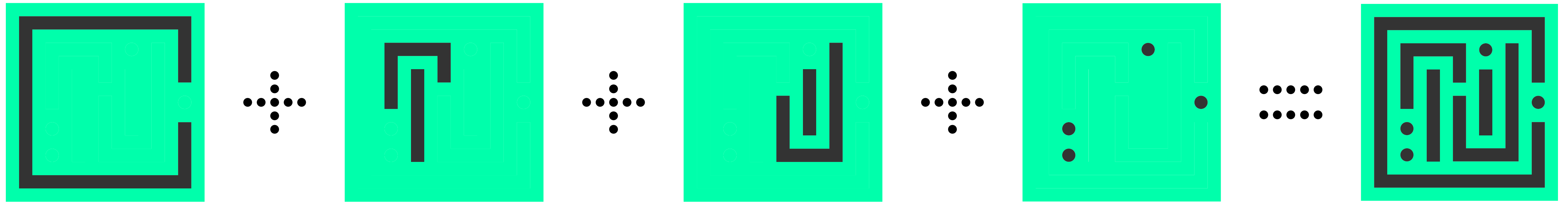
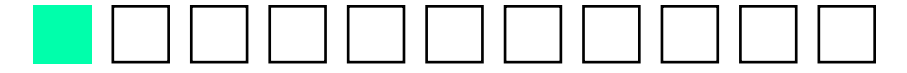




**CREATIVE
TECH WEEK**



**CREATIVE
TECH WEEK**



Homepage

In Season: January - June

BUY TICKETS > Creative Tech x

creativetechweek.nyc/buy-tickets/

Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK

Events Competitions News & Resources Get Involved About

May 3 - 12, 2018

Creative Tech Week

is a 10 day convention showcasing the latest in creative technology through panels and exhibitions with the leading creatives.

TICKETS

HIGHLIGHTS CTW 2017

EVENTS

Arts Hub
May 12 - 13, 2018

Mixed Reality Party
May 17, 2018

Conference Hub
May 20 - 21, 2018

INTERVIEWS

Lily Su
3D Modeler and Mechanical Designer

Eric Corriel
Light and Video Installation Artist

Douglas Riccardi
Restaurant Branding Designer

CAREERS

November 20
Jewelry & Rendering Specialist
NURCO CASTINGS @ New York, NY

October 4
Cinema 4D Renderer
GRETEL STUDIOS @ New York, NY

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ENTER EMAIL FOR NEWSLETTER >

Twitter Facebook Instagram YouTube

Imperative updates and information inside the yellow bar will catch the viewers' eye. The content inside the bar can vary from specific messaging dealing with ticketing information to general messaging wishing a "Happy New Year."

The menu bar is fixed as one scrolls through the website, making navigation more accessible.

Teal highlights indicate a hyperlink to another page. In this case, the viewer would be directed to more information on Creative Tech Week.

Below the video is the ticket button. All call-to-action buttons are treated in the same manner.

Until the conference begins, highlights from the previous conference will be shown to offer viewers a visual reference of what to expect. This section can be altered to showcase the work of creative technologists who are speaking at the upcoming conference.

Additional upcoming events will be displayed. All photography will be treated with a yellow filter to create a unified design. Upon hovering, the yellow filter disappears and the original colors are shown.

Creative Tech Week is resource center, therefore would perfect for communicating job openings through submissions from local businesses.

Creative Tech Week's original content will be shown on the front page to showcase its members.

BUY TICKETS - Creative Tech Week

Early bird pricing for Conference Hub 2018 ends today.

- Events
- Competitions
- News & Resources
- Get Involved
- About

May 3 - 12, 2018

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is a 10 day convention showcasing the latest in creative technology through panels and exhibitions with the leading creatives.

TICKETS

HIGHLIGHTS CTW 2017

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October 4

Cinema 4D Renderer

GRETREL STUDIOS @ New York, NY

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[Social icons]

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Homepage


Off Season: June - January

BUY TICKETS Creative Tech x
 creativetechweek.nyc/buy-tickets/

Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK
 Events Competitions News & Resources Get Involved About

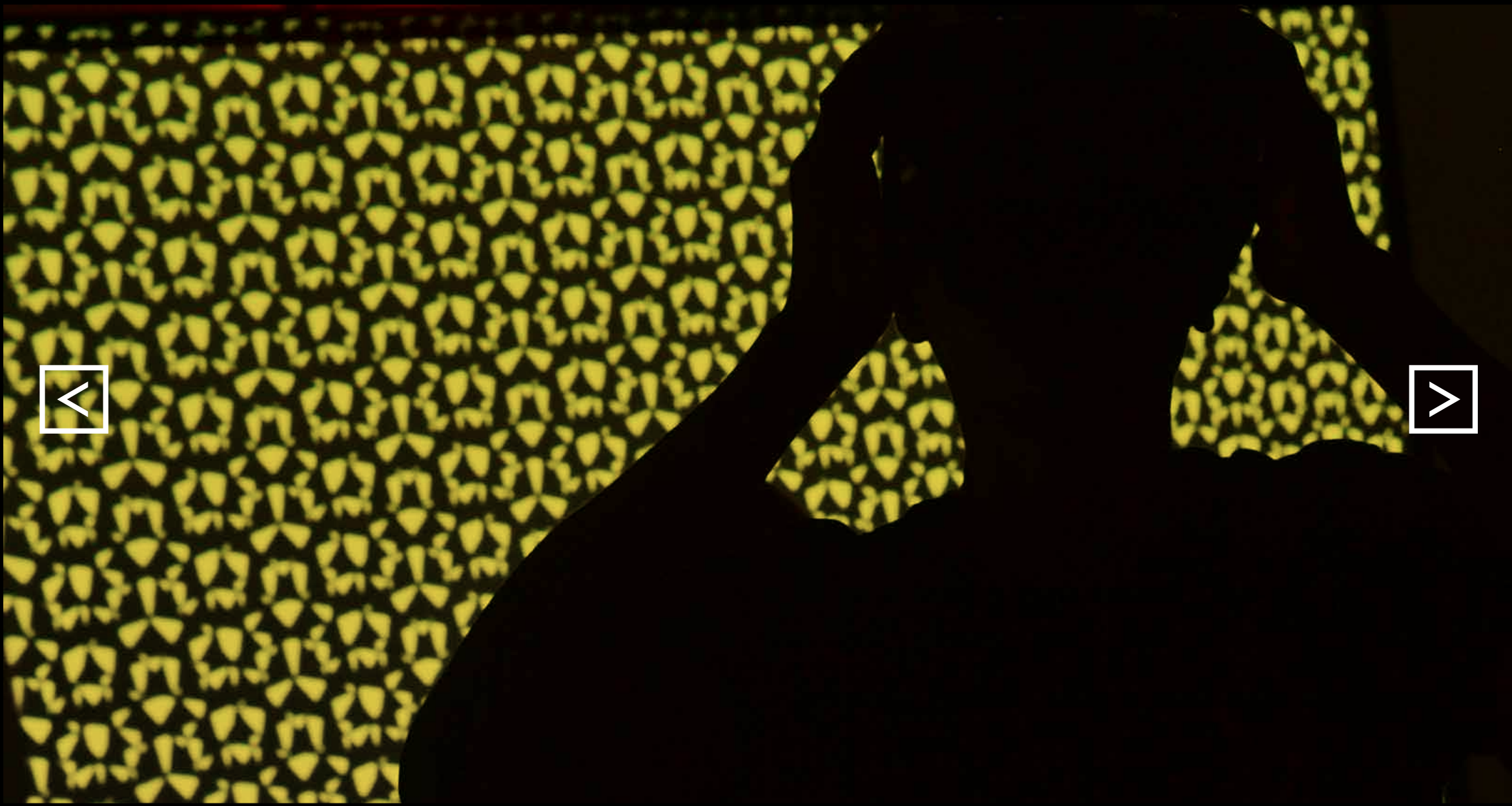
May 3 - 12, 2018
Creative Tech Week is a 10 day convention showcasing the latest in creative technology through panels and exhibitions with the leading creatives.



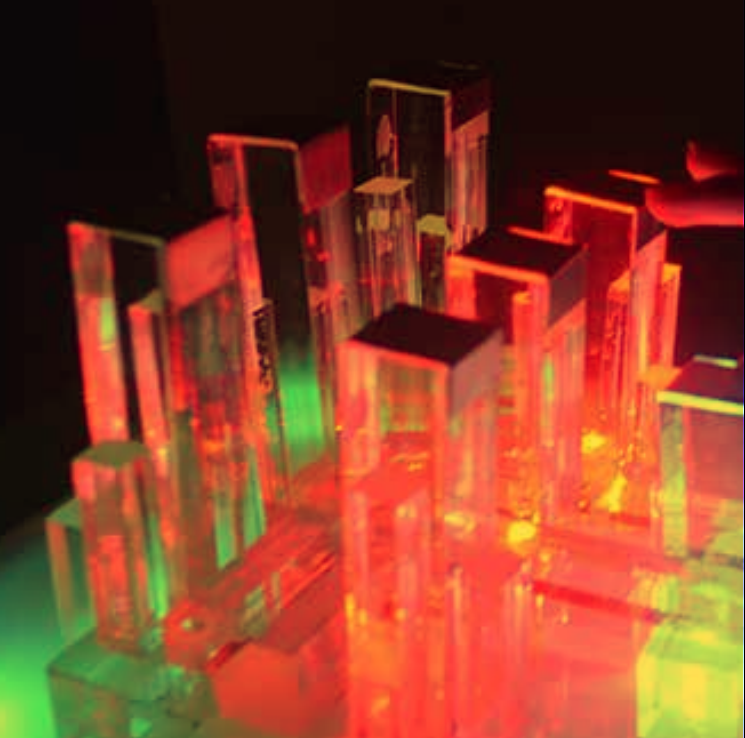
Apply to showcase your work at Creative Tech Week 2018. Accepting until January 2, 2018

APPLY


HIGHLIGHTS CTW 2017



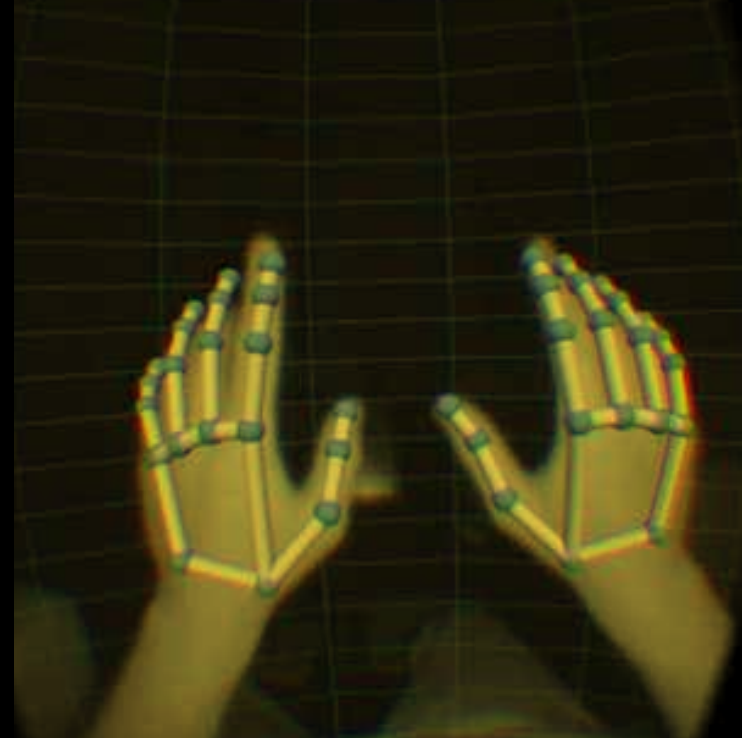
EVENTS



Arts Hub
 May 12 - 13, 2018




Mixed Reality Party
 May 17, 2018




Conference Hub
 May 20 - 21, 2018


INTERVIEWS



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Eric Corriel
 Light and Video Installation Artist



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 Restaurant Branding Designer

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 NURCO CASTINGS @ New York, NY

October 4
Cinema 4D Renderer
 GRETEL STUDIOS @ New York, NY

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Twitter Facebook Instagram YouTube

During the off season, the ticket button changes to "Apply" and provides a small description of what people would be applying towards and its deadline.

BUY TICKETS • Creative Tech Week • creativetechweek.nyc/buy-tickets/

Early bird pricing for Conference Hub 2018 ends today.

[Events](#) [Competitions](#) [News & Resources](#) [Get Involved](#) [About](#)

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HIGHLIGHTS CTW 2017

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NUROO CASTINGS @ New York, NY

•

October 4
Cinema 4D Renderer
GRETREL STUDIOS @ New York, NY

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Twitter Facebook Instagram YouTube

Eugene Lee

14

Buy Tickets

In Season: January - June

The screenshot shows a web browser window with the URL `creativetechweek.nyc/buy-tickets/`. A yellow banner at the top reads "Early bird pricing for Conference Hub 2018 ends today." The main navigation includes "Events", "Competitions", "News & Resources", "Get Involved", and "About". The "CREATIVE TECH WEEK" logo is in the top left. The main heading is "ALL EVENTS" with a sub-heading "UPCOMING PAST".

ARTS HUB
May 12 @ 12:00-11:00pm
May 13 @ 7:00-2:00am
50 digital, VR and electronic artworks are on display for Stronger Together, an exhibit of work by computer art department faculty of 10 area universities curated by Leaders in Software and Art.

CONFERENCE HUB
May 20 @ 9:00am-6:00pm
May 21 @ 10:00am-5:30pm
Two Roboticists from Google X. The Head of VR and Game Design at IBM Research. The Creative Director of Virtual Reality at Viacom NEXT.

MIXED REALITY PARTY
May 17 @ 5:00-10:00pm
Our cocktail party with extraordinary interactive experiences: virtual reality, augmented reality, interactive projection, electronic instruments, sensors and more responsive technologies both experimental and profitable.

Footer: Creative Tech Week • 179 32nd Street #3, Brooklyn, NY 11232 • admin@ctw.nyc • 2018 ©

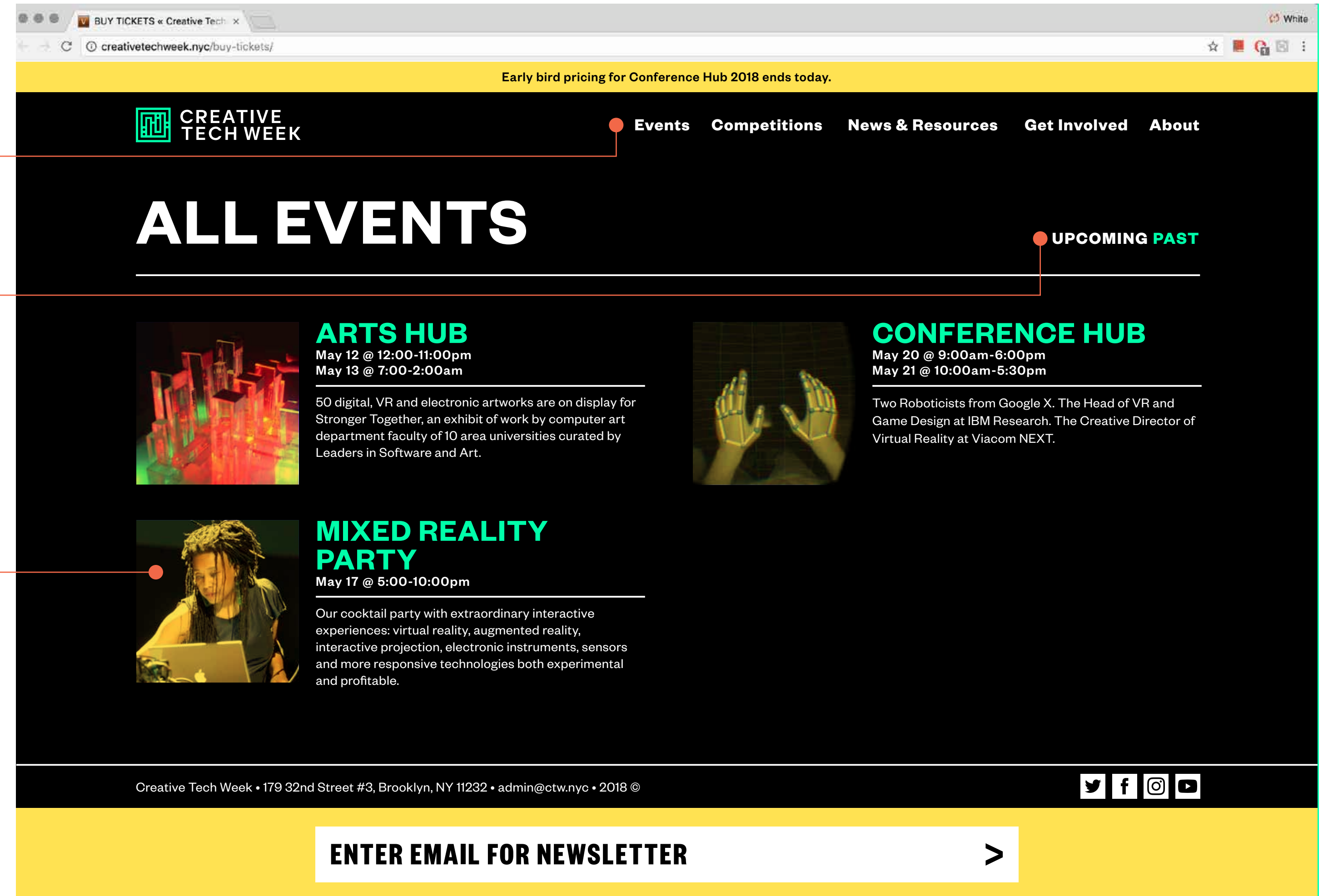
Social media icons for Twitter, Facebook, Instagram, and YouTube.

Yellow banner at the bottom: ENTER EMAIL FOR NEWSLETTER >

Under “Events” in the menu is a “All Events” subsection followed by Arts Hub, Mixed Reality Party, Conference Hub and other events.

The page serves as a directory of events. Viewers can filter through past and upcoming events by clicking on the word. The white type indicates the current displayed event list.

Upon hovering, the yellow filter disappears revealing the original color below. The image and teal text to its right both link the viewer to the specific event page.



BUY TICKETS + Creative Tech x


creativetechweek.nyc/buy-tickets/

Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK

Events Competitions News & Resources Get Involved About


ARTS HUB 2018



DATE AND TIME
EXHIBITION
 Friday, May 12, 2018
 12:00pm-7:00pm
PERFORMANCE
 Friday, May 12, 2018
 7:00pm-11:00pm
 Saturday, May 13, 2018
 7:00am-2:00am

SCHEDULE

LOCATION
 Knockdown Center
 52-19 Flushing Ave
 Maspeth, NY 11378



ADMISSION
EXHIBITION
 Free
PERFORMANCE
 Early Bird through May 9
 1 Day Pass \$15
 2 Day Pass \$25
 Regular
 1 Day Pass \$20
 2 Day Pass \$30

TICKETS

< Conference Hub Mixed Reality Party >

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BUY TICKETS + Creative Tech x


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CREATIVE TECH WEEK


Events Competitions News & Resources Get Involved About

MIXED REALITY PARTY 2018



DATE AND TIME
 Wednesday, May 27, 2018
 5:00pm-10:00pm
Group 1
 5:00pm-6:30pm
Group 2
 6:30pm-8:00pm
Group 3
 8:00pm-10:00pm

LOCATION
 Microsoft Reactor at
 Grand Central Tech
 335 Madison Avenue, 4th Floor
 New York, NY 10017



ADMISSION
 Regular \$15

SPONSORS
 Microsoft

TICKETS

< Conference Hub Arts Hub >

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BUY TICKETS + Creative Tech x

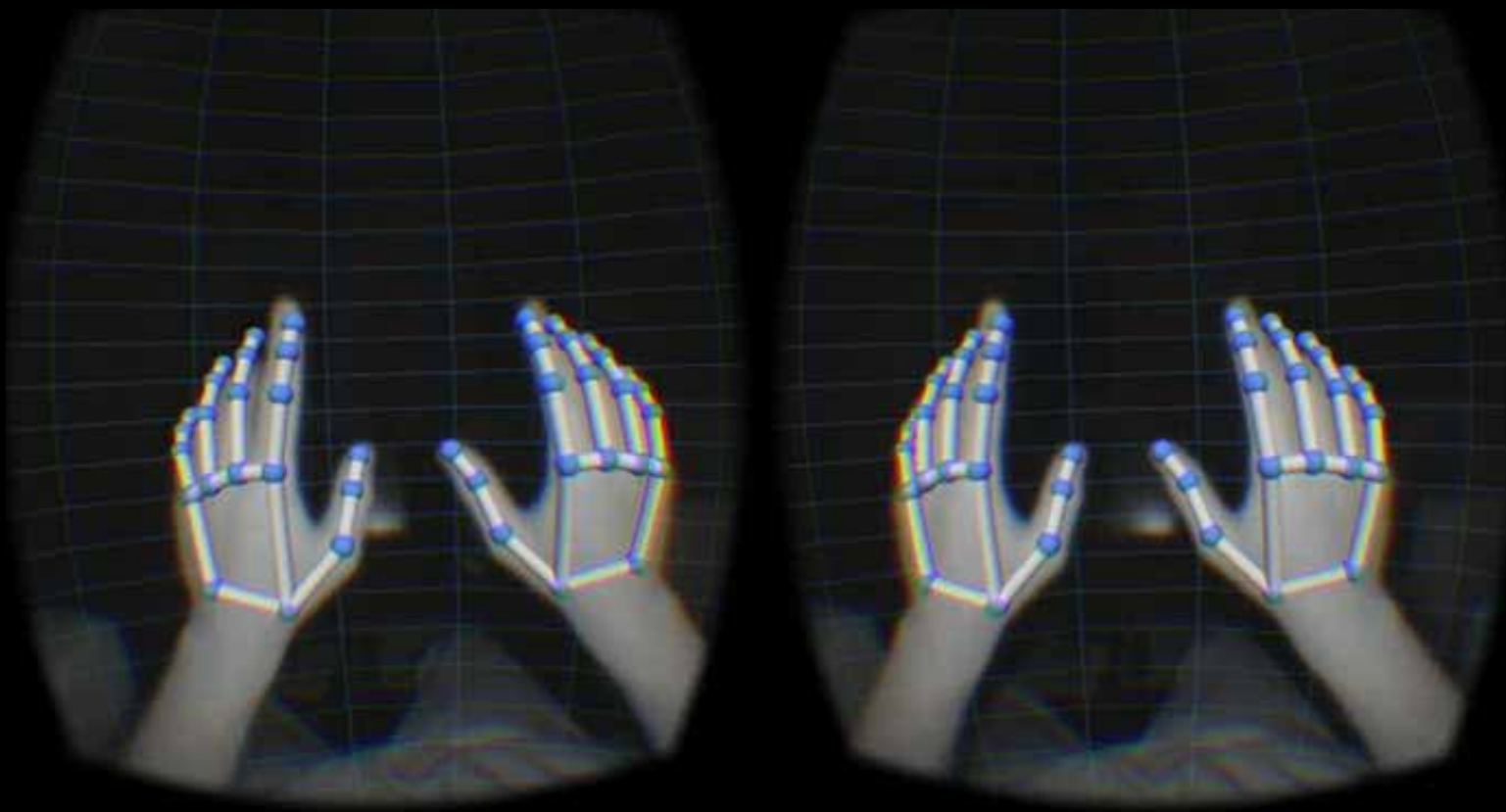
creativetechweek.nyc/buy-tickets/

Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK

Events Competitions News & Resources Get Involved About


CONFERENCE HUB 2018



DATE AND TIME
 Saturday, May 20, 2018
 9:00am-6:00pm
 Sunday, May 21, 2018
 10:00am-5:30pm

SCHEDULE

LOCATION
 NYIT Auditorium on Broadway
 1871 Broadway
 New York, NY 10023



ADMISSION
 Early Bird - Ends May 10, 2018
 1 Day Pass \$40
 2 Day Pass \$80
 2 Day Artist Pass \$40
 Regular
 One Day Pass \$100
 Two Day Pass \$200
 2 Day Artist Pass \$80

SPONSORS
 New York City Economic Development Corporation
 New York Institute of Technology
 The Lumen Prize Exhibition
 Leaders in Software and Art

2 Day Conference

Two Robotists from Google X. The Head of VR and Game Design at IBM Research. The Creative Director of Virtual Reality at Viacom NEXT. Producers and Creative Directors from cutting edge experience designers Pear Media, Future Colossal, and Local Projects. Computer Vision and Natural Language Processing AI from Microsoft. Building Mixed Reality Experiences for HoloLens. Virtual journeys in Google Expeditions with Cardboard. Tips for great Data Visualization and Storytelling. How to win the premier global prize in digital art. A conversation about innovating the future of creative marketing with the global CMO of Wipro, one of the largest technology brands in the world. Artists sharing their most inspiring interactive installations and VR experiences in 24 5-minute lightning talks. Come get excited, get ideas, and get networked in the most elegant and passionate field in emerging tech.

Speakers

Kendra Byrne	Amar C. Bakshi	Greg Carvey	Gaia Scagnetti
Daniel Otham	Al Tan Ucer	Ellen Pearlman	Charles Matz
Katie Beck Suttler	Allison Berkoy	Jordan Frand	Manuel Lima
Cinthya Mohr	Tomas Laurenzo	Carla Rapoport Andrew	L'rai Arthur-mensah
David Nunez	Gabriella Levine	McWilliams	Lisa Godwin
Wendy Wischer	Molly Rungo	Gretchen Menter	Catinoa Tabacaru
Melissa Felderman	Sean M. Montgomery	Brian August	Kevin Stanton
Balam Soto	The Josh Craig	Anne Goodfriend	Sundar Raman
Jingwen Zhu	Richard Rodkin	Heather Shapiro	

TICKETS

< Mixed Reality Party Arts Hub >

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All event details are listed on the right. Yellow buttons open a window showing the entire schedule. Clicking on the map opens a separate window for Google Maps.

Photography section can function as a singular photo or as a slideshow.

Specific information on the venue, events and collaborators is explained. This section can be broken into either a two or four column grid depending on the information.

Links to the nearest event before and after the current one.

BUY TICKETS « Creative Tech x

creativetechweek.nyc/buy-tickets/

Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK

Events Competitions News & Resources Get Involved About

ARTS HUB 2018

DATE AND TIME
EXHIBITION
 Friday, May 12, 2018
 12:00pm-7:00pm

PERFORMANCE
 Friday, May 12, 2018
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SCHEDULE

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 Maspeth, NY 11378

ADMISSION
EXHIBITION
 Free

PERFORMANCE
 Early Bird through May 9
 1 Day Pass \$15
 2 Day Pass \$25

Regular
 1 Day Pass \$20
 2 Day Pass \$30

After Party
 We're packing our cocktail party with extraordinary interactive experiences – Virtual Reality, Augmented Reality, interactive projection, electronic instruments, sensors, and other cool responsive technologies both experimental and profitable. Enjoy lots of snacks and open wine and beer. Leave your wallet at home!

Microsoft interactive demos that will transform your selfies into cats
Isobar a VR experience that recreates vacation spots using volumetric capture
Gordey Chernyy and Maria Mishurenko get 1000 algorithmic AR portraits of yourself
Erin Ko and Alex Chouls get lost in virtual reality booth of infinite mirrors
Balam an exploratory interactive electronic sculpture

TICKETS

< **Conference Hub** **Mixed Reality Party** >

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Buy Tickets

Off Season: June - January

BUY TICKETS « Creative Tech x

creativetechweek.nyc/buy-tickets/

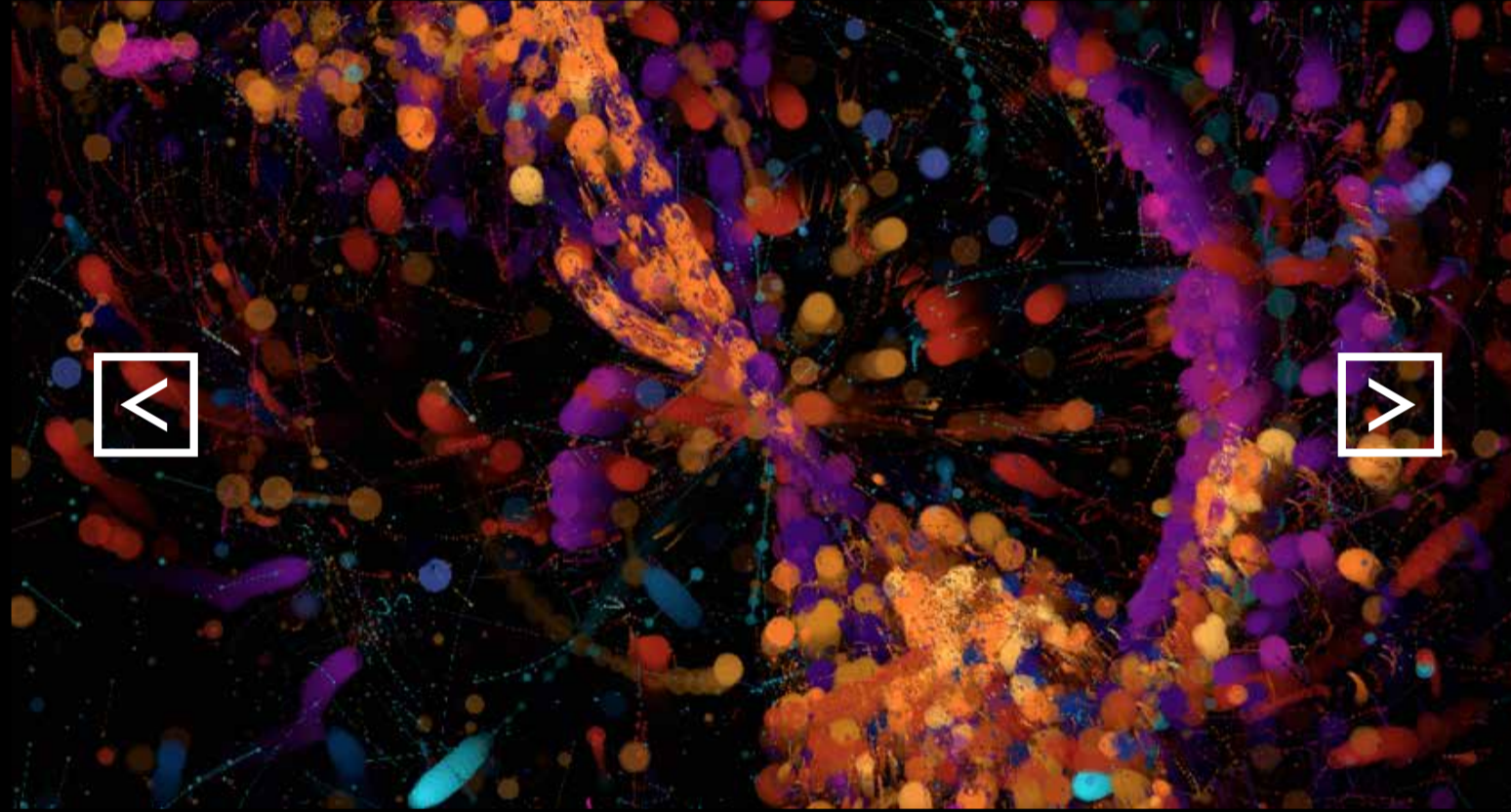
White

Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK Events Competitions News & Resources Get Involved About

CONFERENCE HUB 2018

CONFERENCE HUB 2017 HIGHLIGHTS



< >

RESOURCES

VIDEOS

2017 ANNUAL REPORT

SPONSORS

- New York City Economic Development Corporation
- New York Institute of Technology
- The Lumen Prize Exhibition
- Leaders in Software and Art

Thank you for visiting. We expect to open ticket sales for Creative Tech Week 2018 in January.

ENTER EMAIL FOR NOTIFICATIONS >

< **Mixed Reality Party** **Arts Hub** >

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Twitter Facebook Instagram YouTube

ENTER EMAIL FOR NEWSLETTER >

During the off season prior to the event, photography from the previous year gives viewers a visual reference on what to expect.

Recorded videos and the annual report from the previous convention are linked in the form of buttons.

While OTW organizes the event, viewers can sign up to receive updates on the event.

The screenshot shows a web browser window with the URL creativetechweek.nyc/buy-tickets/. The page features a yellow header with the text "Early bird pricing for Conference Hub 2018 ends today." and the Creative Tech Week logo. A navigation menu includes "Events", "Competitions", "News & Resources", "Get Involved", and "About". The main heading is "CONFERENCE HUB 2018". Below this, there are three main sections: "CONFERENCE HUB 2017 HIGHLIGHTS" with a large image of colorful abstract shapes and navigation arrows; "RESOURCES" with buttons for "VIDEOS" and "2017 ANNUAL REPORT"; and "SPONSORS" listing "New York City Economic Development Corporation", "New York Institute of Technology", "The Lumen Prize Exhibition", and "Leaders in Software and Art". A sign-up section says "Thank you for visiting. We expect to open ticket sales for Creative Tech Week 2018 in January." with a button "ENTER EMAIL FOR NOTIFICATIONS". At the bottom, there are links for "Mixed Reality Party" and "Arts Hub", and a footer with contact information and social media icons. A final yellow bar at the bottom contains the button "ENTER EMAIL FOR NEWSLETTER".

Experts

BUY TICKETS « Creative Tech x

creativetechweek.nyc/buy-tickets/


Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK

Events Competitions News & Resources Get Involved About

EXPERTS

KEYNOTES




GAIA SCAGNETTI

Dr. Gaia Scagnetti is an expert in Visual Epistemology as well as Information Visualization and Mapping. Her current research investigates the impact of Information Visualization on design discourse with a focus on design education. At present she is full-time Assistant Professor at the Pratt Institute's Graduate Communications department in New York. In 2010 Gaia Scagnetti completed a Post Doctoral research at the Design Lab at the Massachusetts Institute of Technology. As Researcher and Design Strategist at MIT she conducted qualitative research for design in the topic of social sustainability, connectivity and mobility. In 2009 she obtained a PhD degree cum Meritus in Industrial Design and Multimedia Communication at the Politecnico di Milano.

During her doctoral research Gaia has worked as a designer and researcher at the DensityDesignLab in Milan, where she carried out research, design projects and teaching activities on Information Visualization and Mapping. Her works have been featured in several conferences and exhibitions (DesignEd, HyperUrban.2, the MIT Humanities + Digital Conference, NetSci2010 - Arts | Humanities | Complex Networks, SIGGRAPH09 Emerging technology Conference, the MediaLAB Prado Visualizar08) and publications and showcases (DataFlow 2, VisualComplexity.com, Mapping pattern of information, Malofej 19, Visual storytelling, Parson Journal of Information Mapping).

PANELISTS



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Twitter Facebook Instagram YouTube

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Using a two column grid, the photography and body copy is separated. When hovering over or clicking on a photograph in the left column, the associated information in the right will be updated.

Hovering or clicking will make the yellow filter disappear and outline the photograph.

When scrolling, only the left column will move as the right column is fixed.

The screenshot shows a web browser window displaying the 'Creative Tech Week' website. The page has a dark theme with a yellow header and footer. The main content area is titled 'EXPERTS' and is divided into two columns. The left column contains a grid of portrait photographs of experts, with a yellow filter applied to all images. The right column contains detailed text for the selected expert, Gaia Scagnetti. A navigation menu at the top includes 'Events', 'Competitions', 'News & Resources', 'Get Involved', and 'About'. A banner at the top of the main content area reads 'Early bird pricing for Conference Hub 2018 ends today.' The footer includes contact information and social media icons. A yellow banner at the bottom contains a white box with the text 'ENTER EMAIL FOR NEWSLETTER' and a right-pointing arrow.

BUY TICKETS « Creative Tech Week

creativetechweek.nyc/buy-tickets/

Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK

Events Competitions News & Resources Get Involved About

EXPERTS

KEYNOTES

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PANELISTS

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Secret Sauce

Tech Trend Tracker

using statistically information from Google, Instagram and Twitter, this page will enable viewers to see trending topics in the creative technologies.

The screenshot shows a web browser window with the URL creativetechweek.nyc/buy-tickets/. A yellow banner at the top of the page reads "Early bird pricing for Conference Hub 2018 ends today." Below this is the Creative Tech Week logo and a navigation menu with links for "Events", "Competitions", "News & Resources", "Get Involved", and "About". The main content area features the heading "TECH TRENDER" in large white letters, followed by a yellow button labeled "TRACK". A yellow-bordered box contains the text "Press TRACK to see the current trending topics in the creative technologists." At the bottom of the page, there is a yellow footer with the text "Creative Tech Week • 179 32nd Street #3, Brooklyn, NY 11232 • admin@ctw.nyc • 2018 ©" and social media icons for Twitter, Facebook, Instagram, and YouTube. A white input field with the text "ENTER EMAIL FOR NEWSLETTER" and a yellow arrow button is positioned at the bottom center.

BUY TICKETS « Creative Tech Week

creativetechweek.nyc/buy-tickets/

White

Early bird pricing for Conference Hub 2018 ends today.

CREATIVE TECH WEEK Events Competitions News & Resources Get Involved About

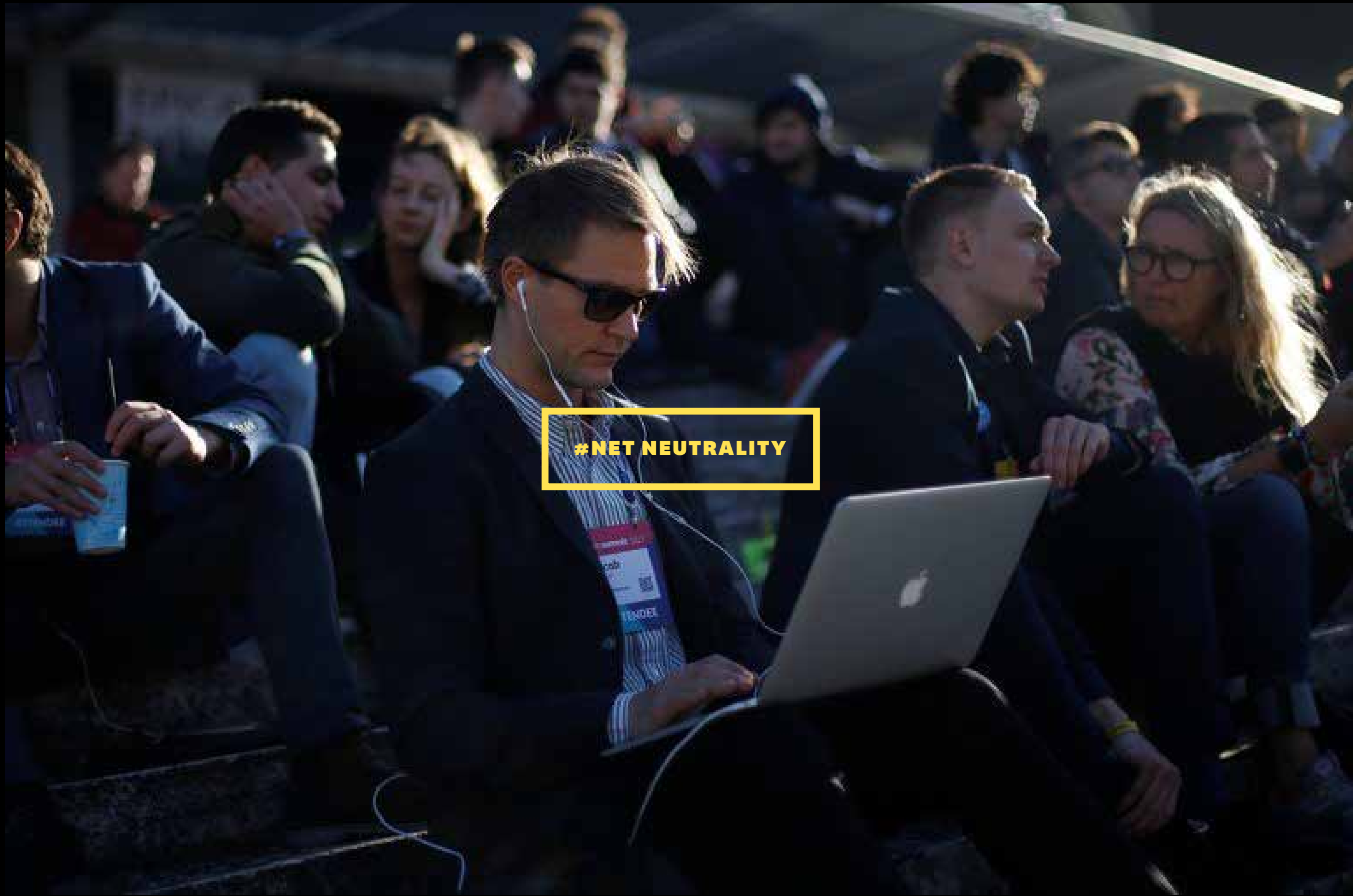
TECH TRENDER

TRACK

#IPHONE #GOOGLE #FIREWALL #APPLE #HACKERS #MOMA UBER

#BITCOIN #SHAZAM #CYBERMONDAY #NEWDRONES #VIDEO REALITY

OLD PHONE FOR CASH #MICROSOFT



#NET NEUTRALITY

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Twitter Facebook Instagram YouTube

ENTER EMAIL FOR NEWSLETTER >

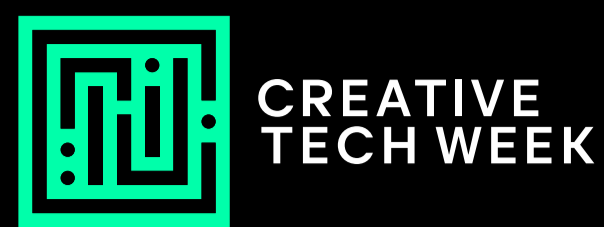
When TRACK is clicked, Tech Trender will analyze the trending topics for creative technologies and generate a list. Clicking the button again will refresh the list.

Boxes can be clicked and will link to one of the many references from which it found the trend in.

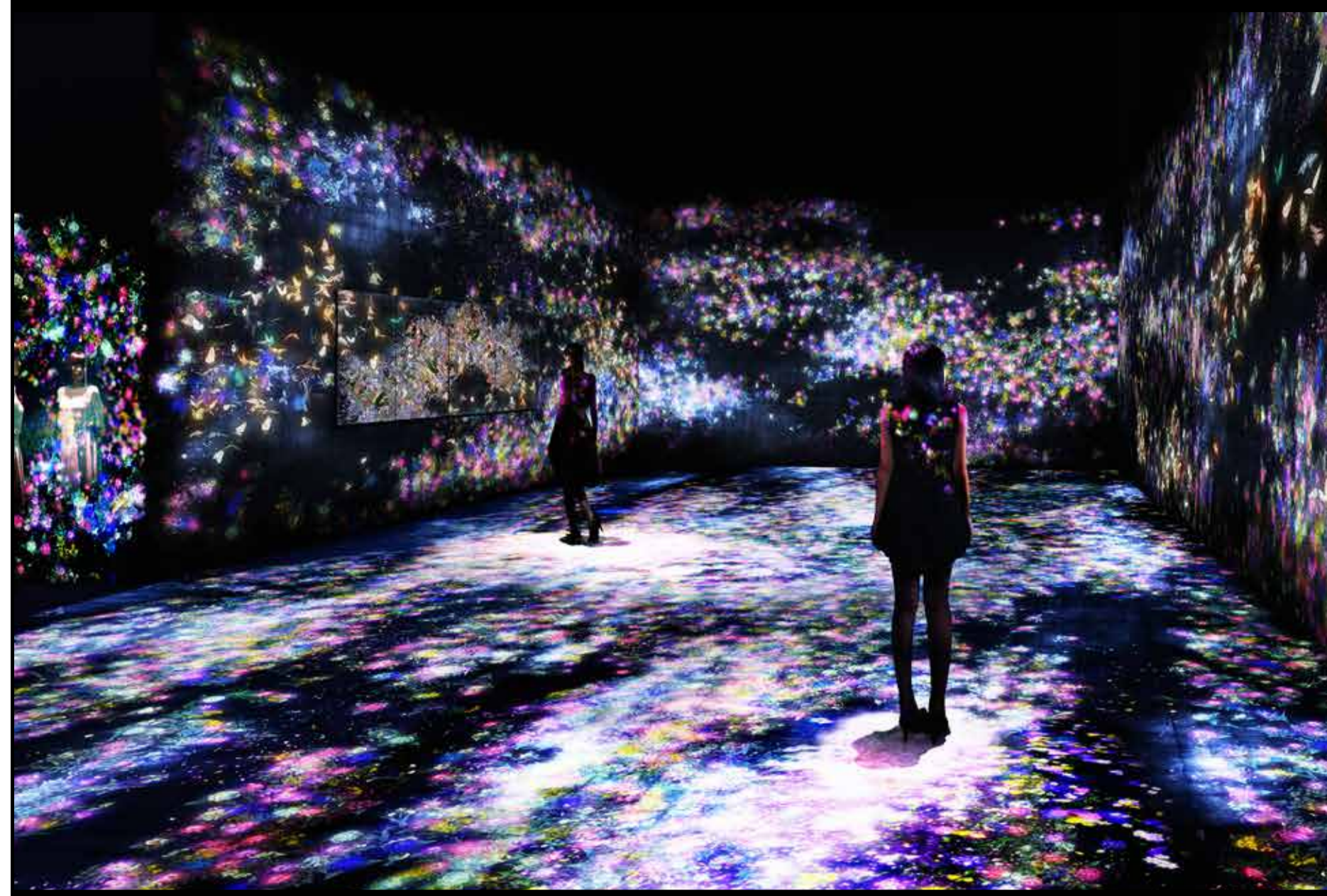
Popular topics will exhibit imagery associated with the topic.

The screenshot shows a web browser window with the URL creativetechweek.nyc/buy-tickets/. The page features a yellow header with the text "Early bird pricing for Conference Hub 2018 ends today." Below this is the Creative Tech Week logo and a navigation menu with links for "Events", "Competitions", "News & Resources", "Get Involved", and "About". The main content area is titled "TECH TRENDER" and includes a yellow "TRACK" button. Below the title is a grid of topic tags: #IPHONE, #GOOGLE, #FIREWALL, #APPLE, #HACKERS, #MOMA, UBER, #BITCOIN, #SHAZAM, #CYBERMONDAY, #NEWDRONES, #VIDEO REALITY, OLD PHONE FOR CASH, and #MICROSOFT. A large image of a man using a laptop at a conference is shown, with a yellow box highlighting the tag #NET NEUTRALITY. The footer contains contact information for Creative Tech Week, social media icons for Twitter, Facebook, Instagram, and YouTube, and a yellow banner with the text "ENTER EMAIL FOR NEWSLETTER" and a right-pointing arrow.

Email Blast



CONFERENCE HUB



2 DAY CONFERENCE showcasing mixed reality, AI, maker DIY electronics, wearable fashion, augmented reality, gaming, interactive installations, electronic music, creative apps, data storytelling, VR, computer vision, projection mapping, algorithmic design, research and more.

Saturday
May 20, 2017
 9:00am-6:00pm
Sunday
May 21, 2017
 10:00am-5:30pm

NYIT Auditorium
 1871 Broadway
 New York, NY 10023

TICKETS

Early bird ends May 1; 50% off freelancers and startups

MAY 20

Saturday 9:00am-6:00pm

SCHEDULE

KEYNOTE SPEAKERS

Kendra Byrne, Daniel Odham, Katie Beck Sutler, Cinthya Mohr

LIGHTNING TALKS

Interactive Installations
 David Nunez, Wendy Wischer, Melissa Felderman, Balam Soto, Jingwen Zhu, Amar C. Bakshi, Ali Tan Ucer, Allison Berkoy, Tomas Lorenzo

Personal Projects

Gabriella Levine, Molly Runge, Sean M. Montgomery, The Josh Craig, Richard Rodkin, Greg Garvey, Ellen Pearlman, Jordan Frand, Carla Rapoport, Andrew McWilliams, Gretchen Menter, Brian August, Anne Goodfriend

PANELS

Data Storytelling and Visualization
 Heather Shapiro, Gaia Scagnetti, Charles Matz, Manuel Lima

Social Impact in Art and Creative Tech: Creating Unity Across Borders
 L'rai Arthur-mensah, Lisa Godwin, Catinca Tabacaru, Kevin Stanton, Sundar Raman

EXHIBITION

Lumen Prize Global Award for Digital Art

MAY 21

Sunday 10:00am-5:00pm

SCHEDULE

KEYNOTE SPEAKERS

Aldis Sipolins, David Shiyang Liu, Jake Lee-high

LIGHTNING TALKS

Personal Projects
 Julie Huynh, Lajuné Mcmillian, Tatiana Pilon, Jakob Kudsk Steensen, Rui Pereira, Tamiko Thiel

PANELS

What is the Future of Entertainment and VR?
 Cortney Harding, Victoria Pike, David Lobser, Linda Ricci, Joel Douek, Jenya Lugina

Alternative Futures: Challenging the Legacy of Cybernetics
 Heidi Boisvert, Daanish Masood, Lance Weiler, Lina Srivastava

PRESENTATIONS

Microsoft Computer Vision: Enable the Human Side of Your Application
 Andy Reitano

The Reality of the Virtual: Predictions and Prototypes for the Future
 Drew Arnold

Building Mixed Reality Experiences for Microsoft Hololens in Unity
 Nick Landry

EXHIBITION

Lumen Prize Global Award For Digital Art

UPCOMING EVENTS



Mixed Reality Party

Wednesday May 17, 2017

cocktail party, virtual reality, augmented reality, interactive projection, electronic instruments, sensors

TICKETS



Arts Hub Exhibition and Performances

Saturday May 12, 2017 - Sunday May 13, 2017

Exhibition of faculty artwork from nine universities and performances

REGISTER

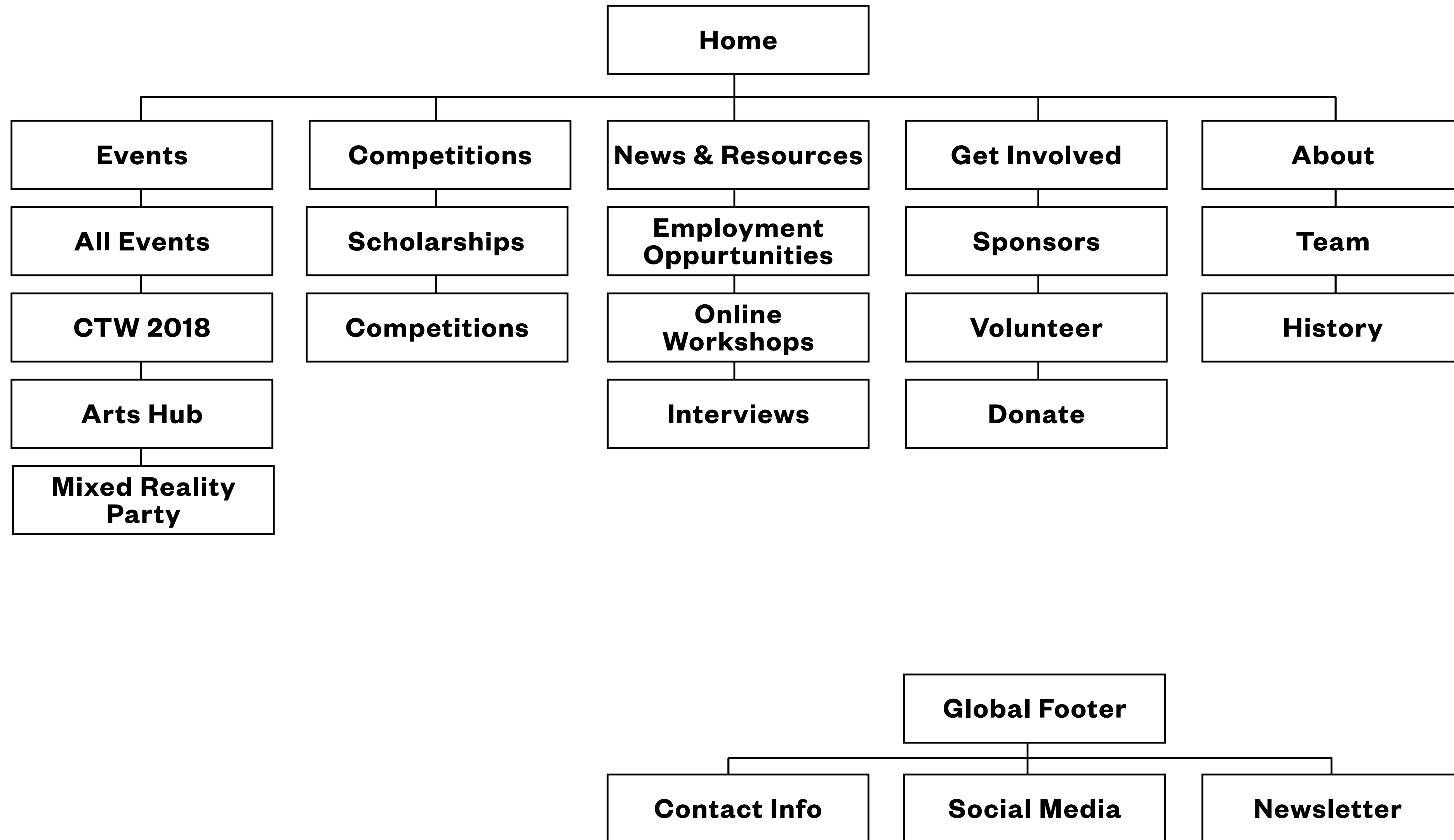
SPECIAL THANKS TO OUR SPONSORS
 NYCEDC - Future Colossal - Leaders in Software and Art
 Electric Sheep - Microsoft - NYIT - ThinkCraft
 Harvestworks - Knockdown Center

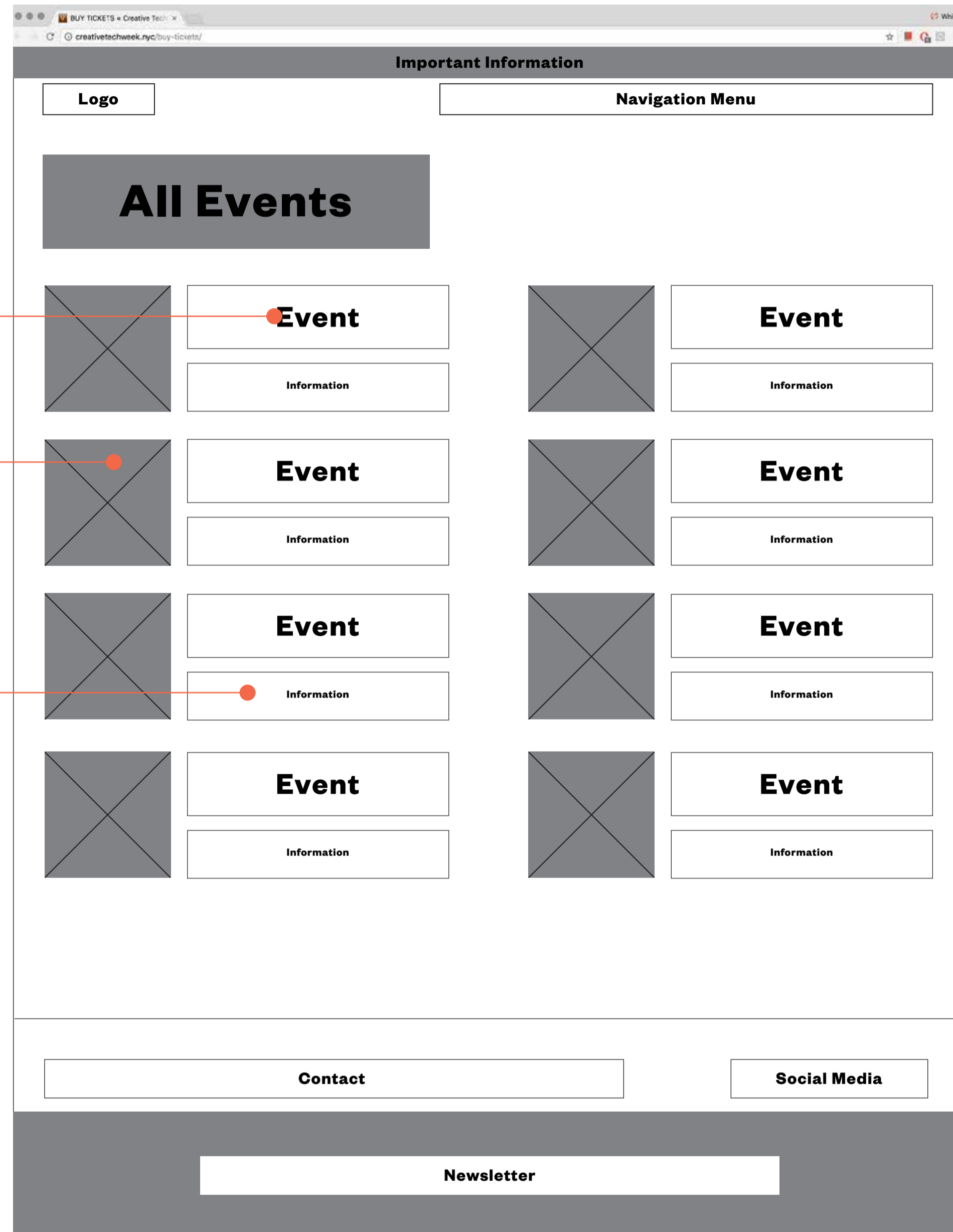


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Creative Tech Week
 179 32nd Street #3
 Brooklyn, NY 11232

Sitemaps & Wireframes

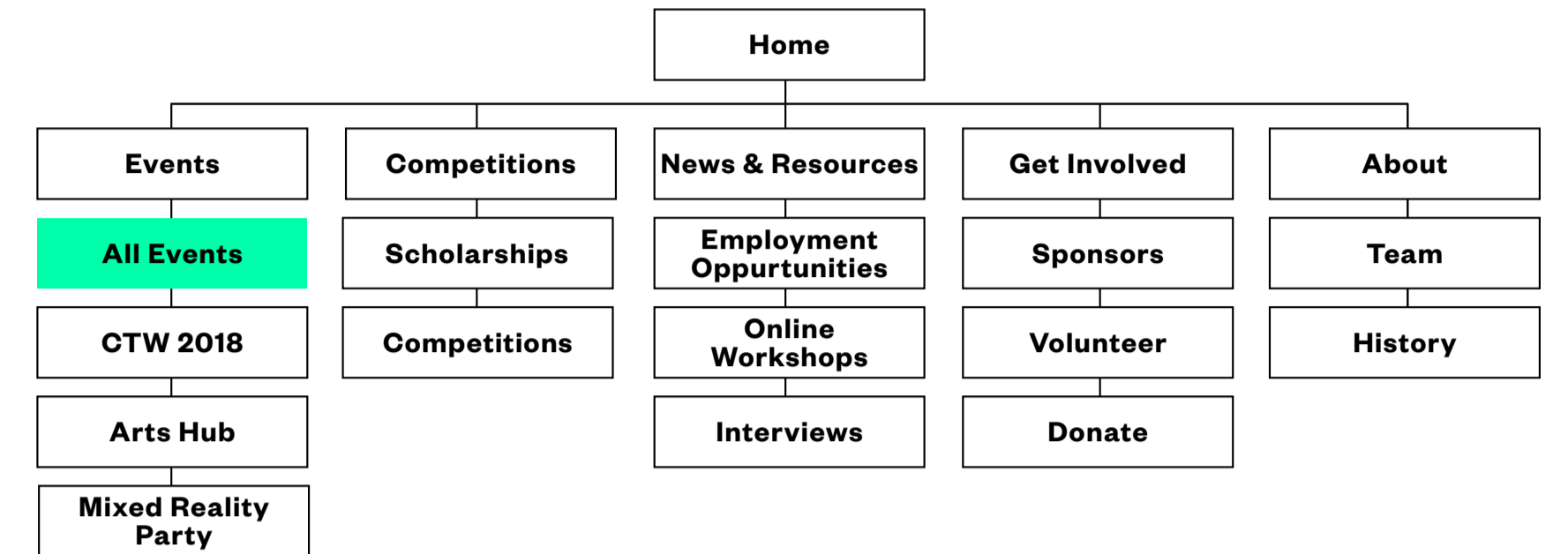


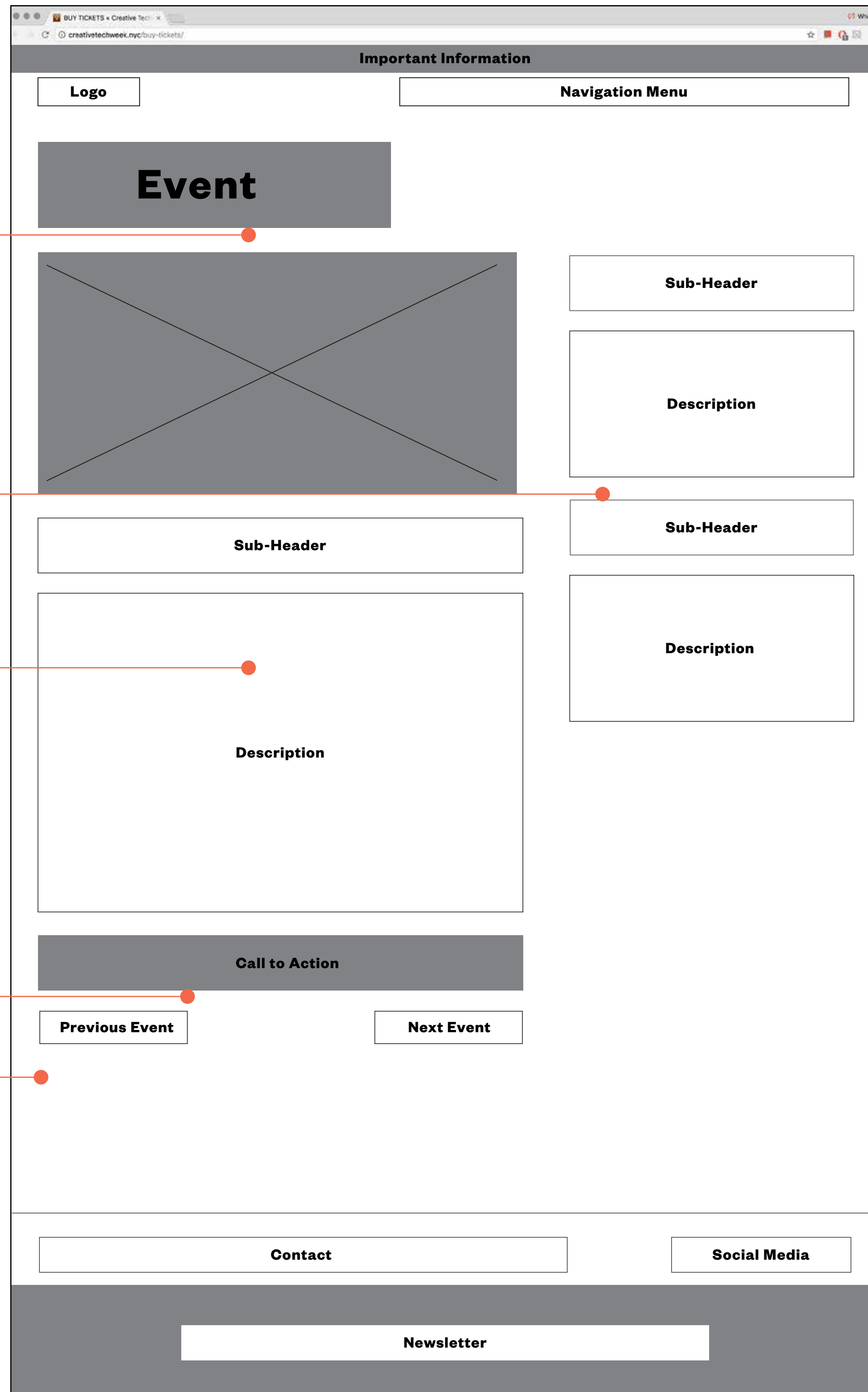


Title is in teal, hyperlinking to the page specific to the event.

Yellow filter is applied to all photography to unify the design.

The date of the event is followed by a concise summary.





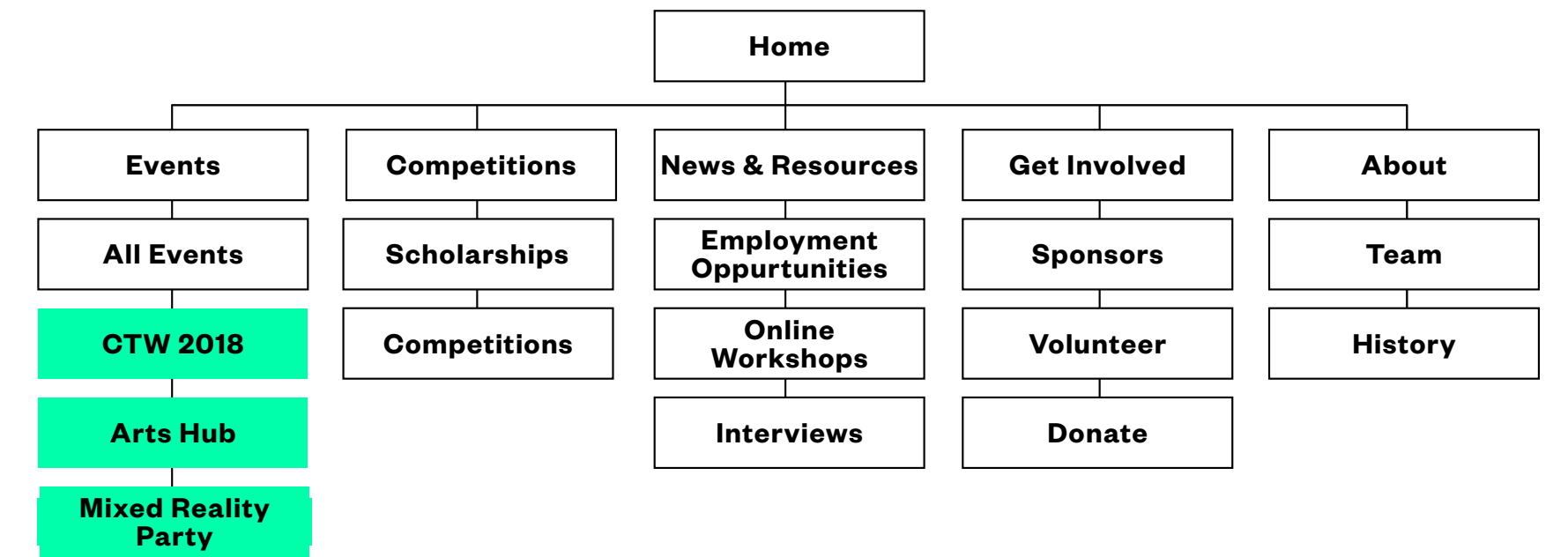
Photograph slideshow showcasing work of creative technologists.

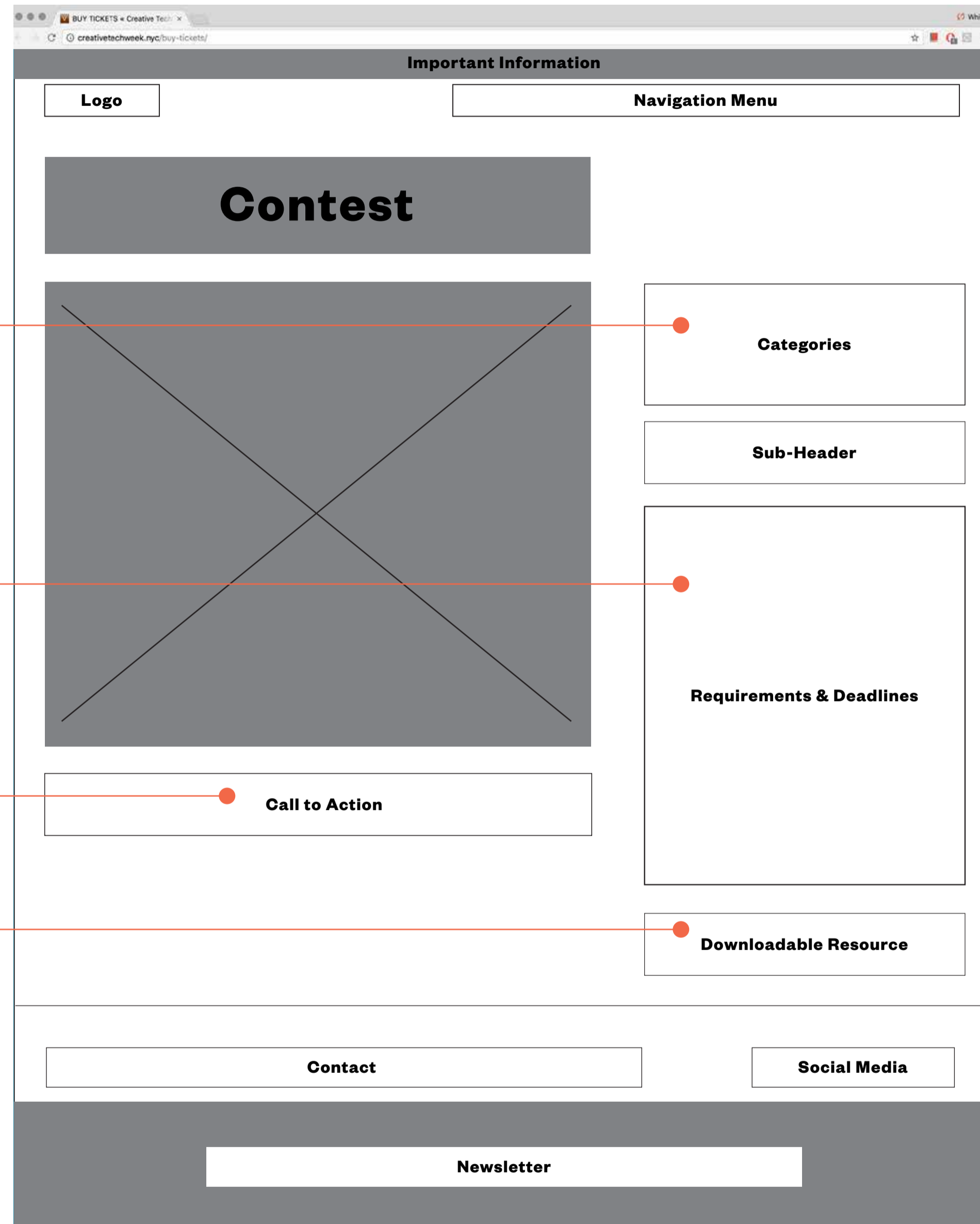
Information for the event's date, time, location followed by hyperlink buttons for more information.

Description of the event that include lists of activities or performers.

Hyperlinks to Eventbrite page.

Navigation buttons for switching between event pages easily.



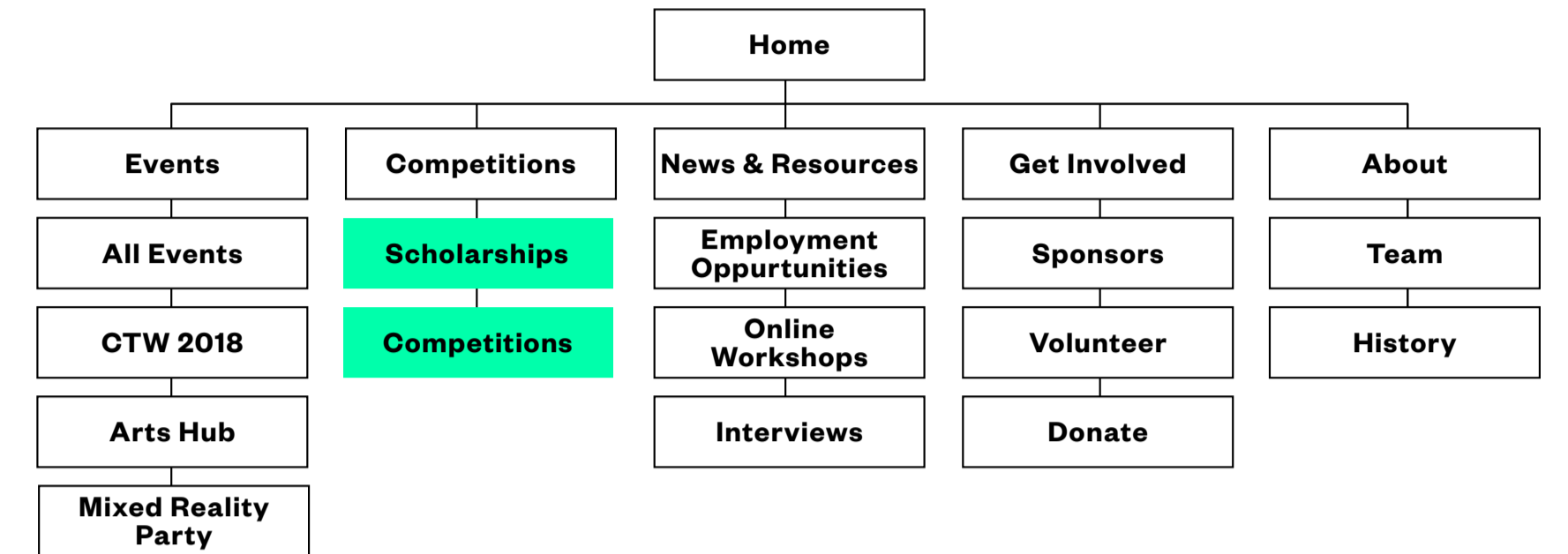


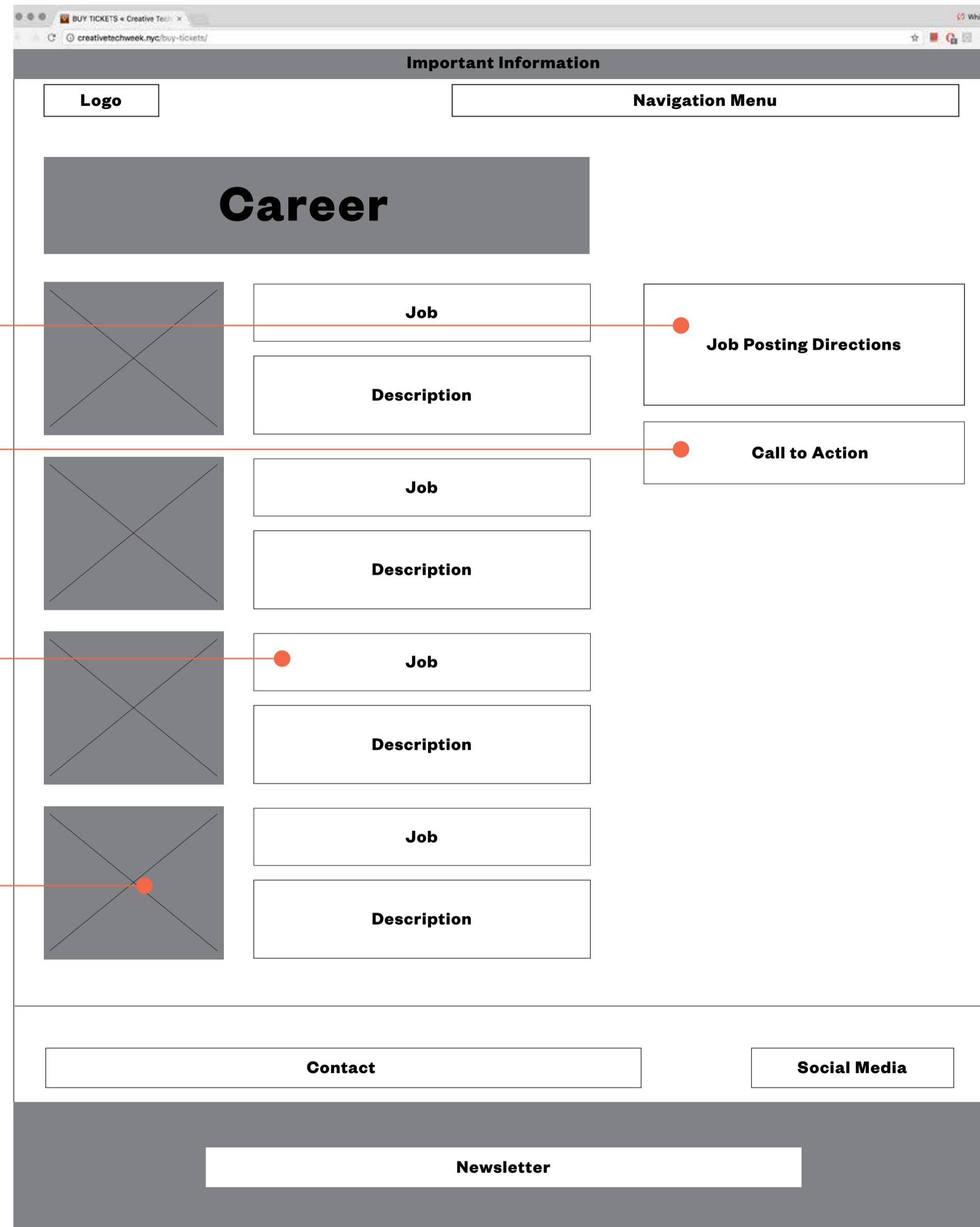
Shows different categories in competition (student, professional, etc).

All deadlines and pricing are listed.

Hyperlinks to another page that accepts submissions and payment.

Contains a zipped folder of collateral and files needed for the competition.



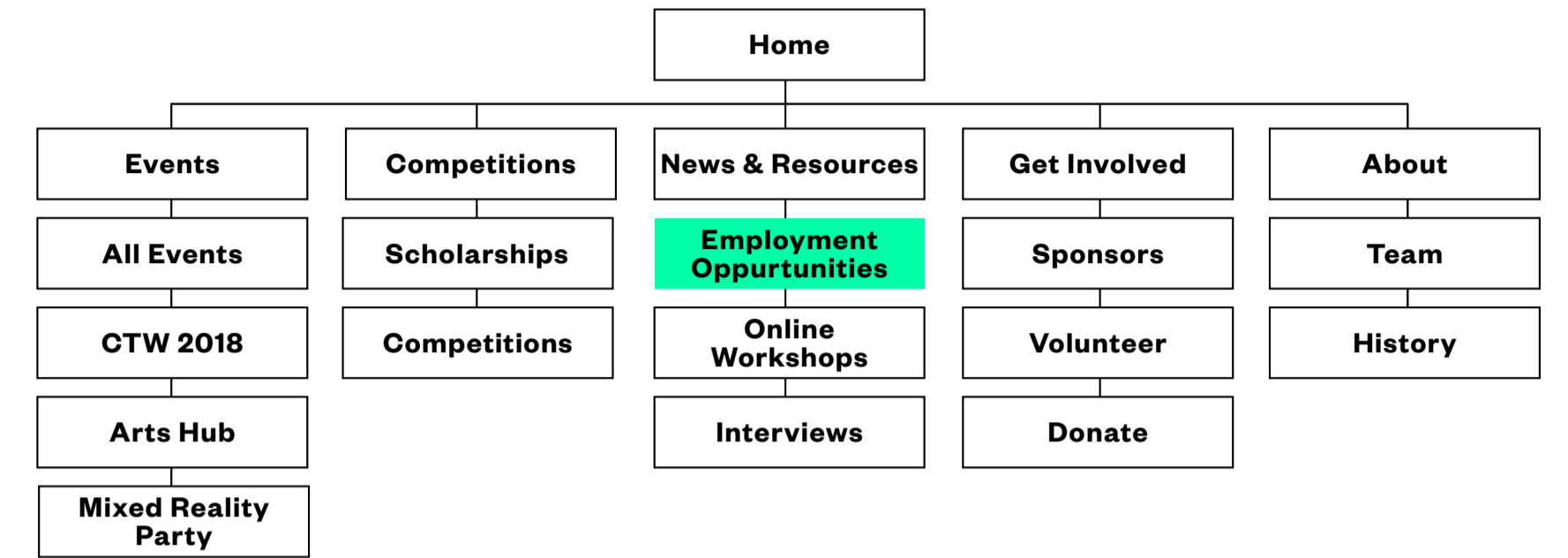


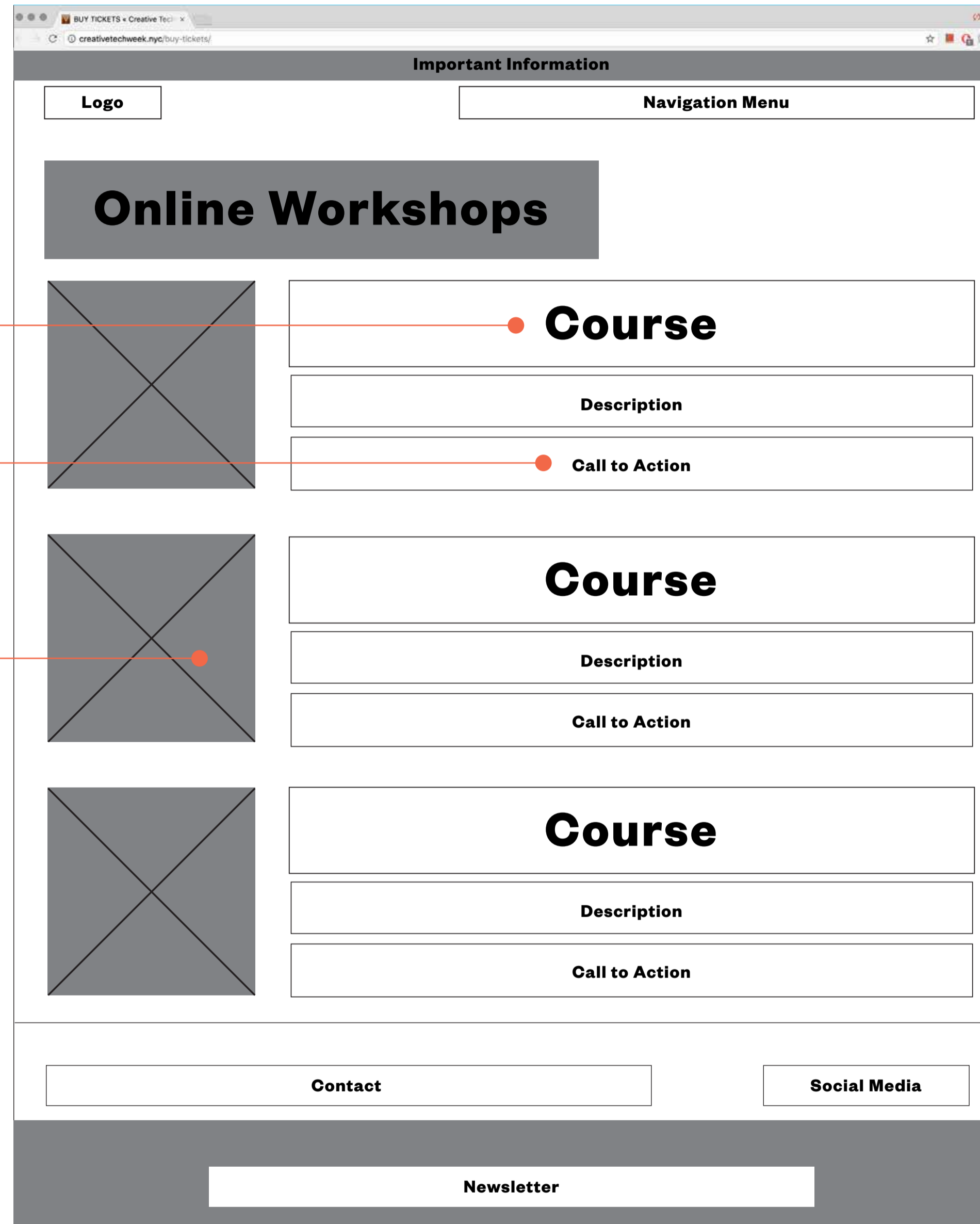
Explains how to make a job post for a local business.

Opens another window that accepts job posting submissions.

States the type of job, location and skills required.

Logo or image of the product/service desired.

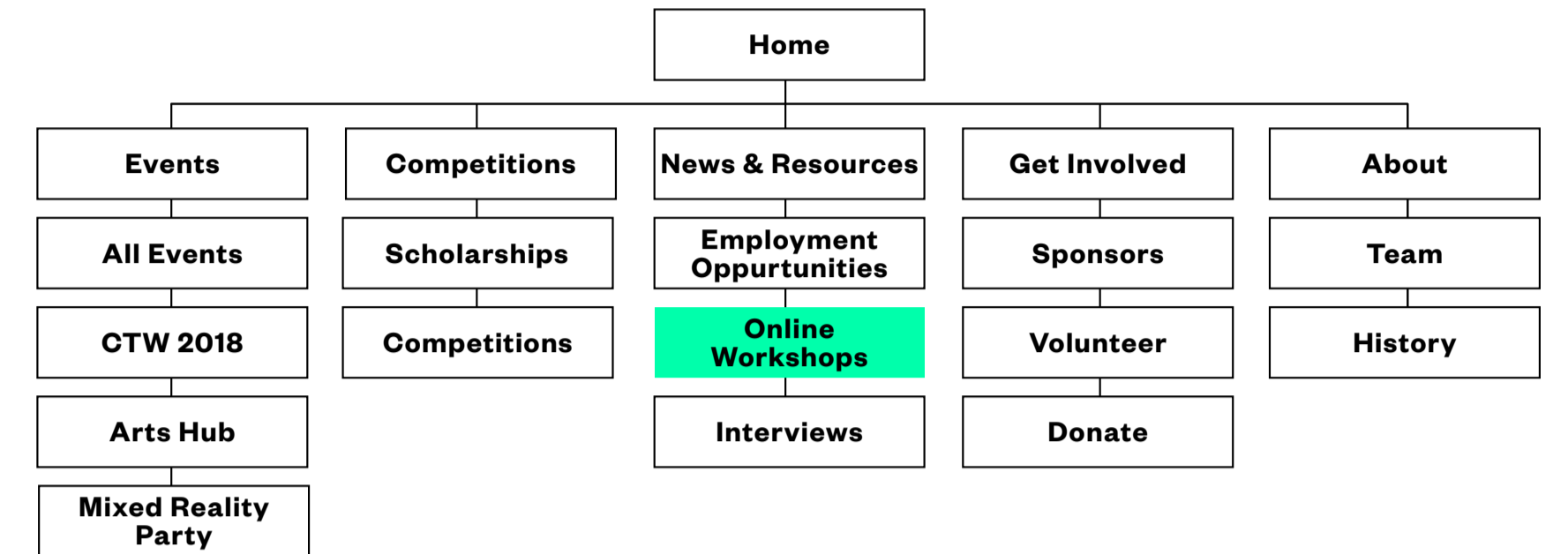


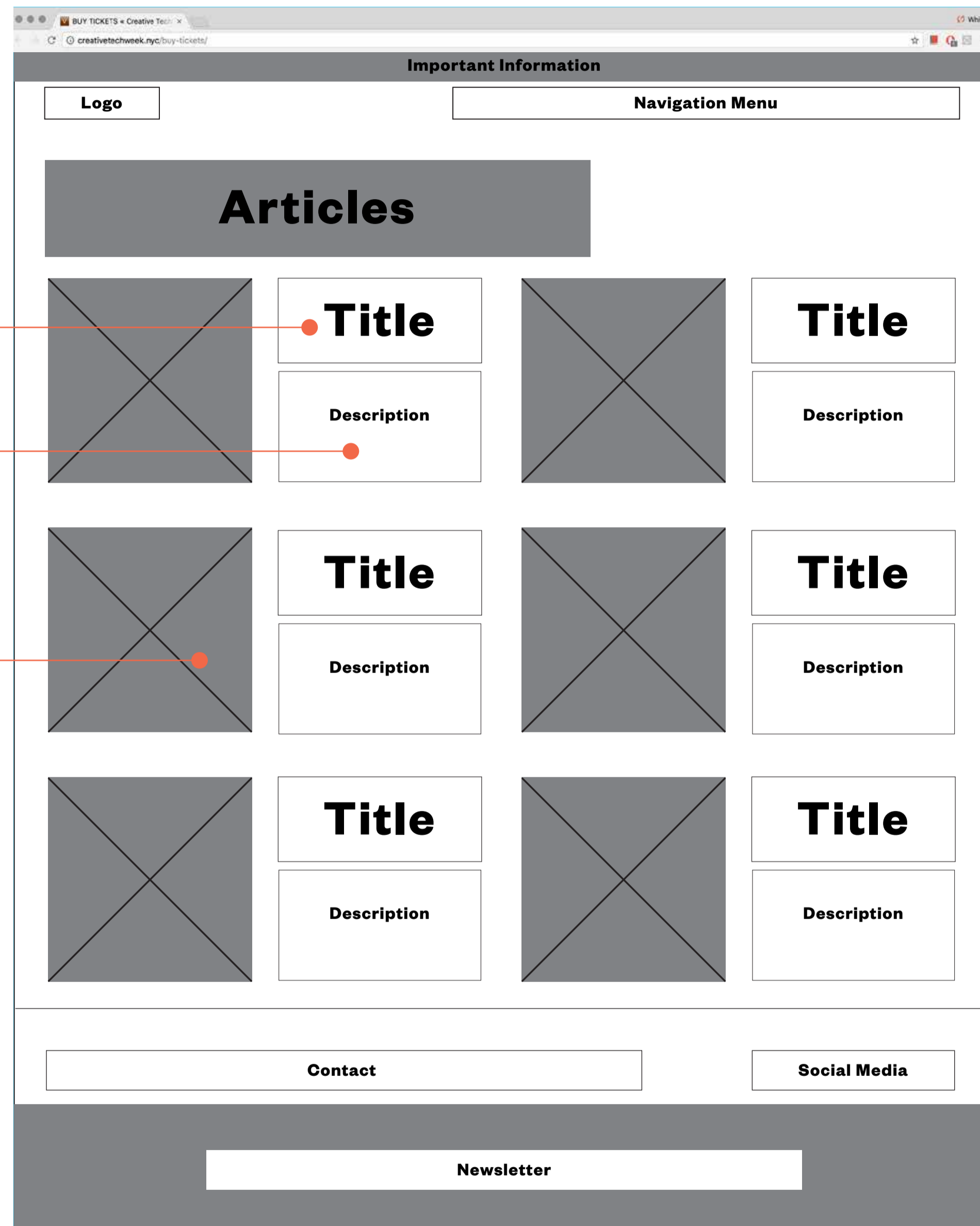


Hyperlinks to another page that explains the course more in depth.

Hyperlinks to the website that hosts the workshop videos where people can register.

Photo of the instructor or project related to the workshop.

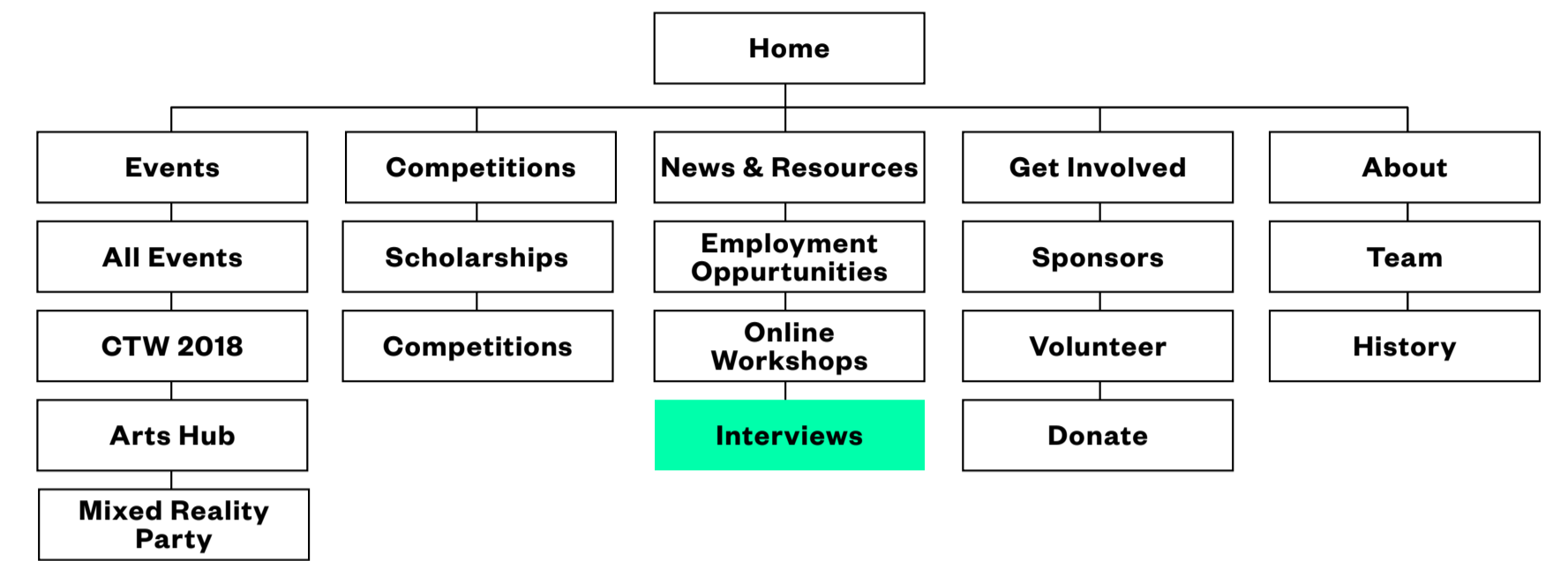


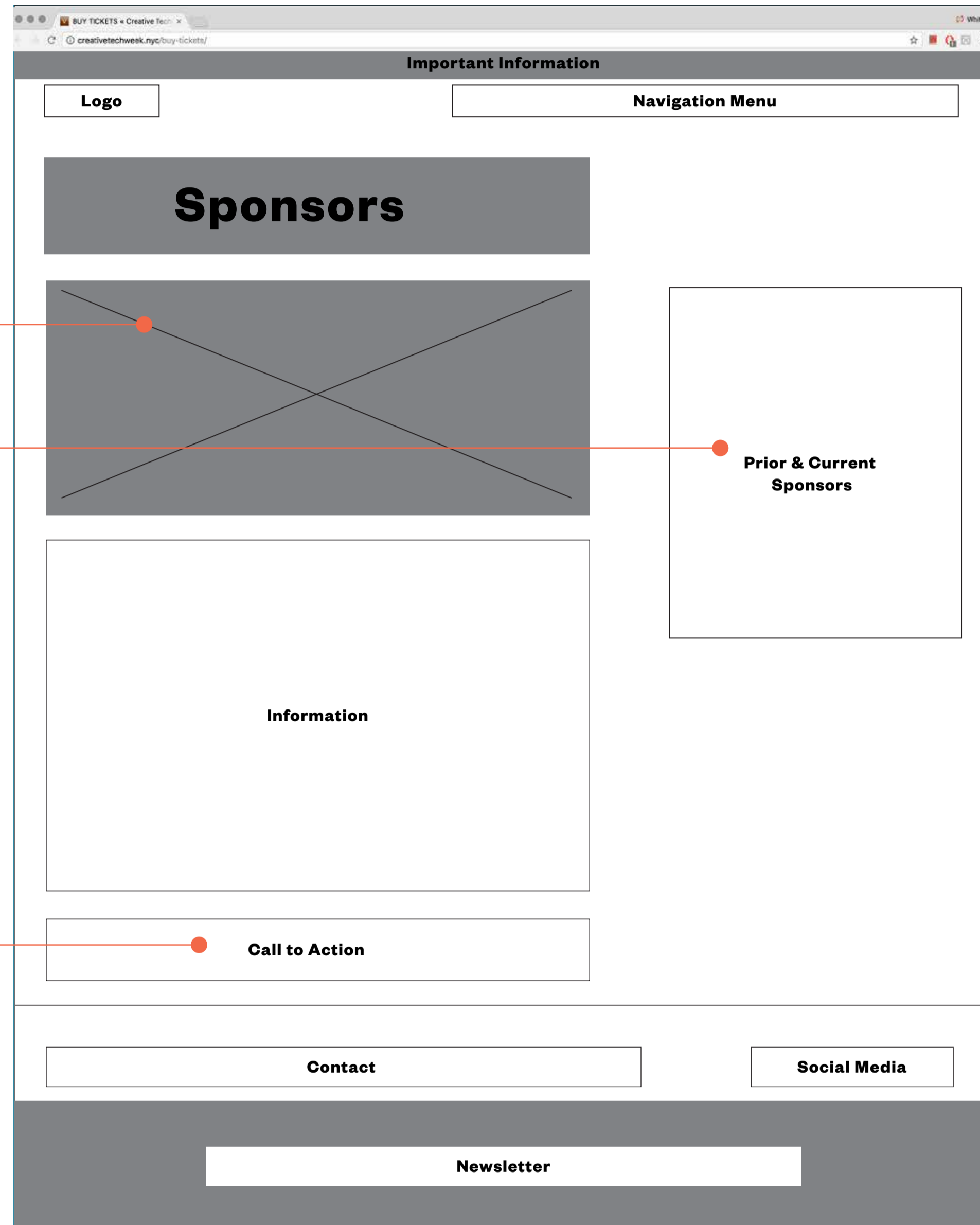


Hyperlinks to the main article.

Shows a concise explanation of the article.

Shows photograph of the interviewed creative technologist.

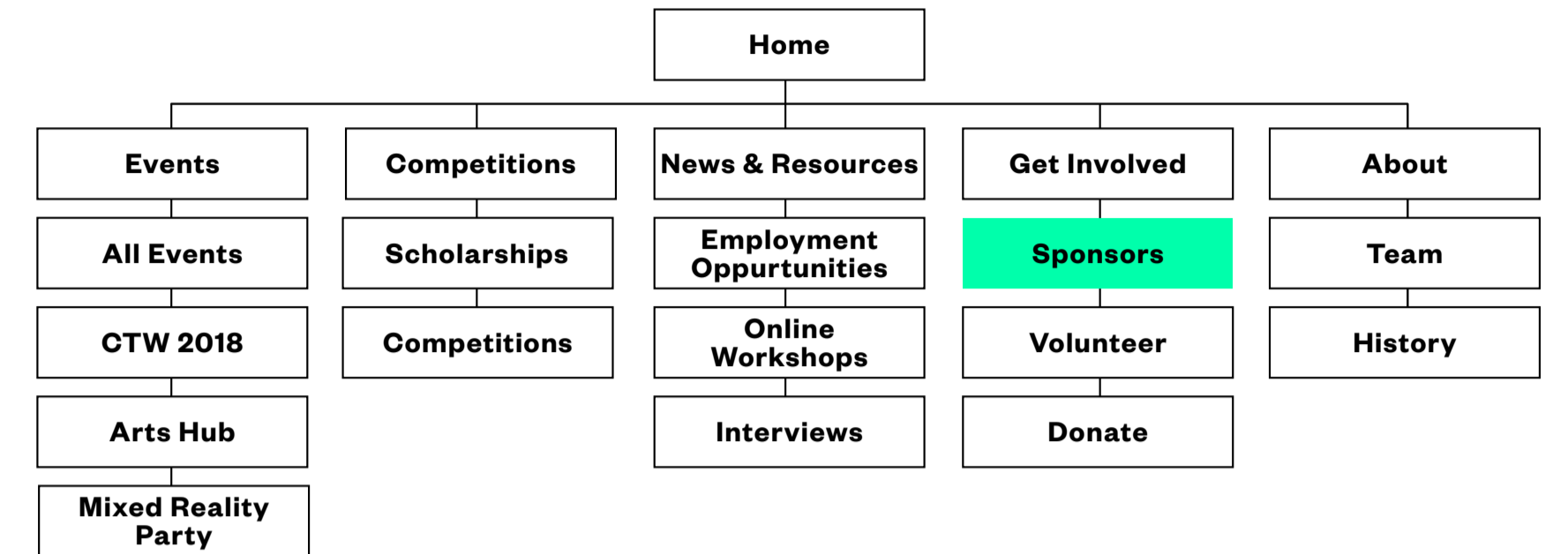


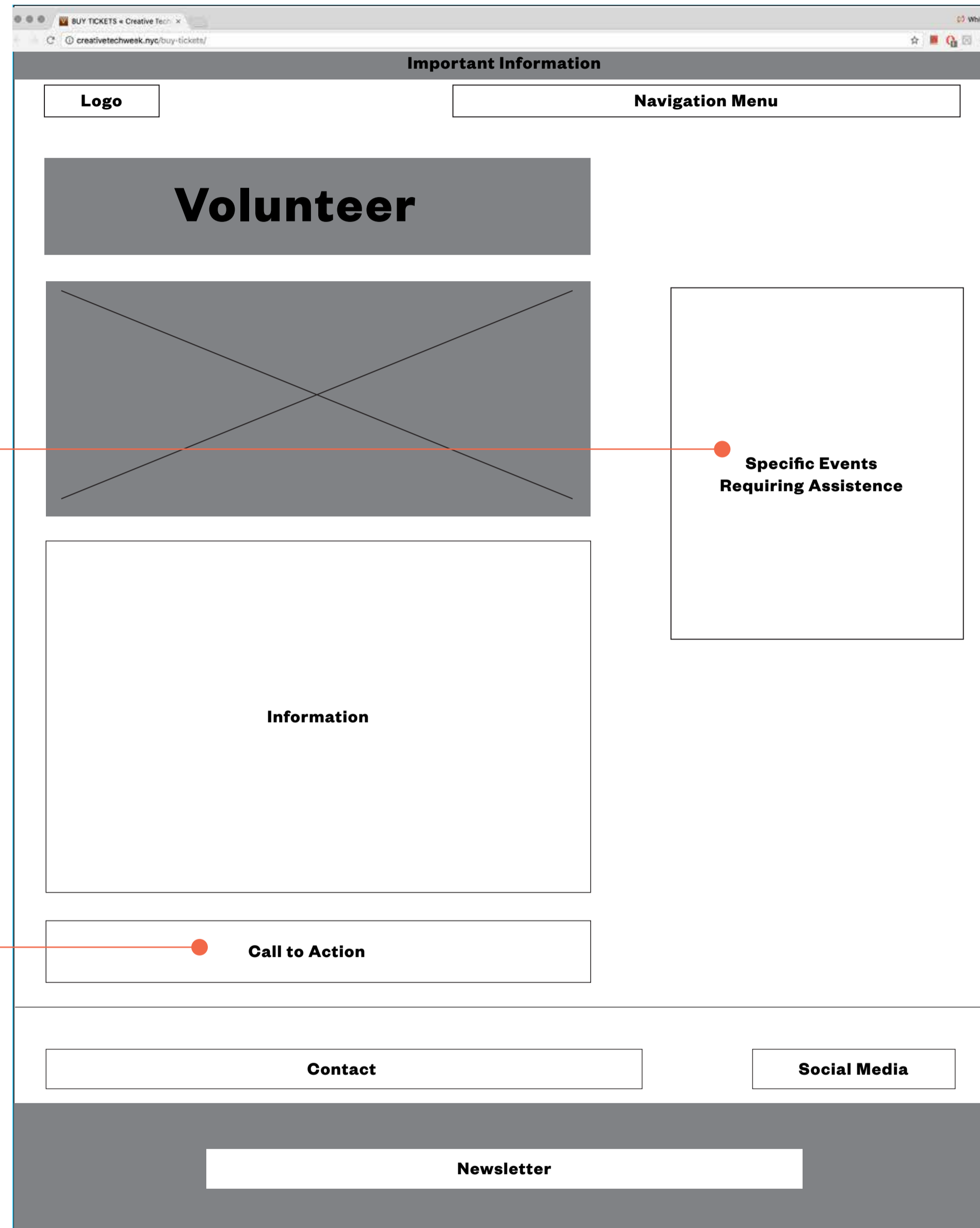


Shows photography of different sponsored events.

List of collaborators. Scrolling over the words reveals a quick thumbnail image of the company's logo or the individual's photo.

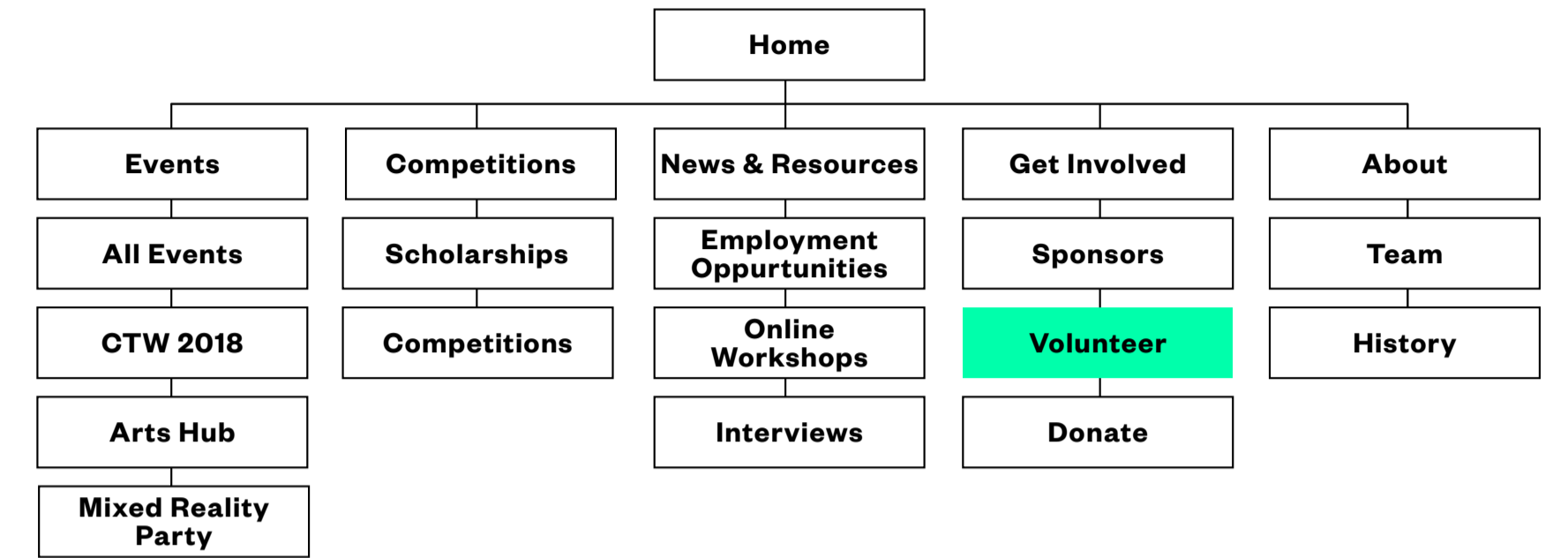
Leads to a page to schedule an appointment with CTW to discuss sponsorship.

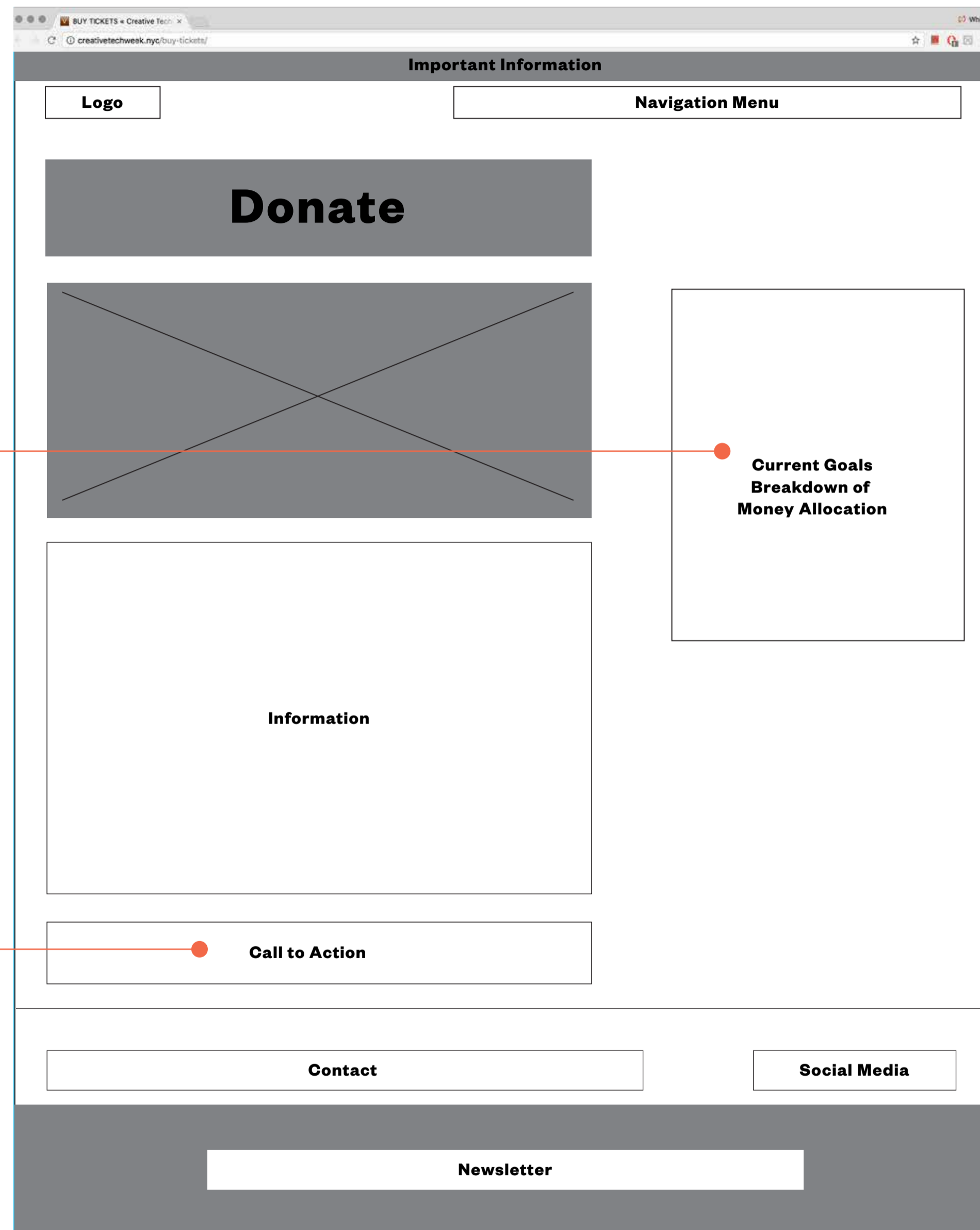




Lists upcoming events that require help. The events hyperlink to their individual page under the EVENTS tab.

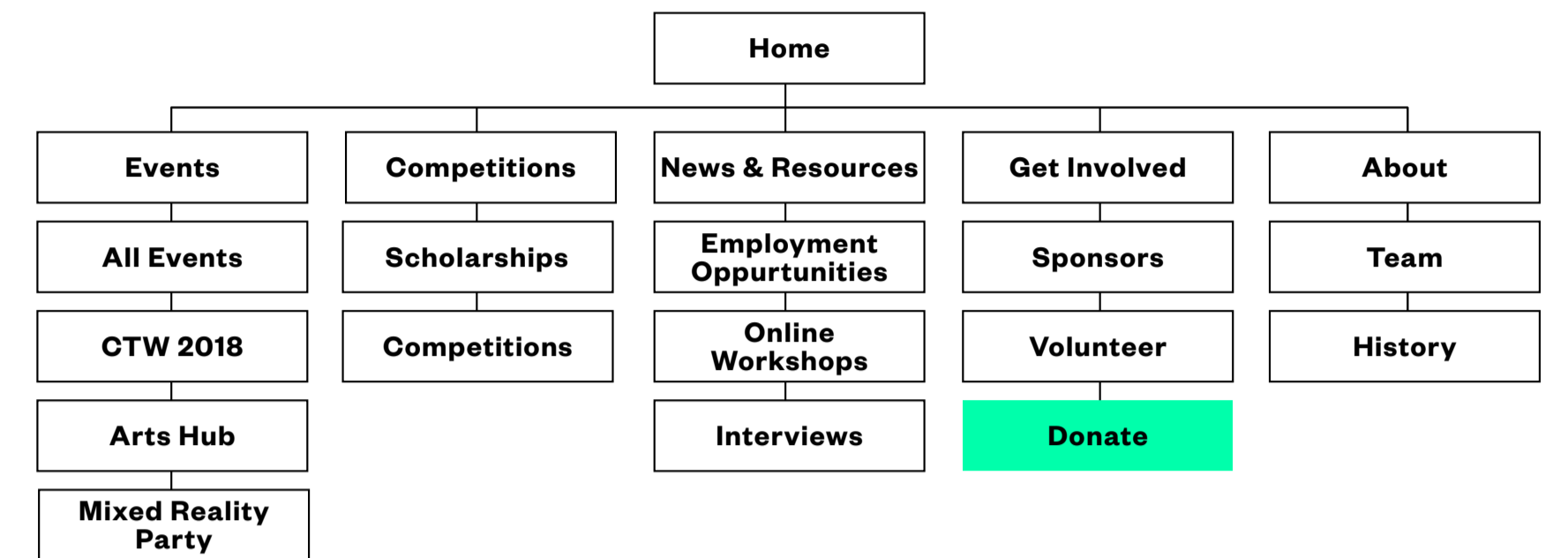
Hyperlinks to an application.

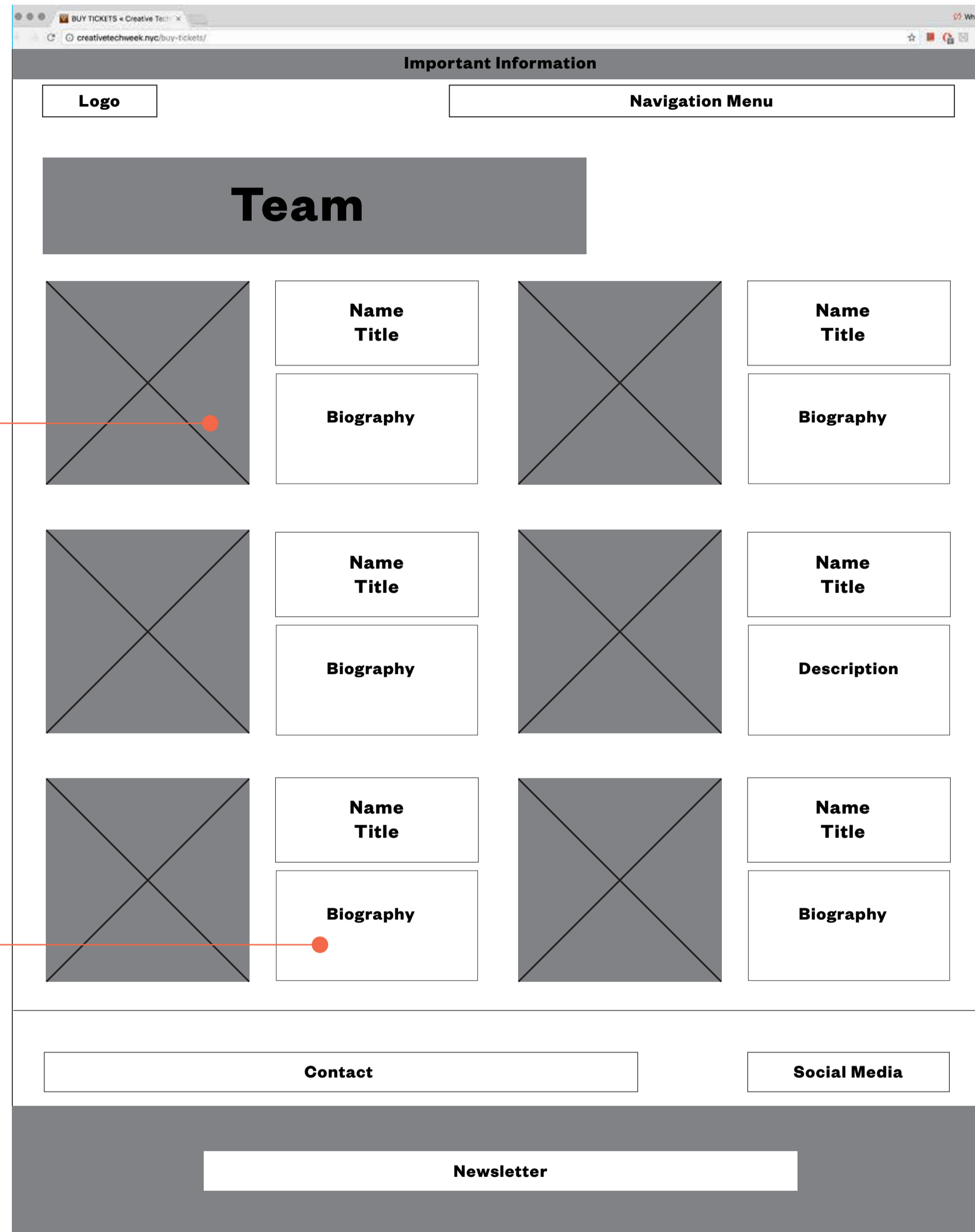




Shows the most imperative supplies and services required at that particular point in time.

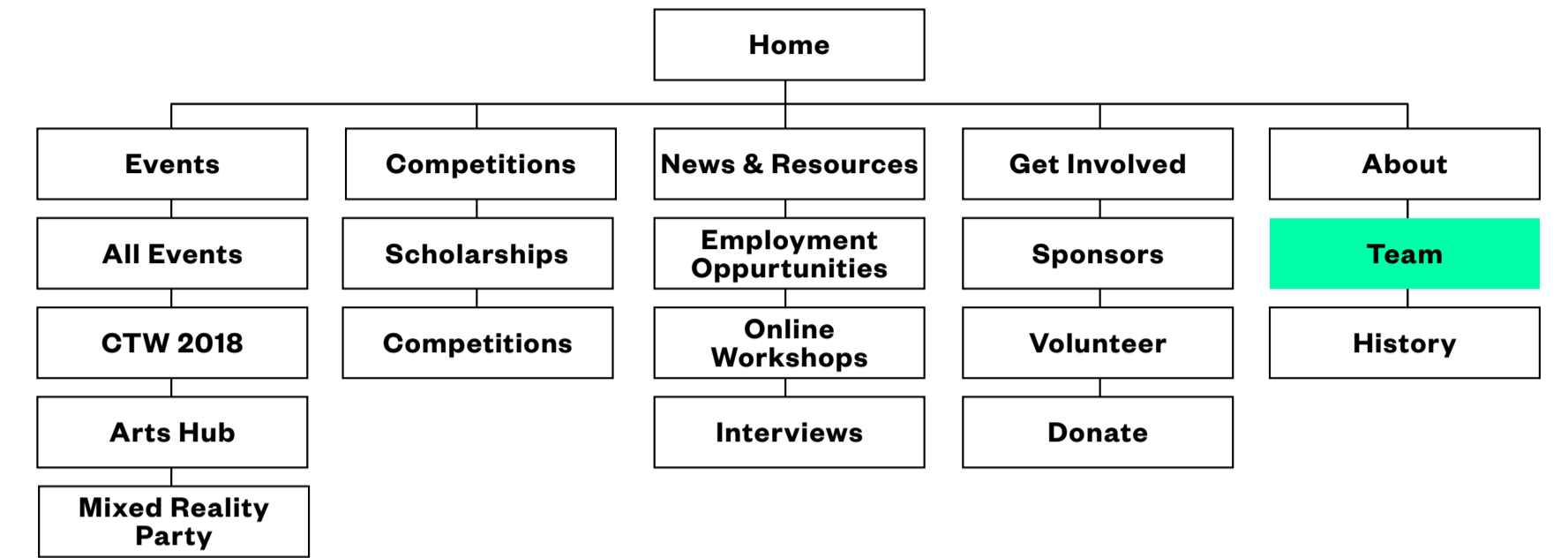
Leads to a transaction provider such as Pay Pal to facilitate the donation

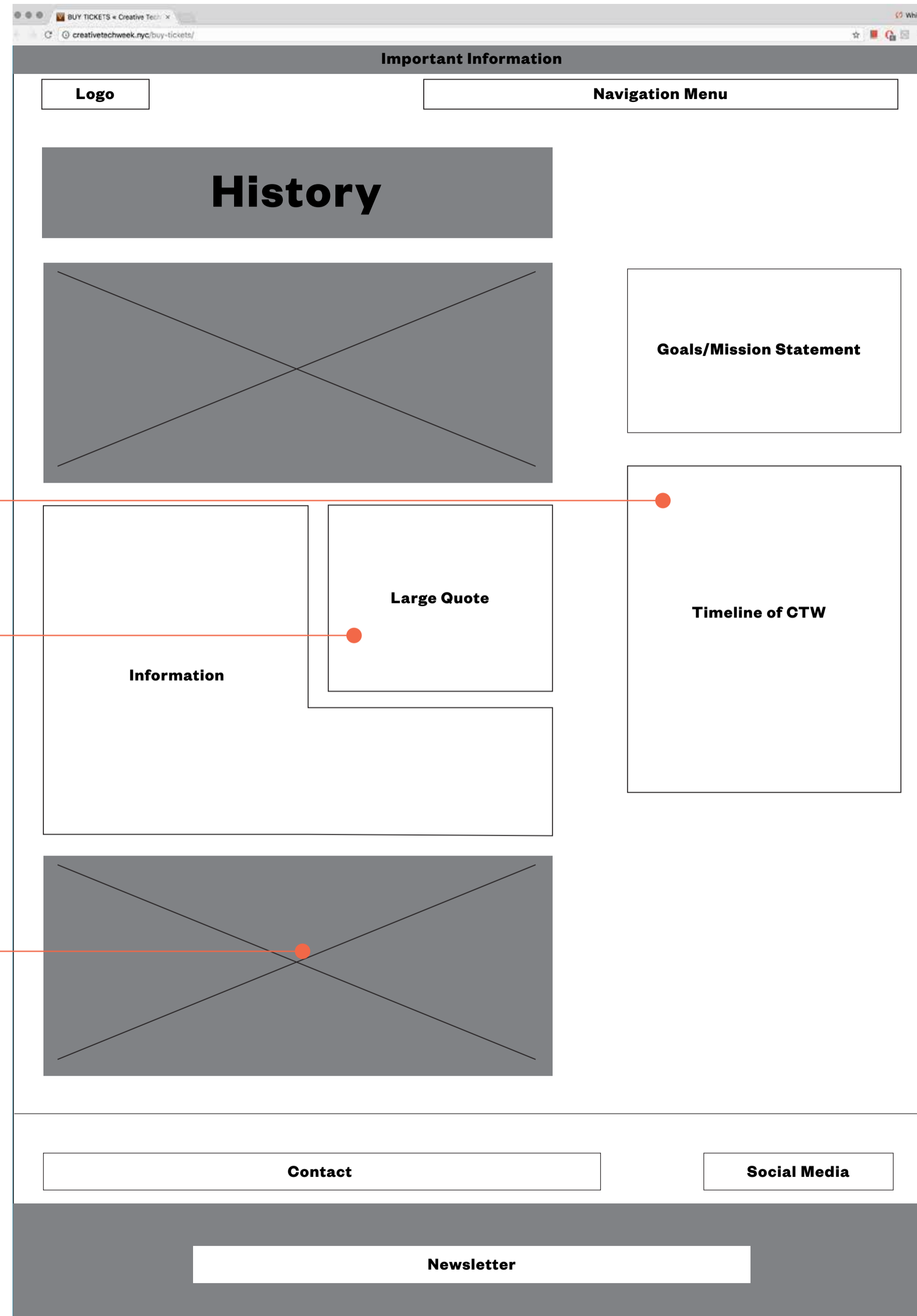




All photographs will have a yellow filter to unify the design.

Explains the role in CTW and some background information.

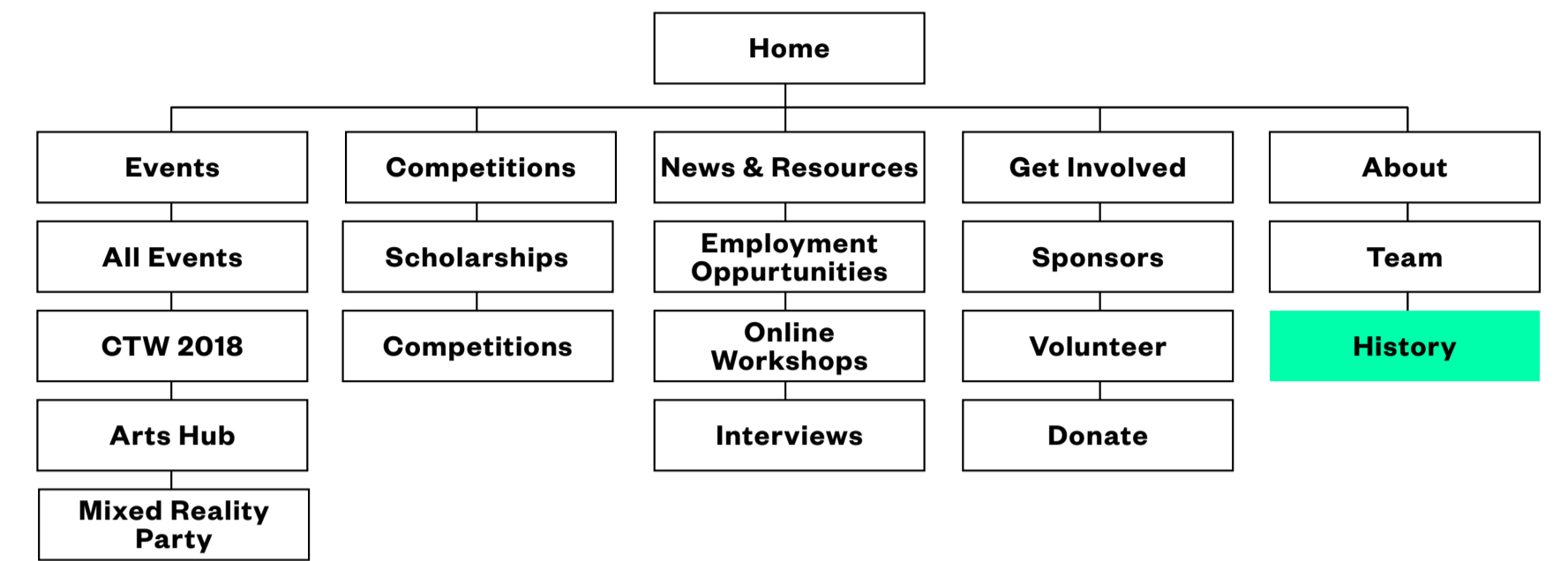




Using months and years, the timeline shows the most important events.

A quote from Isabel alluding to her reason for making CTW.

Slideshow of the accomplishments of CTW over the years.



Content Strategy

Creative Professionals

artists and creative technologists



Companies and Communities

remote and local businesses and communities interested in sponsoring, collaborating, employing and volunteering



Educators and Educatees

institutions, teachers and students



Tech Enthusiasts

general tech consumers



Increase

audience interaction with brand's physical and digital environments during on and off seasons

Educate

audiences of resources and oppurtunities (events, careers, competitions)

Develop

a more cohesive visual language for brand on collateral and original content

Increase

event registration, ticket sales and attendance numbers

Increase

annual traffic to social media (followers, views) and website (visitors)

Increase

annual number of sponsorships and collaborators on events.

Email Blasts

schedule multiple email blasts in both small and large formats to inform and remind subscribers

Recordings

live stream events and record/ photograph workshops and presentations

Job Postings

list employment and collaboration opportunities

Competitions

host professional and student competitions

Social Media

create an Instagram account, make posts reinforcing information on emails and website, repost/retweet and tease upcoming plans

Feedback

collect feedback both physically and digitally after events from audience, presenters and staff

Email Blasts

off season - sent weekly
on season - sent biweekly and more

Recordings

upload recordings of events, workshops,
interviews within the month of its
recording

Job Postings

updated monthly

Competitions

hosted annually

Social Media

at least one post on all social media
platforms weekly

Emergency Website Banner

off season - updated every other week
on season - updated every other day

Website Pages

on season - updated weekly
off season - updated monthly

Creative Tech Week Challenge

leading up to the Conference, CTW will host a competition challenging professionals and students to create content using specified technologies for 7 days based on given prompts. The winner will receive free admission to the Conference.

Social Media and Email

all posts will promote the website upon release

Redesign Analysis

The Creative Tech Week website redesign is definitely an improvement from the original.

The redesign commands more hierarchy with the use of box systems and different font sizes. The reduction of information makes the content more digestible. The addition of more photography and videos humanizes the brand and furthers its credibility. The integration of brand colors into the design strengthens its branding.

However, the redesign can be improved in several ways. The box layout employs a pivoting system, moving the title/question container from one side to the other (i.e. apply section). The constant rotation disrupts the information hierarchy, making the content less digestible and visually chaotic. A potential solution would be to create a two column grid in which the title/question container is always in the left and

the associated secondary information is in the right.

The box system employs multiple colors that emphasize its contents, creating hierarchy, but simultaneously contend for the viewer's attention. The color palette should be reduced and based on a categorical system. Specifically, questions, buttons and information containers in the apply section each should have different colors.

Grammatical mistakes and redundancies are present in the copy, discrediting the brand. For example, under Sponsor, "We're grateful for the support," followed by "We've been lucky to be supported by the following companies."

Overall, the redesign is a step in the right direction and I believe is one of many to come.

Thank You