



Creative Tech Week



Yoonseo Chang

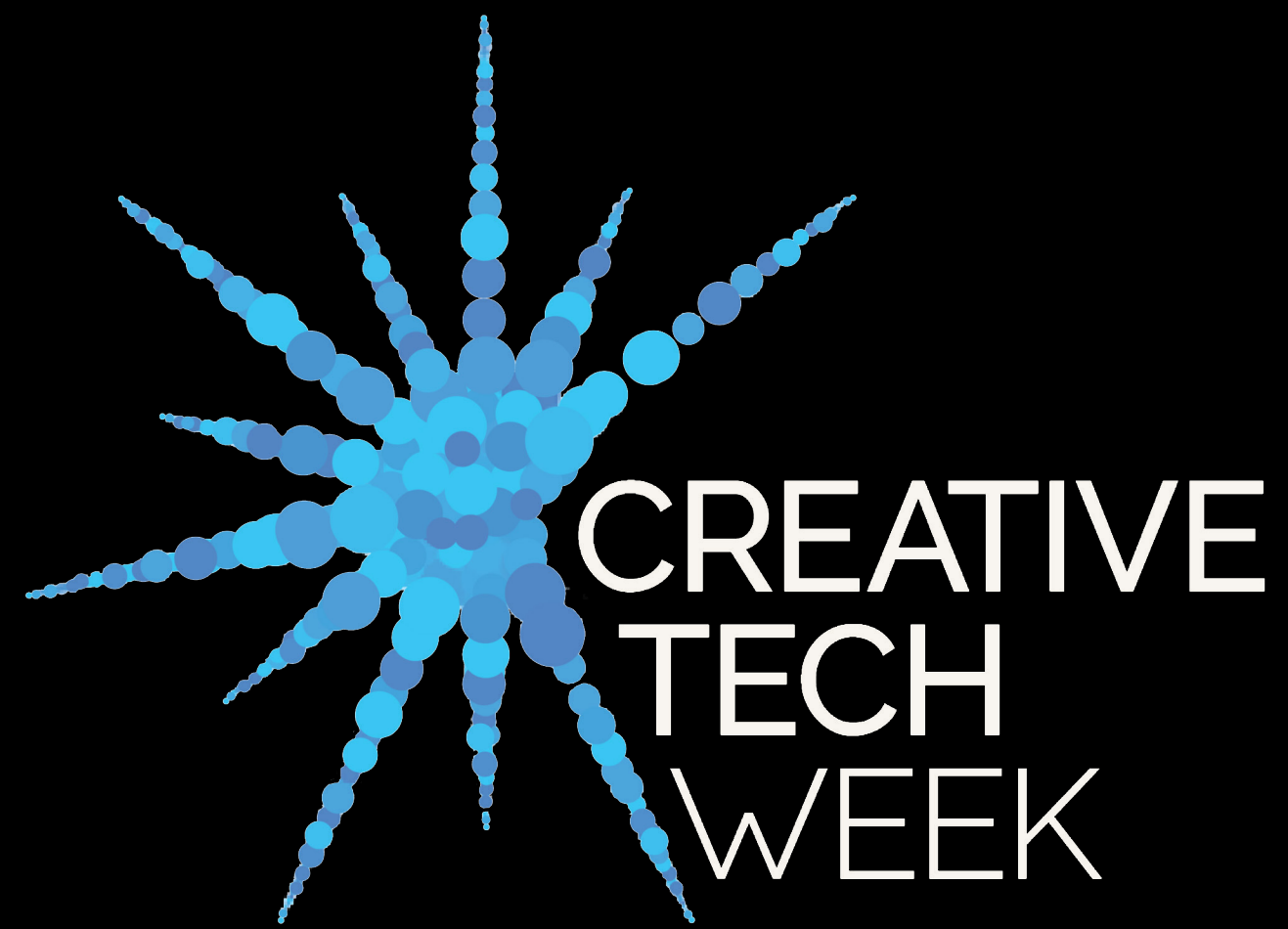
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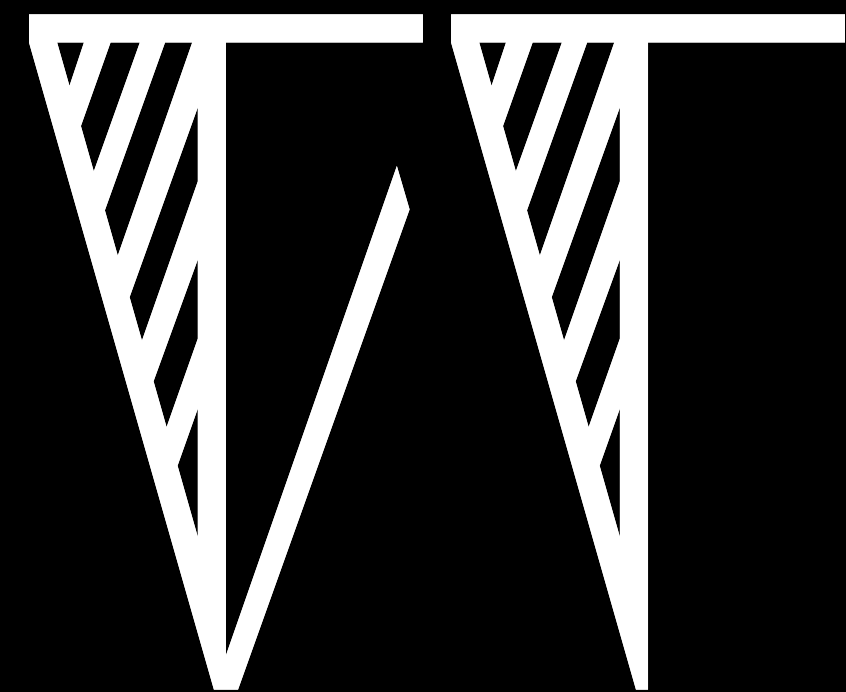
ychang6@sva.edu

Creative Tech Week Redesign



Brand Identity



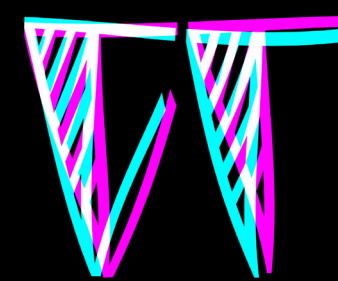
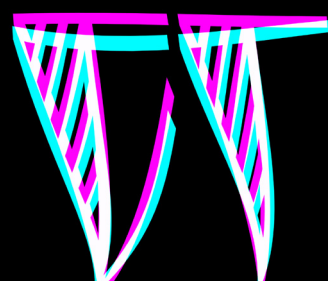
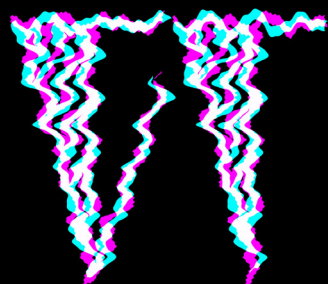
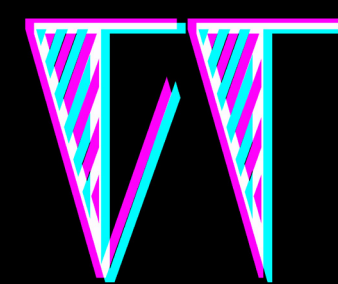
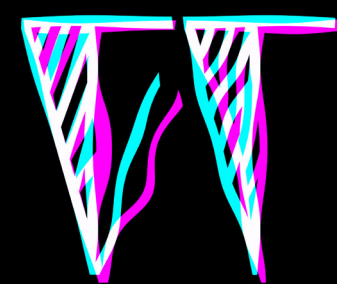
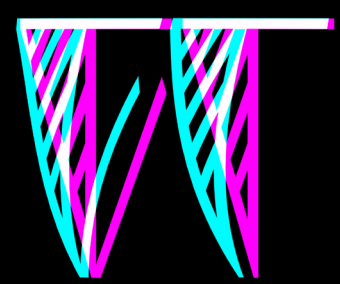
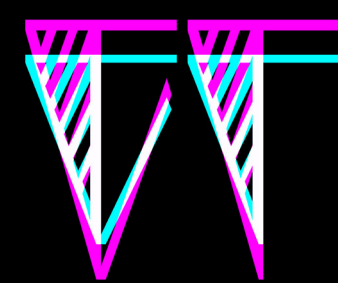
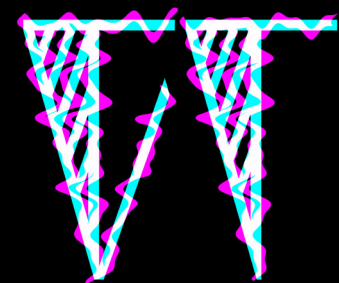
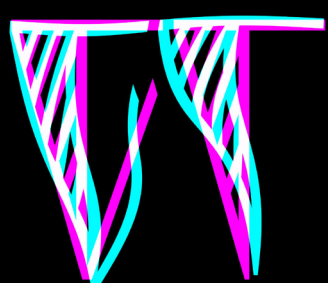
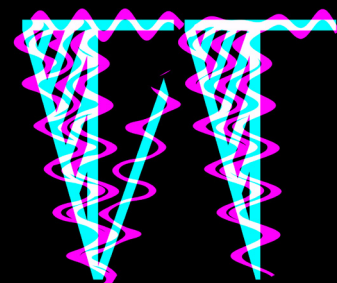




CREATIVE
TECHNOLOGY
WEEK



CREATIVE
T E C H
W E E K



'New

In Season

_Home Page



TECHNOLOGY + CREATIVITY =

Who Are We?

Hi!

We create a crowdsourced festival to bring together a talented professional community of expert creative technologists with the people interested in their work.

TICKETS ON SALE NOW!

[VIEW ALL TICKETS](#)



Not sure which one works for your time? Check the entire schedule!

[VIEW SCHEDULE](#)

2018 EVENTS

CONFERENCE

Featuring over 50 experts, there are conferences related with subjects, such as VR, AR, music, and etc.

[VIEW](#)

ART HUB

Connecting to various artists and technicians who are currently active in their fields.

[VIEW](#)

PARTY

Hangout with the CTW participations to enrich your experience.

[VIEW](#)

2018 CONTENTS

EXHIBITION

Come and experience the next artworks.

[VIEW](#)

WORKSHOP

Love to learn stuff? Join and take workshops that teaches your interests.

[VIEW](#)

OUR SPONSORS



Follow Us below if you like any of these!

VR AR

MUSIC TECH ART

MEDIA AI 3D Print

SUBSCRIBE TO GET THE TICKET SALES INFORMATION AND MORE!

[SUBMIT](#)



EVENTS
CONFERENCE
ART HUB
PARTY
WORKSHOP

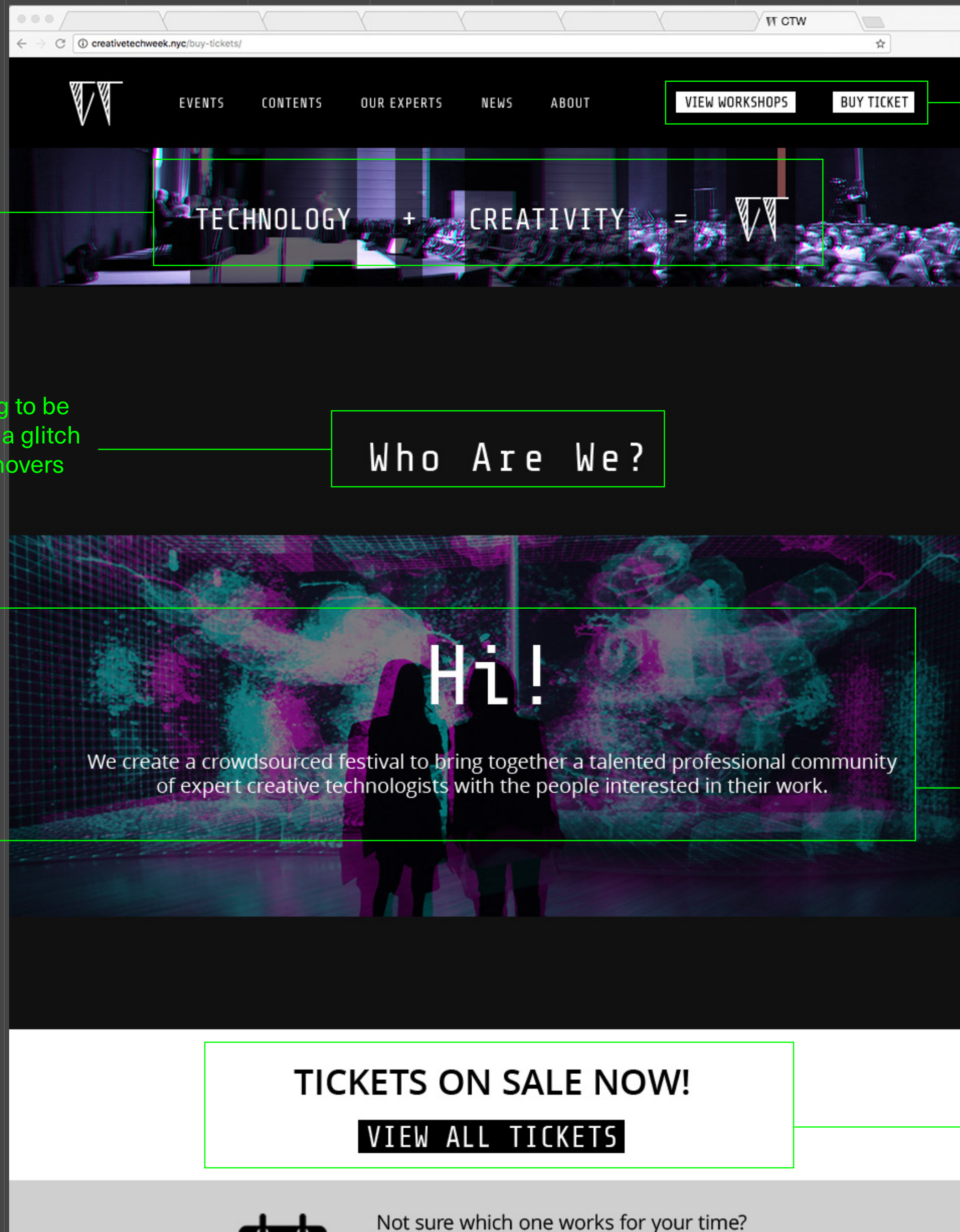
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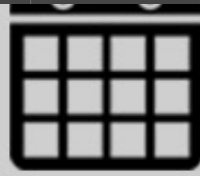
This equation gives a quick information about what CTW is all about.

Each header is going to be interactive by giving a glitch moves once a user hovers over them.

Two main sources of the income are always going to be accessible to the users.

Brief introduction of CTW can give users a sense of whether they would like to scroll down further.

Ensure that users know the ticket are on sale, and this secures the current main income source.



Check the entire schedule!

[VIEW SCHEDULE](#)

Showing a full schedule of CTW makes convenient for the users to check their schedules. This also decreases frustration of trying to match each event with the user's schedule to see if she or he can go.

Interactive Glitch Header

2018 EVENTS



CONFERENCE

Featuring over 50 experts, there are conferences related with subjects, such as VR, AR, music, and etc.

[VIEW](#)

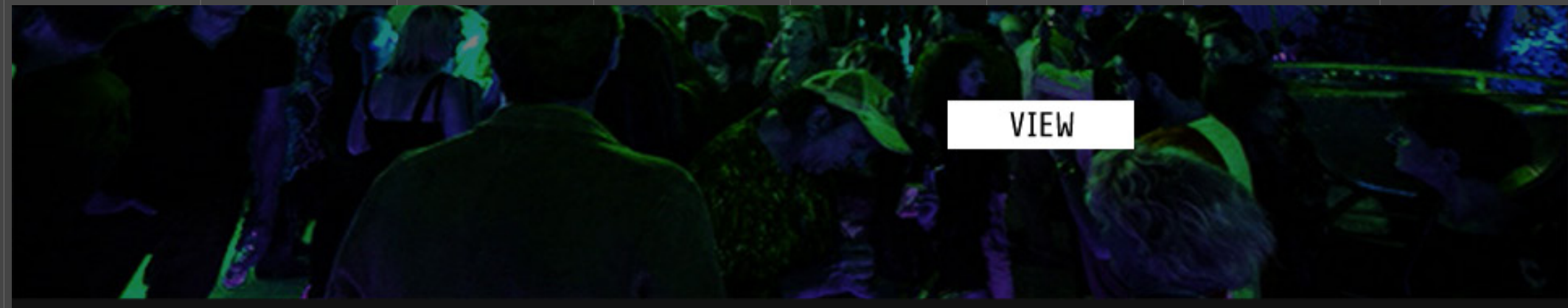
Showing a relative background image of each event can give an immediate explanation of what each event is about. The additional brief explanation is added, and the users can see all the detail information through the VIEW button.



ART HUB

Connecting to various artists and technicians who are currently active in their fields.

[VIEW](#)



VIEW

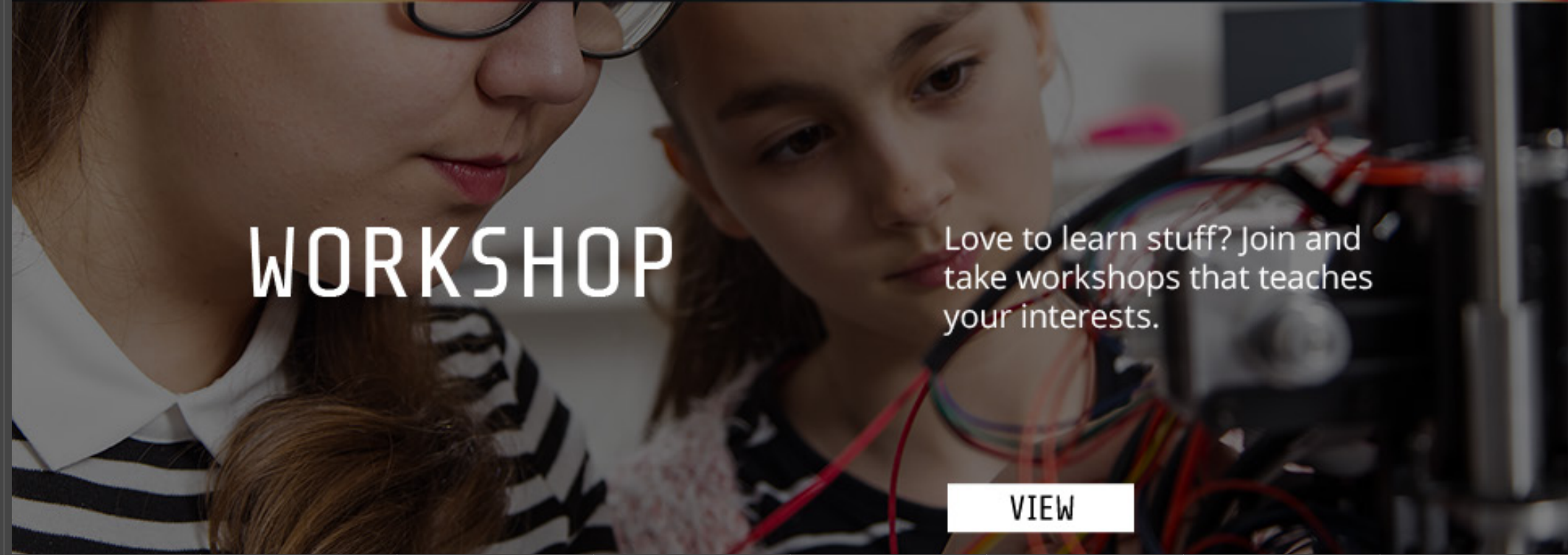
2018 CONTENTS



EXHIBITION

Come and experience the next artworks.

VIEW



WORKSHOP

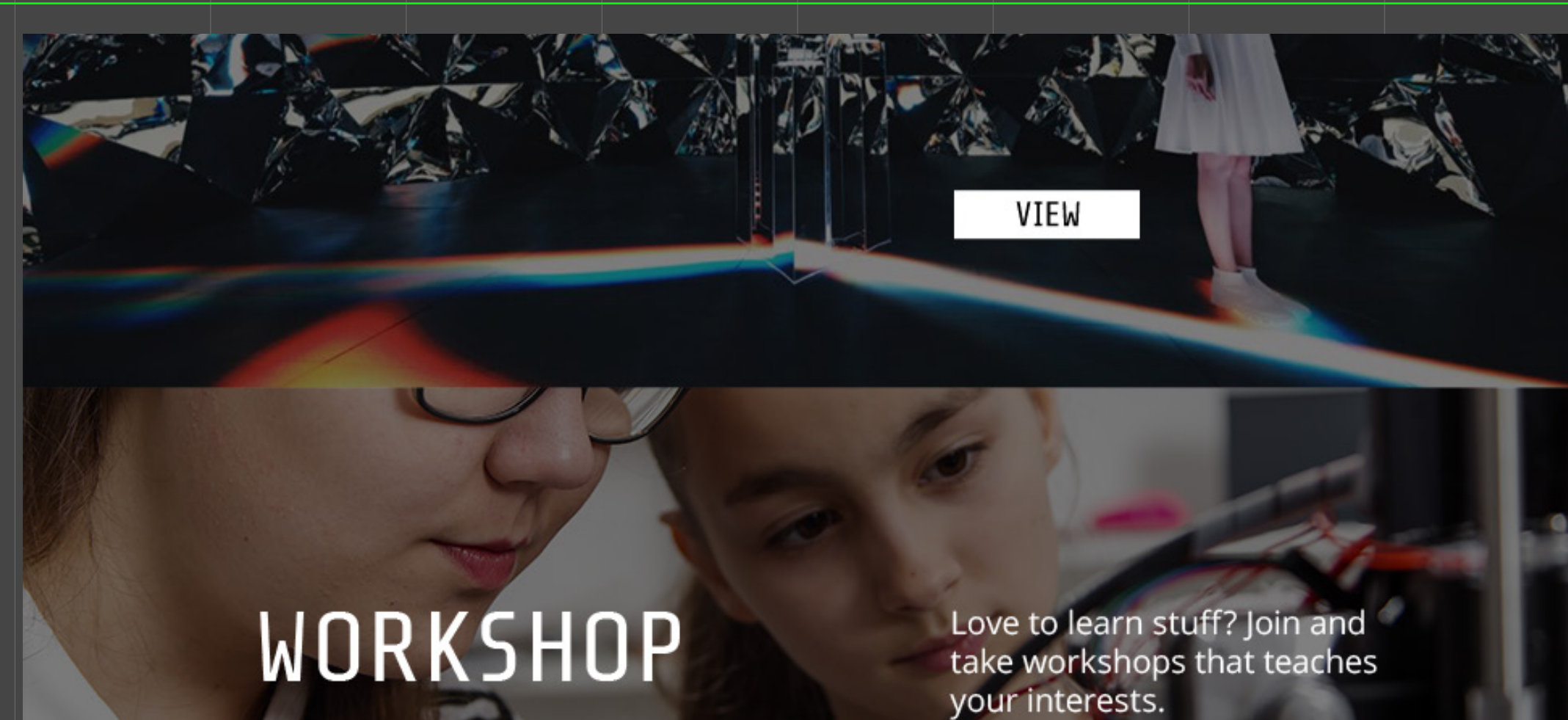
Love to learn stuff? Join and take workshops that teaches your interests.

VIEW

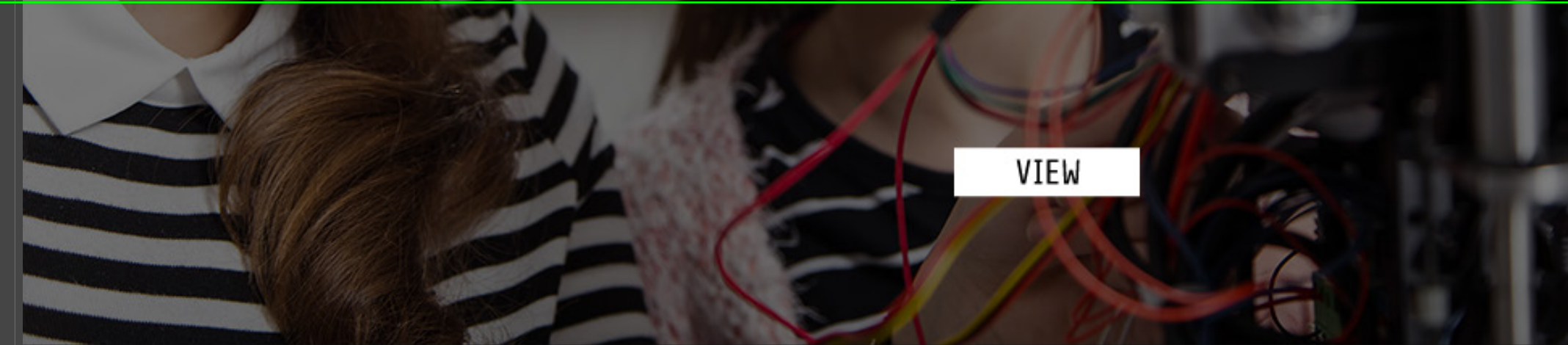
Interactive Glitch Header

Separating CTW into different sections gives a better understanding of in what group each content belongs, and also it's easier for the users to travel and see.

Showing a relative background image of each event can give an immediate explanation of what each event is about. The additional brief explanation is added, and the users can see all the detail information through the VIEW button.



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Interactive Glitch Header

OUR SPONSORS



Showing what kinds of companies that CTW partners with can give a sense of what CTW is all about to the users.

Follow Us below if
you like any of these!

VR AR

MUSIC TECH ART

MEDIA AI 3D Print

The end of the home page is entirely dedicated to ensure the user follows CTW. This part is where each headers are glitch interactive, which is a typographicla show case to catch users eyes.

SUBSCRIBE TO GET THE TICKET SALES INFORMATION AND MORE!

SUBMIT

Subscription bars are going to be kept at bottom in every pages in order to provide these to the users as much as possible.



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Footer is contained with the entire XML, and also has famous Social Network Service icons.

Link

<https://liveweave.com/DjsobX>

'New

Off Season

_Home Page



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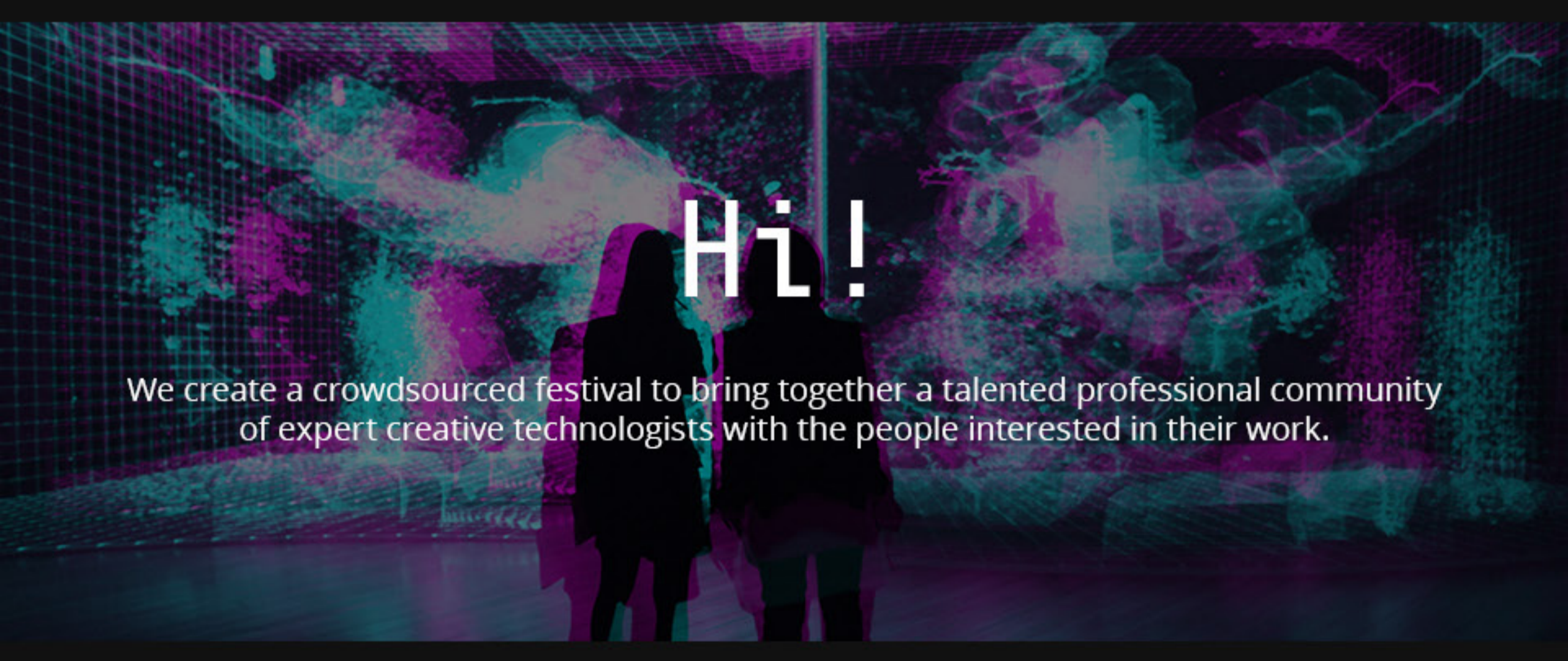
BUY TICKET



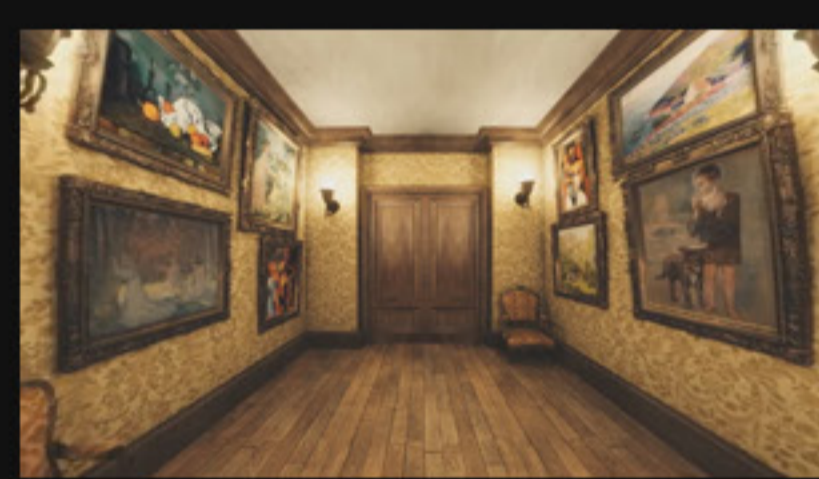
Is your idea worth sharing?
Send us your email to receive an entrance application.

APPLY

Who Are We?



LAST EVENTS



VR Art Hall

05/21/2017

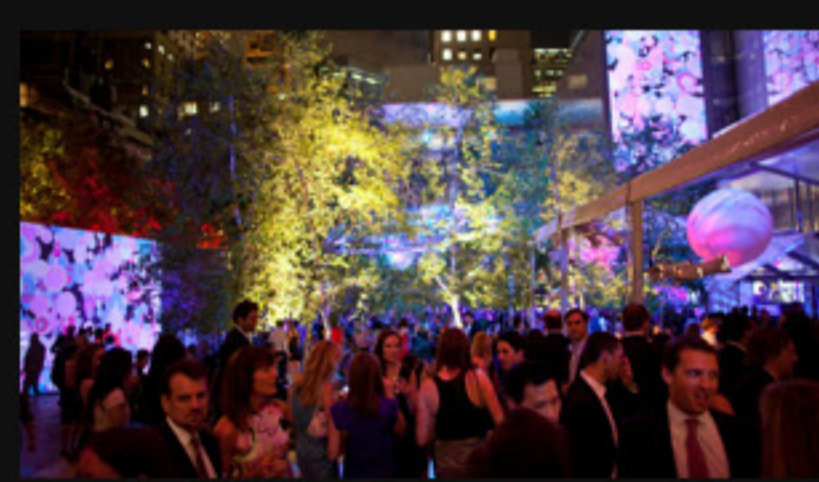
Experience a tour to a hall of famous arts through VR!



Talk by GMUNK

05/17/2017

GMUNK is one of the top visual and design directors in the world. Listen to hear awesome talk!



Party as MoMA

05/18/2017

This time we collaborated with MoMA to throw a great party for creative people!



AI Art Pieces

05/16/2017

Come to our first exhibition of AI (Artificial Intelligence) art pieces.

VIEW MORE

OUR SPONSORS

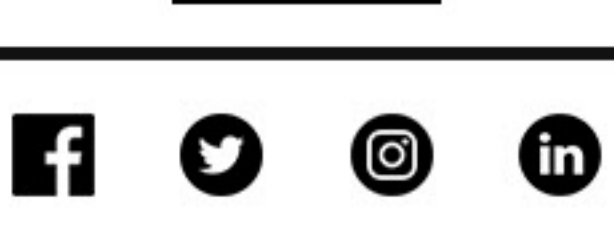


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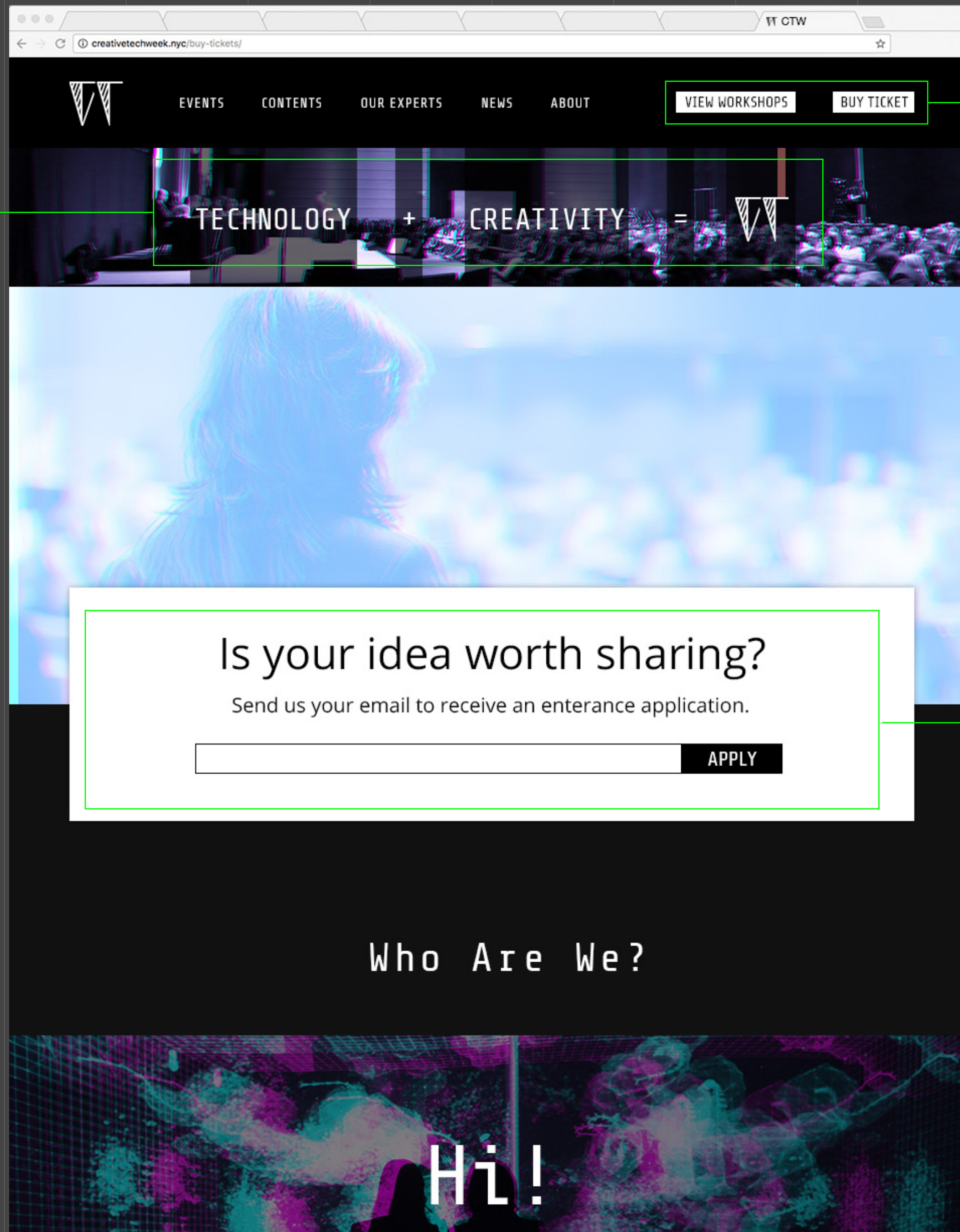
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This equation gives a quick information about what CTW is all about.

Two main sources of the income are always going to be accessible to the users.

Placing the application widget from the beginning of the page helps gaining more applications.

LAST EVENTS



VR Art Hall

05/21/2017

Experience a tour to a hall of famous arts through VR!



Talk by GMUNK

05/17/2017

GMUNK is one of the top visual and design directors in the world. Listen to hear awesome talk!



Party as MoMA

05/18/2017

This time we collaborated with MoMA to throw a great party for creative people!



AI Art Pieces

Quick look to previous events can explain about what CTW is and what to expect. This can increase people's interests about CTW.

'New
_Ticket Page



BUY TICKET PAGE

ART HUB EXHIBITION

Art Hub will feature 2 days of computer art installations, workshops, performances and a comfortable hangout at the cafe/bar with several dozen of the top voices in art+tech today.

LOCATION

Knockdown Center
52-19 Flushing Ave
Maspeth, NY
11378

PRICE

\$20

Early Bird price until April 30th

TIME

May 12nd ~ 13th
10:00 AM ~ 6:00PM

BUY THIS TICKET



MIXED REALITY PARTY

Party with extraordinary interactive experiences - Virtual Reality, Augmented Reality, interactive projection, electronic instruments, sensors, and other cool responsive technologies both experimental and profitable.

LOCATION

Knockdown Center
52-19 Flushing Ave
Maspeth, NY
11378

PRICE

\$20

Early Bird price until April 30th

TIME

May 15th
10:00 AM ~ 6:00PM

BUY THIS TICKET



CTW CONFERENCE

Experts discuss how they build Mixed Reality, Interactive Installations, Data Visualization, Social Impact, Art, and the future of Creative Technology.

LOCATION

Knockdown Center
52-19 Flushing Ave
Maspeth, NY
11378

PRICE

\$100

TIME

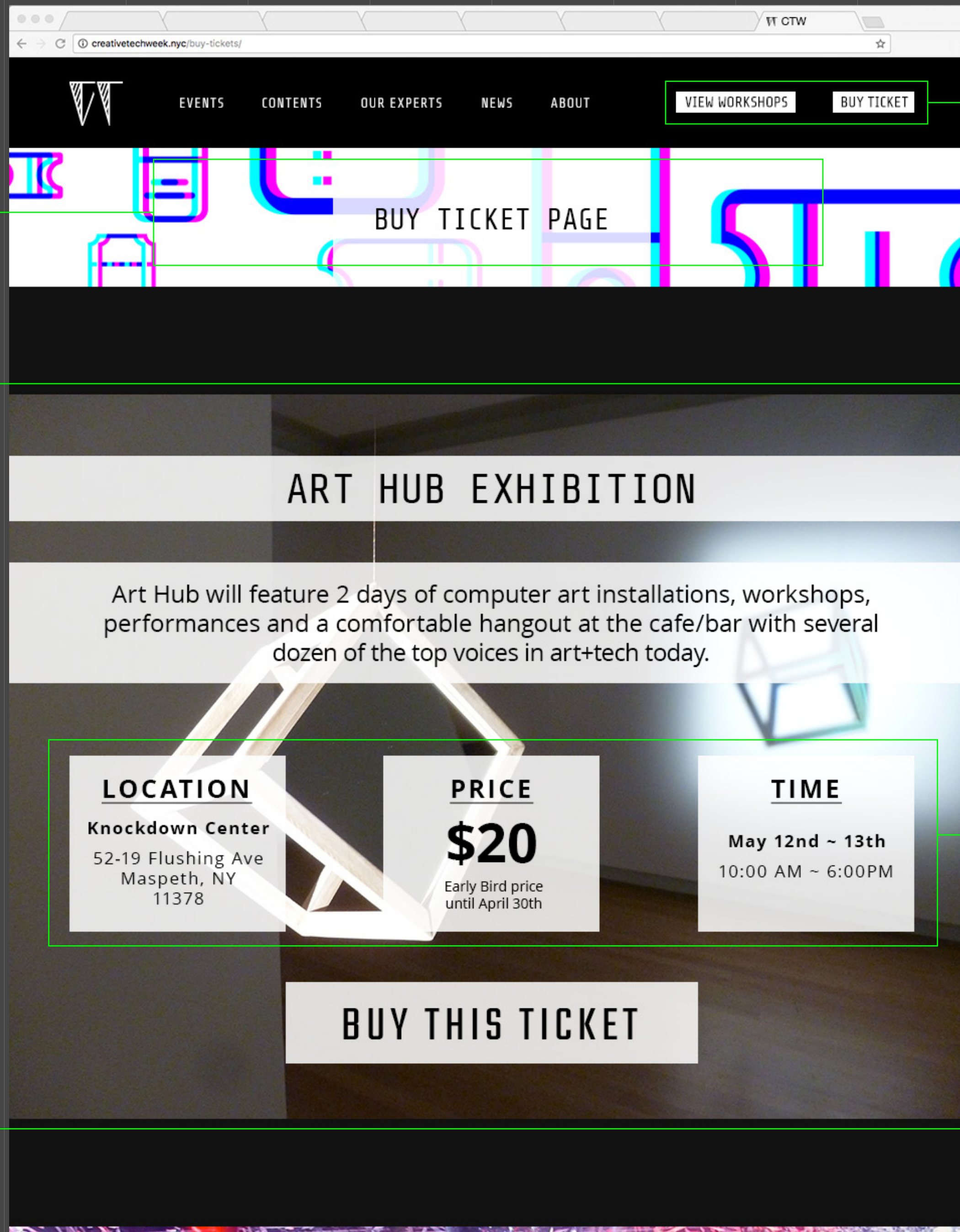
May 20th ~ 21st
10:00 AM ~ 6:30PM

BUY THIS TICKET

SUBSCRIBE TO GET THE TICKET SALES INFORMATION AND MORE!

SUBMIT





This equation gives a quick information about what CTW is all about.

Two main sources of the income are always going to be accessible to the users.

Every tickets are designed in same layout for cohesiveness.

Significant informations are grouped separately for better organization and user's conveniency.

CTW CONFERENCE

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Link_

<https://liveweave.com/WIzKDW>

Expert

Page

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EXPERTS



**Isabel Walcott
Draves**

Founder



Kendra Byrne

Product Manager



Daniel Odham

Experiential Specialist



Aldis Sipolins

Head of VR and
Game Design



**David Shiyang
Liu**

Creative Director



Jake Lee-High

Creative Technologist,
CEO



Cinthya Mohr

UX Manager



Terry Nauheim

Audiovisual Artist

SUBSCRIBE TO GET THE TICKET SALES INFORMATION AND MORE!

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— Secret

— Sauce



Sauces



Secret Sauce

Sauce 1

Online Workshop Courses

This is an idea creating an independent page to provide people with the workshops that are done from the CTWs. People can pay to get an access to the materials, and which the instructor would also get reasonable parts from those payments.

This gives CTW a consistent income source as they only have seasonal ticket sale income source right now.

Sauce 2

Co-op Platform Service

Create a platform service on the websites where technicians and artists can upload their own ideas so other can see and join the team.

This gives CTW a chance to not only gain another target audience, but also a chance to advertise its events and resources.

Sauce 3

Online Gift Shop

Create an online gift shop section where people can buy products that are related to the exhibitions of the CTW.

From this, CTW not only can have another consistent income source but also provide another interactive experience for the customers about the CTW events.

Sauce 4

Auction

Create an independent page for an auction of the exhibitions held in CTW.

Sauce 5

Student Project Sponsorship

This idea is all about creating a sponsor online platform for tech student and artistic student to come together make amazing creative works.



Sauce 1



**Online Workshop
Courses**



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ONLINE WORKSHOP

CATEGORIES

YEAR

LEVEL

INSTRUCTOR

MOST POPULAR

VIEW ALL

**Electronic Music Workshop**

First Last

★★★★★ 5.0
4,231 took this

\$20

**VR Programming: Beginner**

First Last

★★★★★ 5.0
15,261 took this

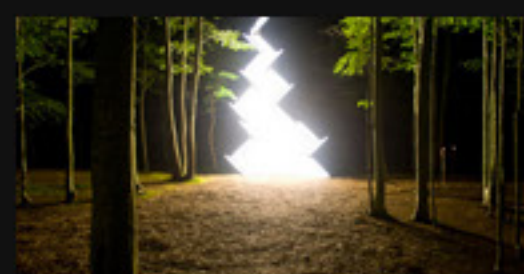
\$30

**VR Programming: Intermediate**

First Last

★★★★★ 5.0
9,887 took this

\$30

**How lighting can change your art**

First Last

★★★★★ 5.0
3,245 took this

\$10

FROM 2017 CTW

VIEW ALL

**How to compose eMusic in your laptop**

First Last

★★★★★ 5.0
4,231 took this

\$15

**Make your VR**

First Last

★★★★★ 5.0
15,261 took this

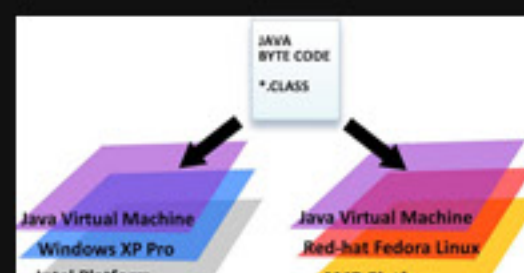
\$20

**MasterClass: Make your bits**

First Last

★★★★★ 5.0
9,887 took this

\$30

**For Beginners: Java and Machine**

First Last

★★★★★ 5.0
3,245 took this

\$20

Would you like to create your own workshop?

Share your knowledge through CTW and online!

LEARN MORE

SUBSCRIBE TO GET THE TICKET SALES INFORMATION AND MORE!

SUBMIT



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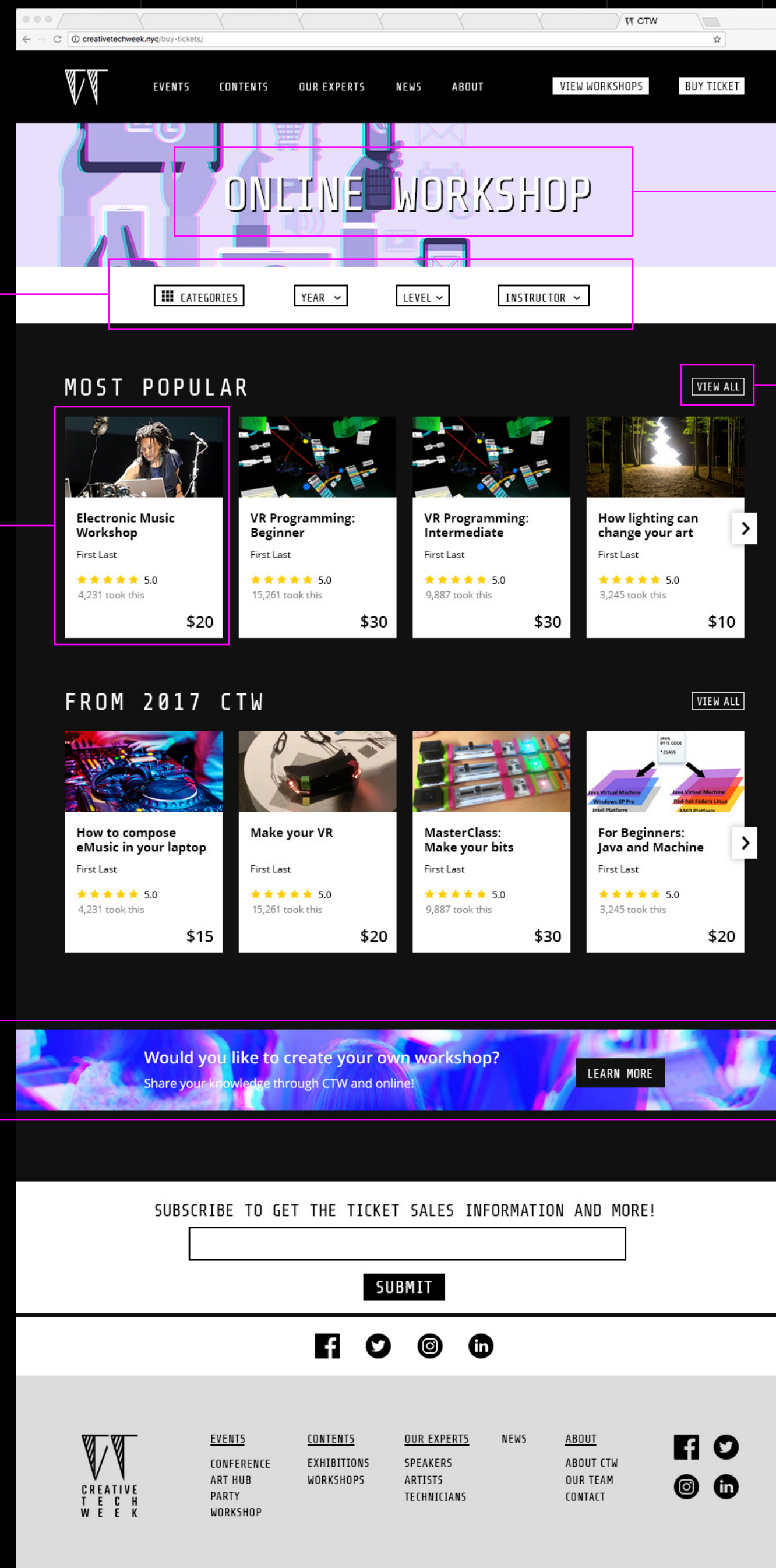
Secret Sauce

Sauce 1

Online Workshop Courses

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This gives CTW a consistent income source as they only have seasonal ticket sale income source right now.



For convenience: give a sticky header on top so users can search through the workshop contents more easily.

To be clear: putting each workshop contents into cards organizes them nicely.

To be informative: place a clear and big page title at the beginning of the page with representing an image.

To be convenient: give a button that can show all the most popular contents.

To increase income: give a button where people can access and learn more about having a workshop in CTW.

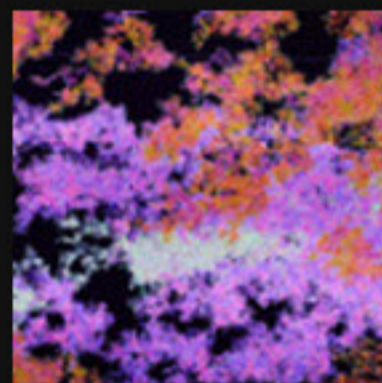
E

Blast

ART HUB

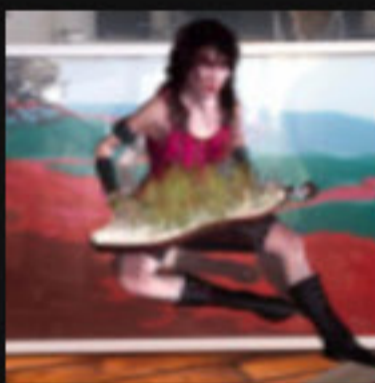
Art Hub will feature 2 days of computer art installations, workshops, performances and a comfortable hangout at the cafe/bar with several dozen of the top voices in art+tech today.

FEATURED ARTISTS



Eric Corriel

Exhibiting Artist
May 12 - 13



Carla Gannis

Exhibiting Artist
May 12 - 13



**Benton C
Bainbridge**

Exhibiting Artist
May 12 - 13

[LEARN MORE](#)

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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 11232

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[unsubscribe from this list](#) | [update subscription preferences](#)



CONFERENCE HUB

Experts discuss how they build Mixed Reality, Interactive Installations, Data Visualization, Social Impact, Art, and the future of Creative Technology.

May 20th

Saturday

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.

Opening : 09:00AM

Conference : 10:00AM
~ 6:00PM

Location :

NYIT Auditorium
1855 Broadway
New York, NY
10023

May 21th

Sunday

VR and Mixed Reality Day; expect 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.

Opening : 09:00AM

Conference : 10:00AM
~ 6:00PM

Location :

NYIT Auditorium
1855 Broadway
New York, NY
10023

BUY TICKET

LEARN MORE

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

[Add us to your address book](#)
[unsubscribe from this list](#) | [update subscription preferences](#)



COMPOSE

Come to Art Hub this week!

Inbox x

Inbox (46)

Starred

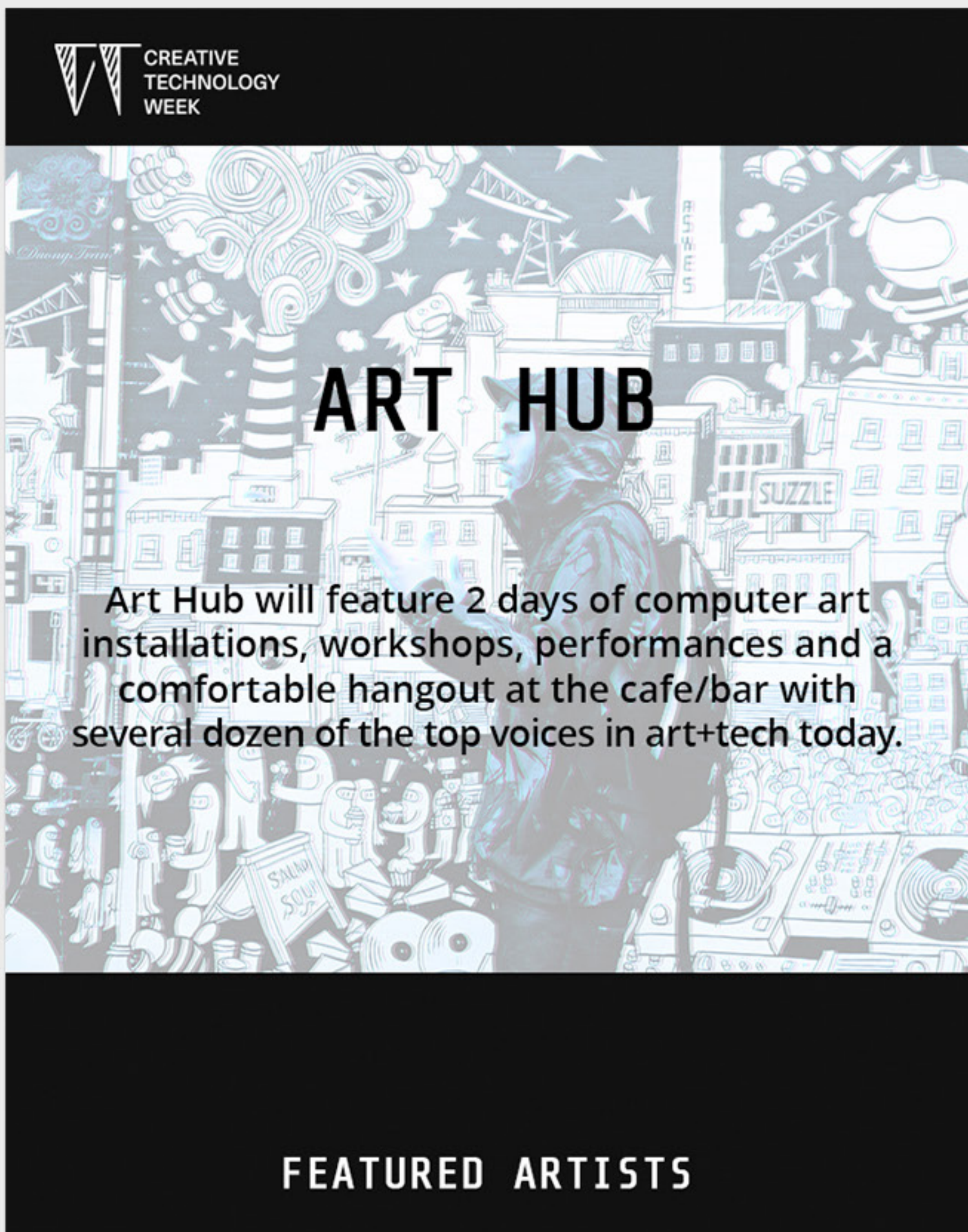
Important

Sent Mail

Drafts

 creativetechweek.nyc
to me ▾

12:40 PM (1 hour ago) ☆



COMPOSE

Come to Conference Hub this week!

Inbox x

Inbox (46)

Starred

Important

Sent Mail

Drafts

 creativetechweek.nyc
to me ▾

12:40 PM (1 hour ago) ☆



CONFERENCE HUB

Experts discuss how they build Mixed Reality, Interactive Installations, Data Visualization, Social Impact, Art, and the future of Creative Technology.

May 20th Saturday	May 21th Sunday
-----------------------------	---------------------------

Link

<https://liveweave.com/rAYEQu>

<https://liveweave.com/fJPv2m>

Site map

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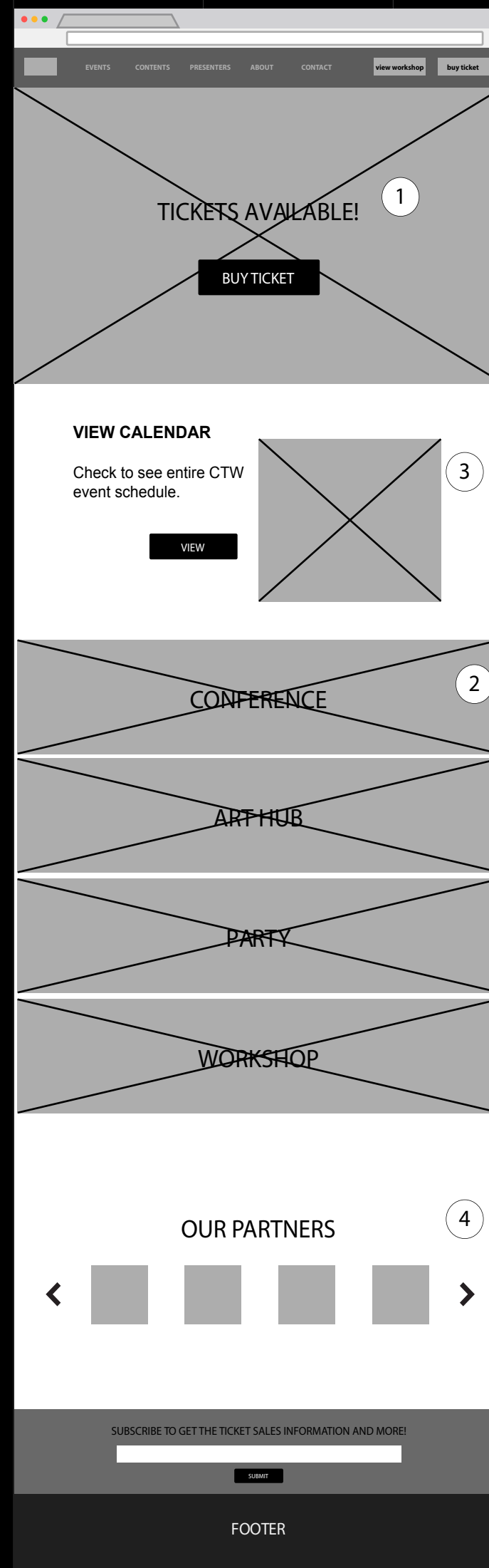
VIEW WORKSHOPS

BUY TICKET

BUY TICKET
[Eventbrite]



Home Page - During CTW

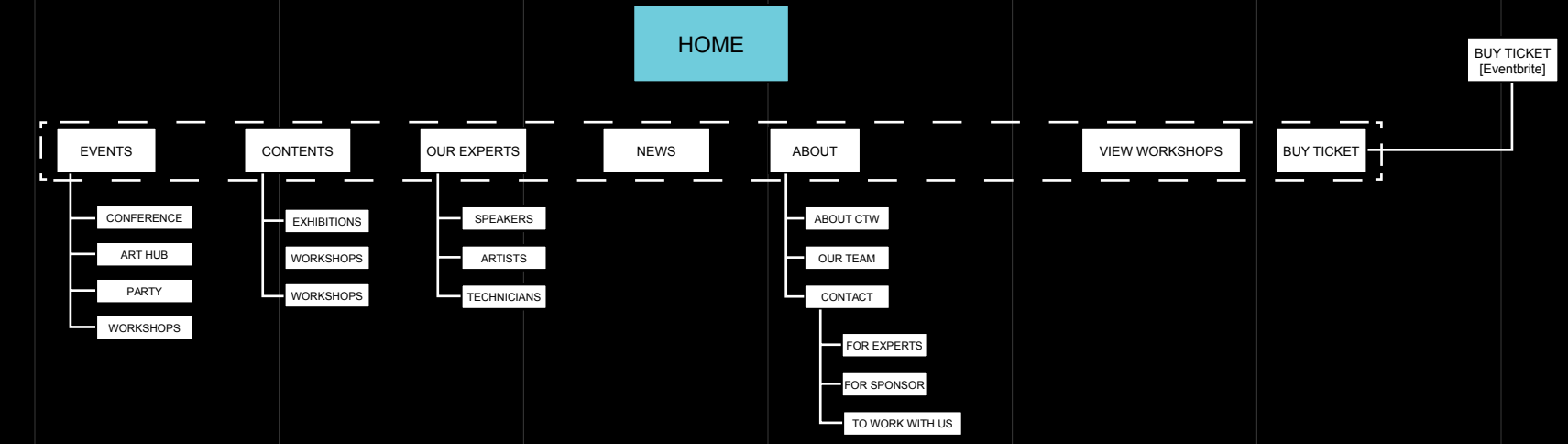


1. To enhance ticket sales: emphasize on the ticket sales by placing it on the top of the page and making it “big” with the background imag.

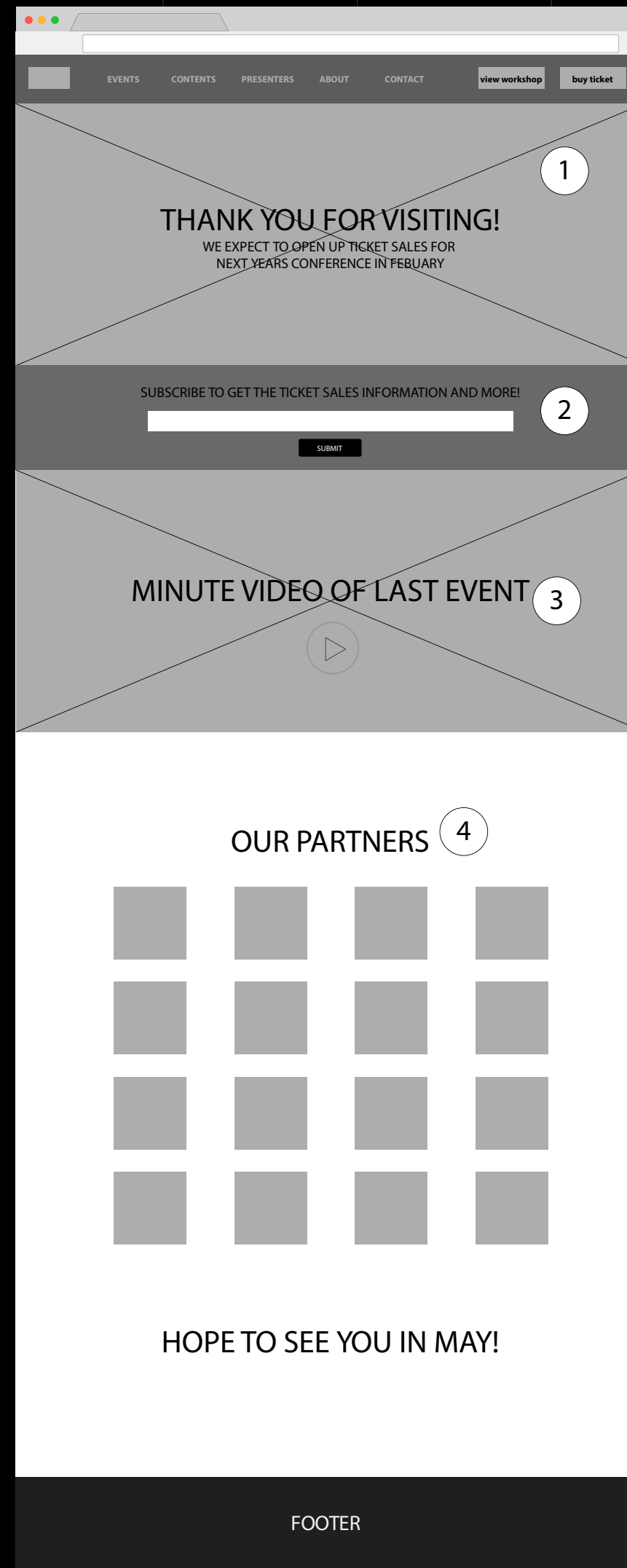
3. To be more convenient: place a the schedule for CTW before they get to see individual events.

2. To be easy and clear: make the major events of CTW accessible in big buttons with representative background.

4. For first comers: place sponsors so first comers can get a feeling what CTW is all about from other well known companies.



Home Page - During CTW

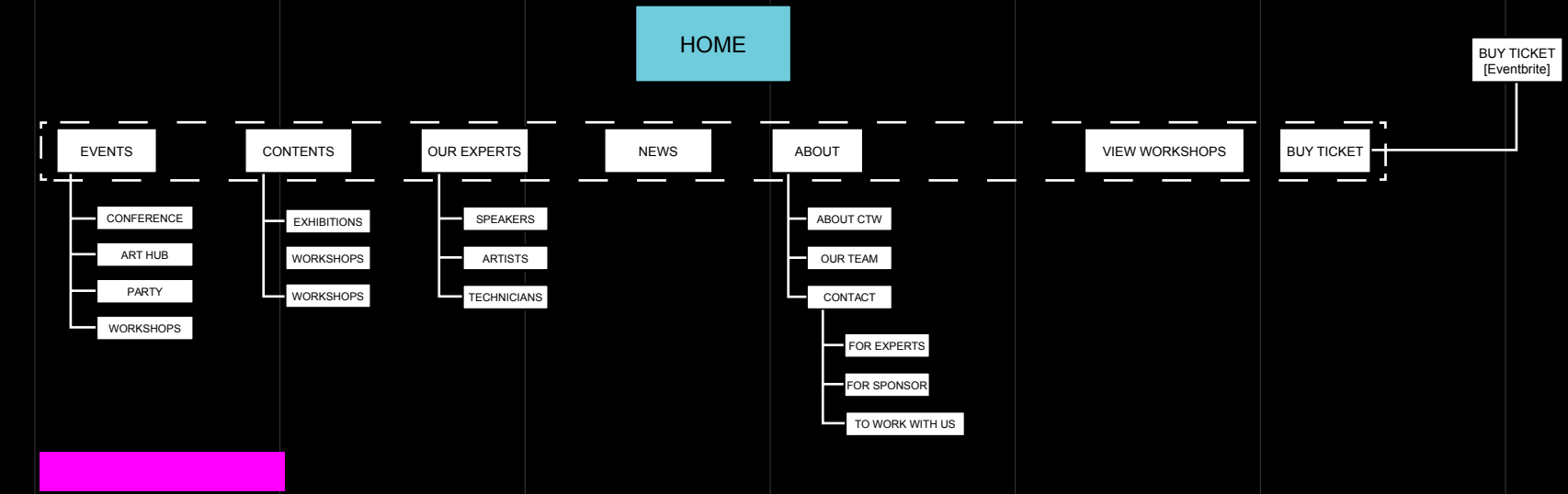


1. To let people know: emphasize on the fact that CTW is over but will come back on the top of the page.

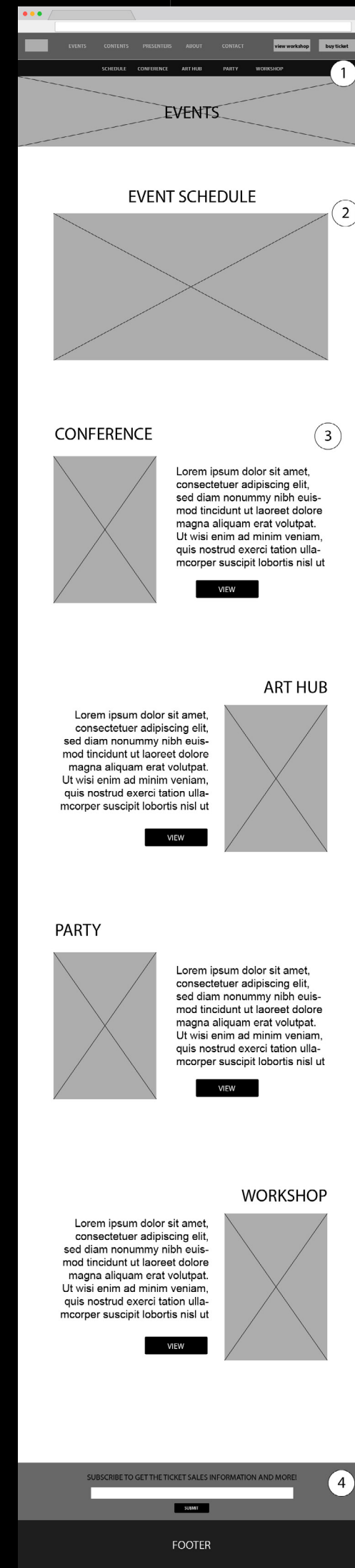
2. To manage customers: place email subscription right below the top slider.

3. To lure more customers: put a one minute video from which first comers can easily know what CTW is all about.

4. To give an additional idea: display CTW's sponsors to let people know what CTW's is related to.



Event Page

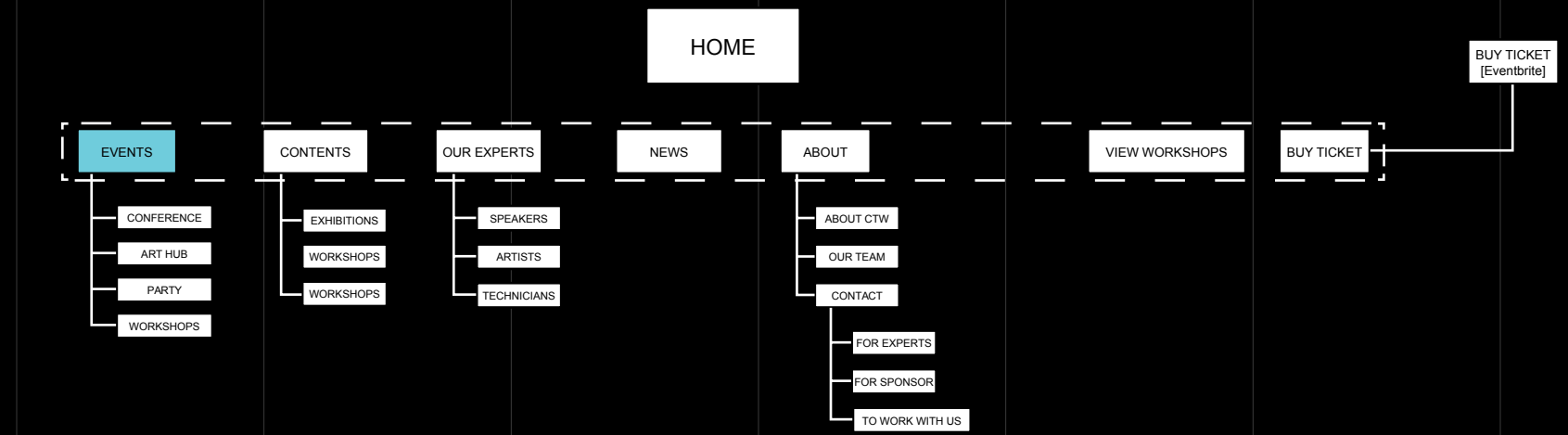


1. To be convenient: place sticky header for quick navigation.

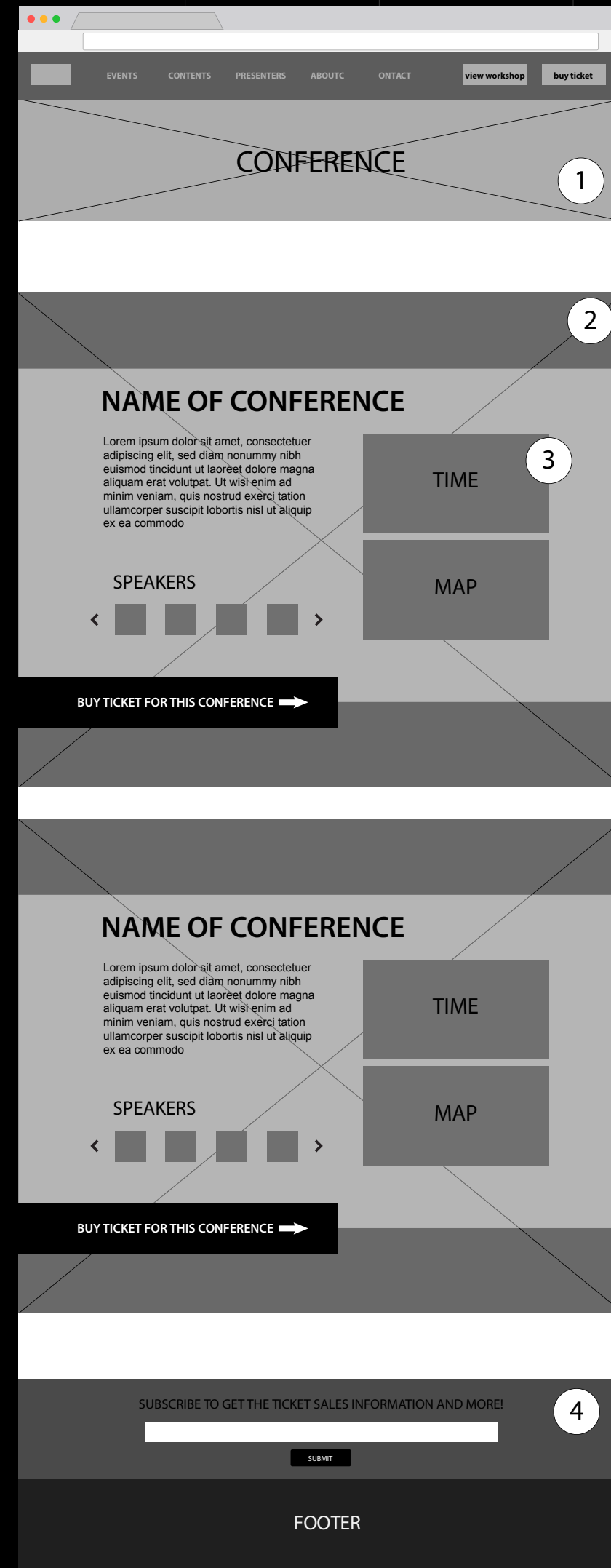
2. To be convenient: place the entire schedule for the CTW.

3. To be informative: give a brief introduction to each event that is held during CTW.

4. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



Event Sub Pages

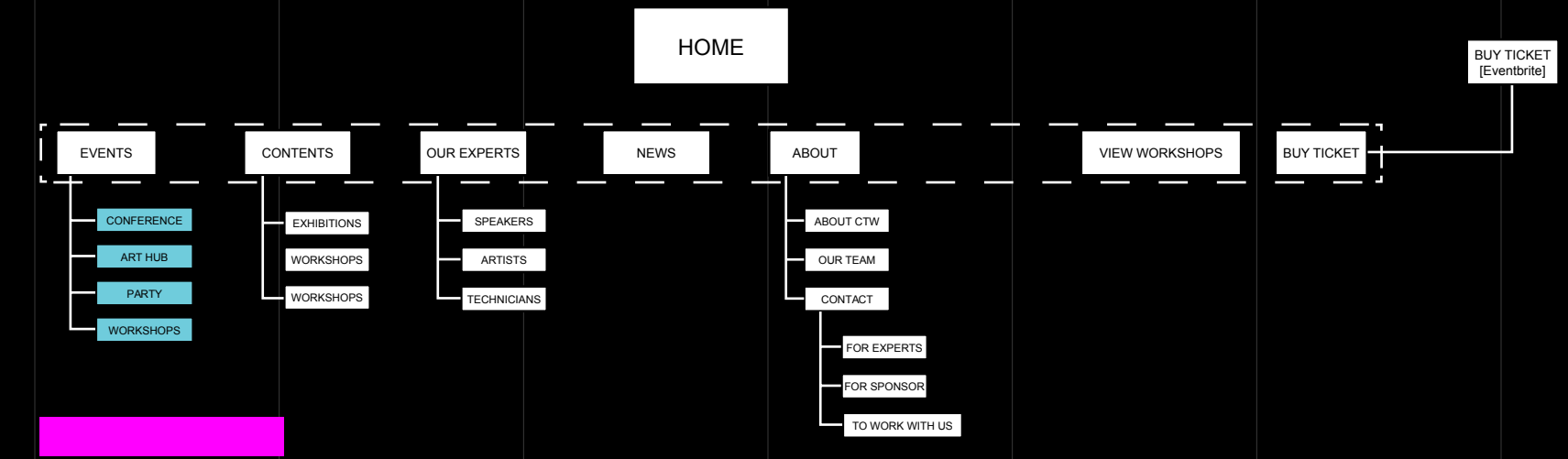


1. To be clear: place a page name with the representative background in order to let people know which page they are in.

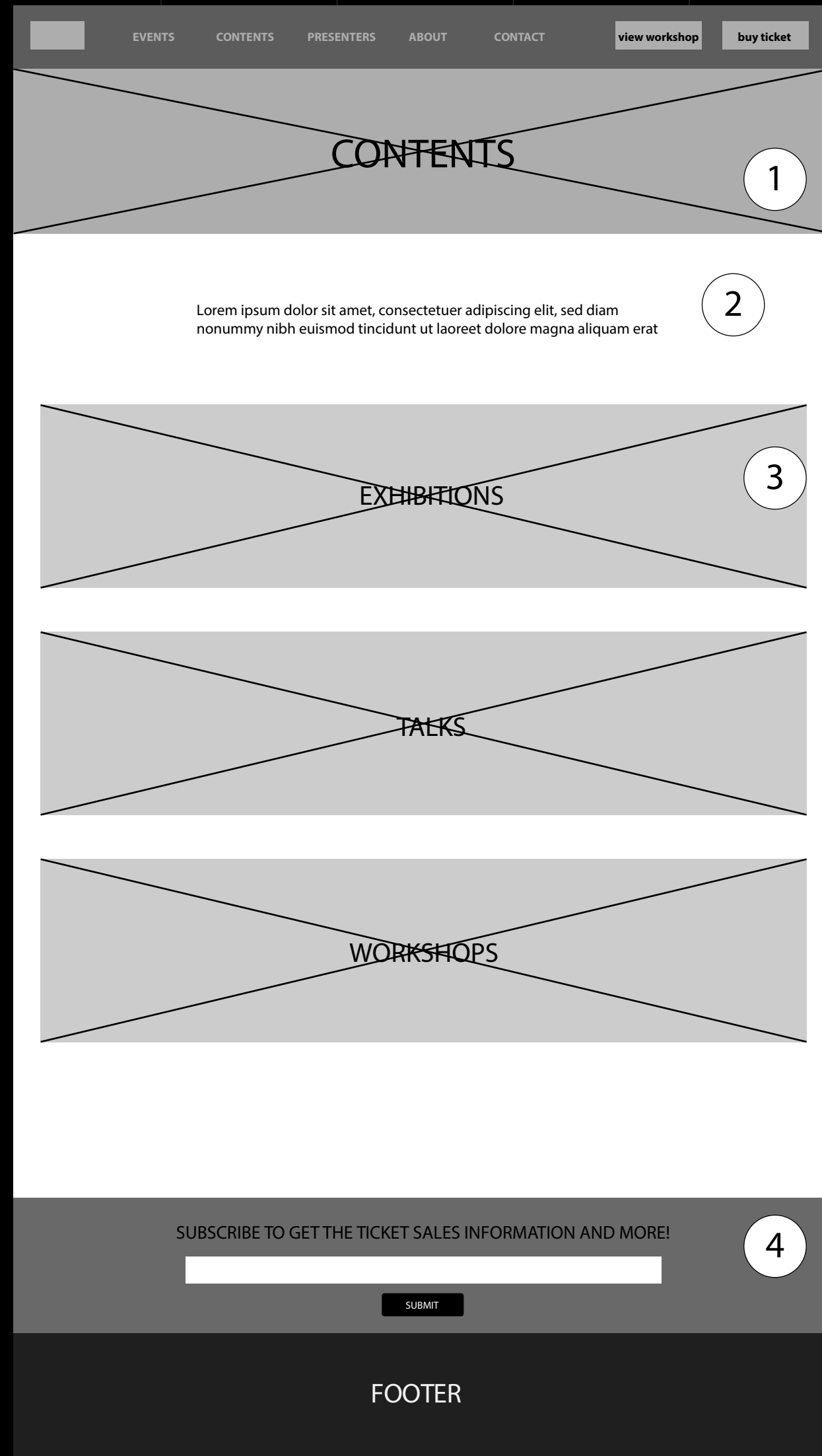
2. To be informative: place a representative image in the background so people have visual information.

3. To be informative: give a time, place, and bit of brief information about the event before people buy tickets.

4. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



Contents Page

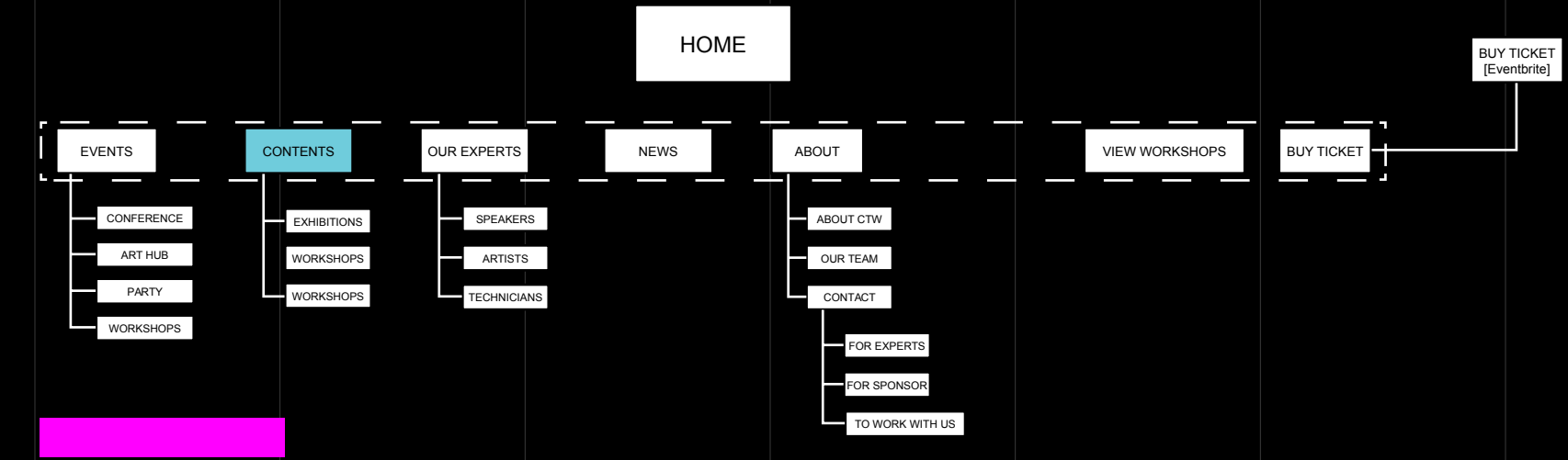


1. To be clear: place a page name with the representative background in order to let people know which page they are in.

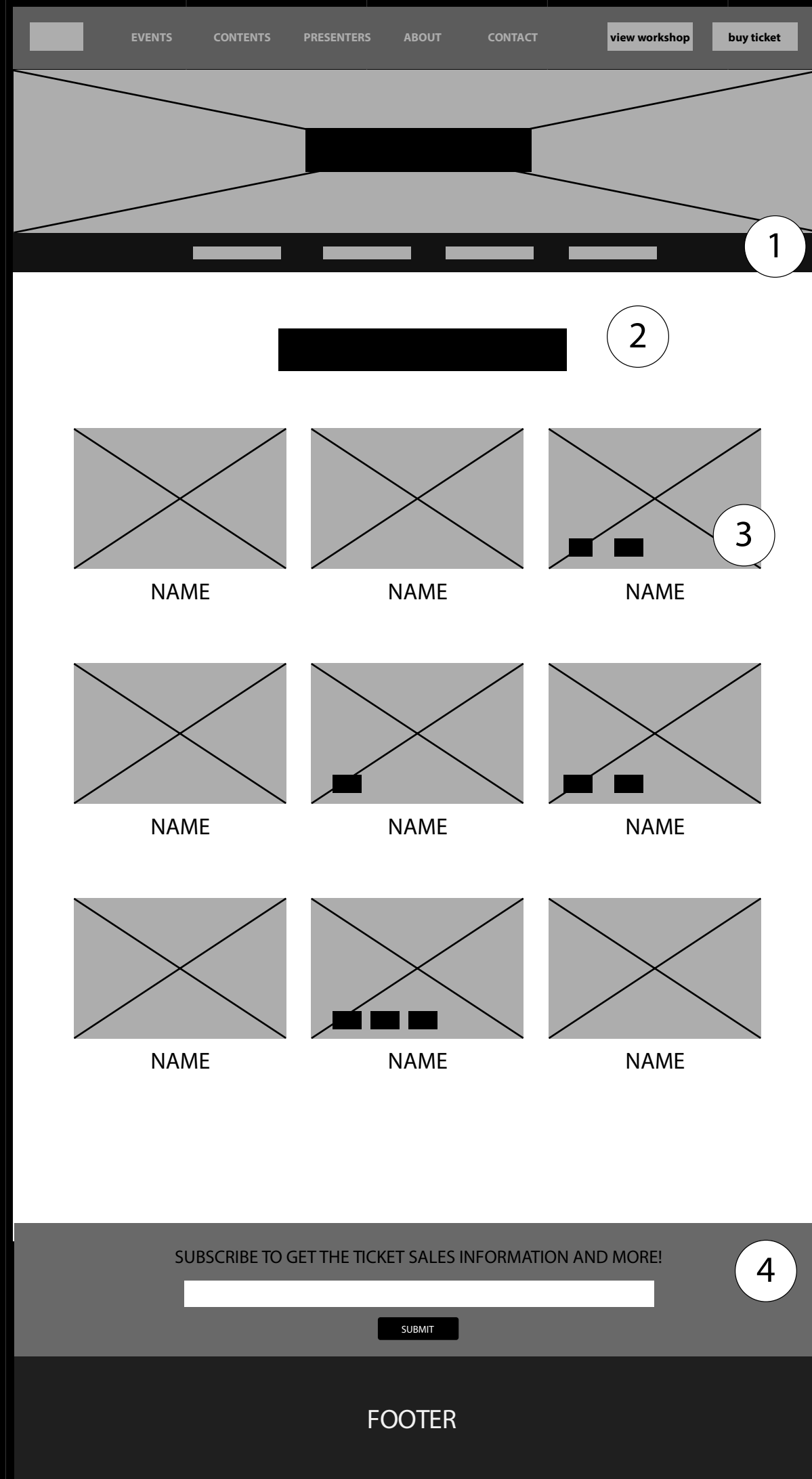
2. To be clear: give a brief explanation about the events of CTW.

3. To be direct and simple: people can simply click on the buttons to see the detail information about each event.

4. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



Contents Sub Page

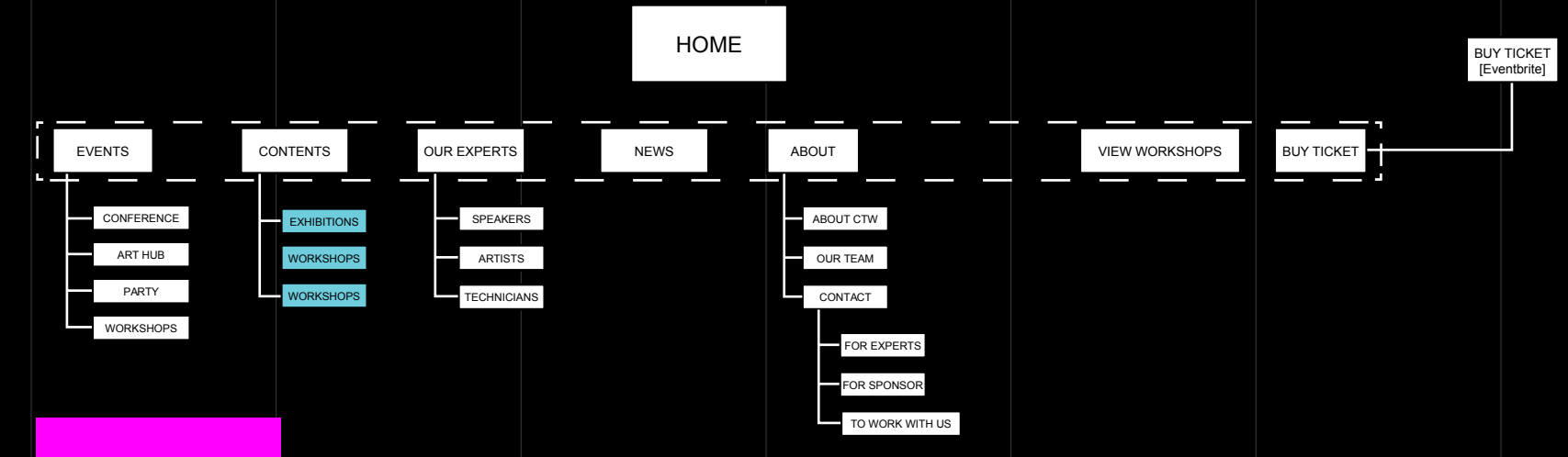


1. For convenience: people can change the category of the subject of the page, such as a search based on year, artist, etc.

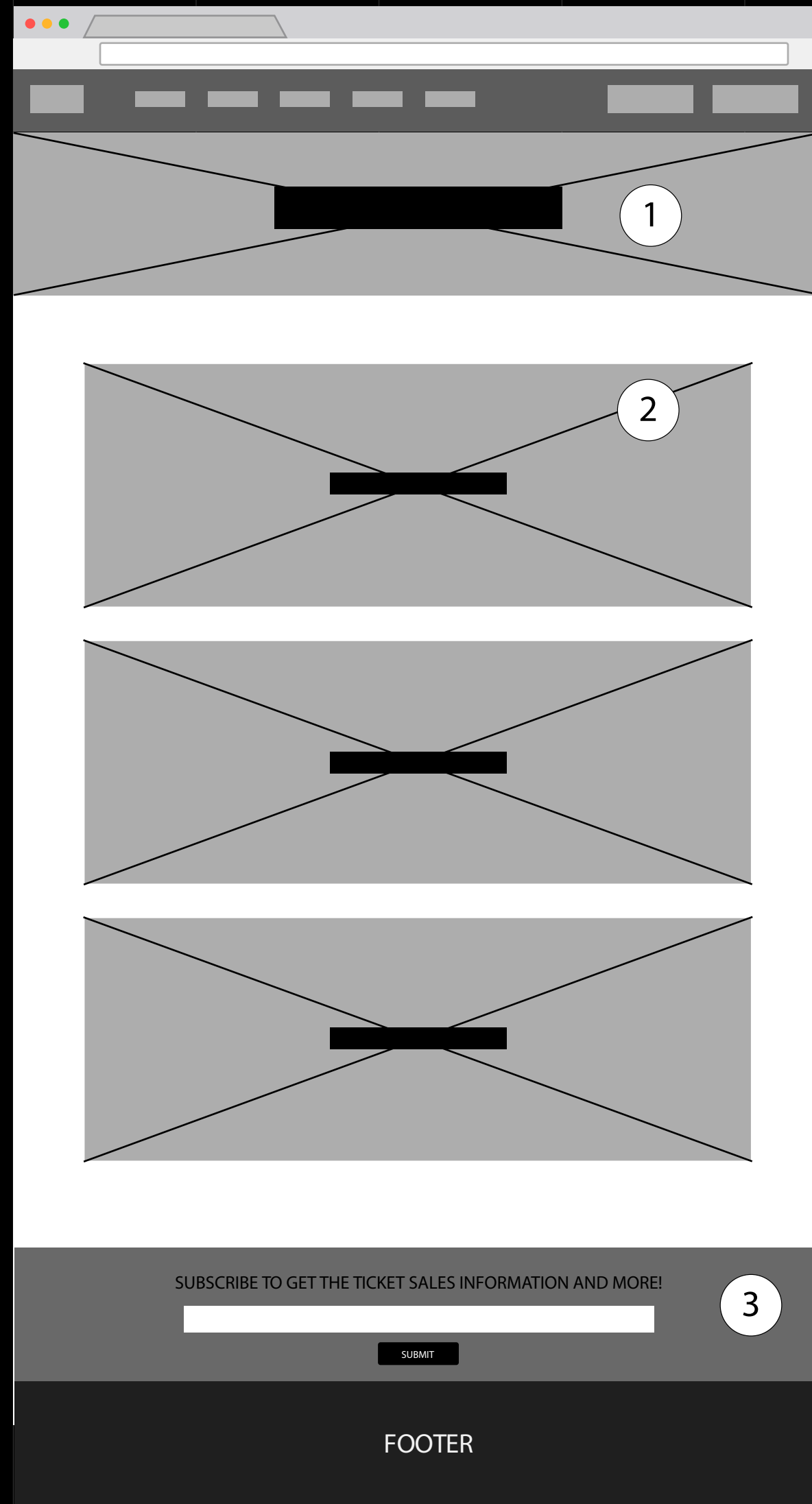
2. To be clear: show which search category the person is on.

3. To be clear: give contents with representative background image and stickers to indicate what contents it actually contains with.

4. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



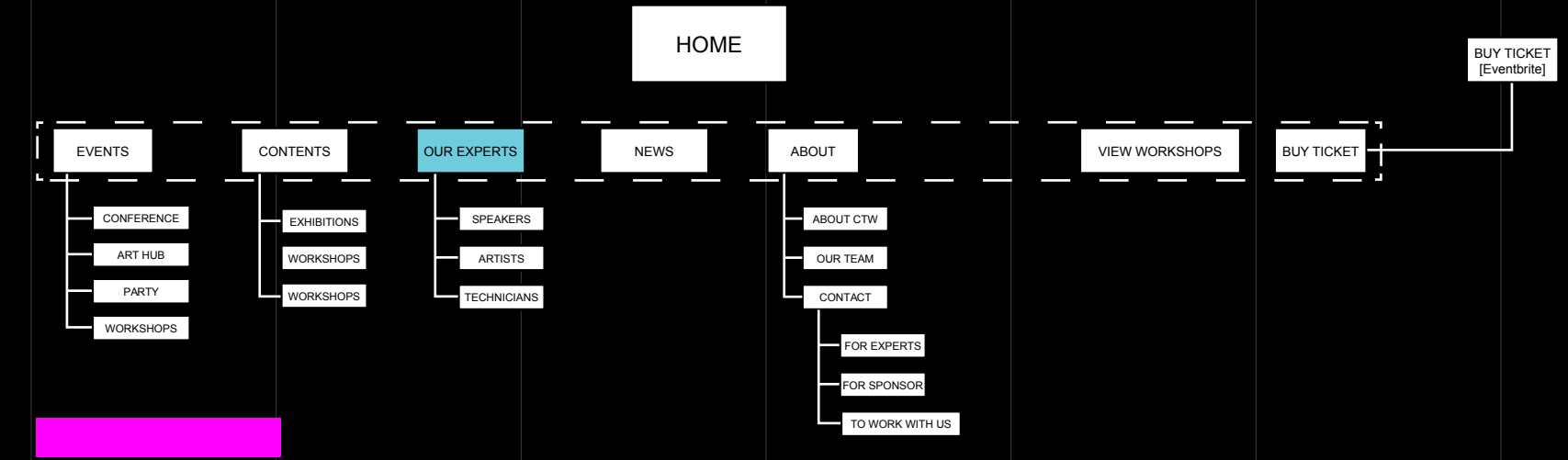
Our Experts Page



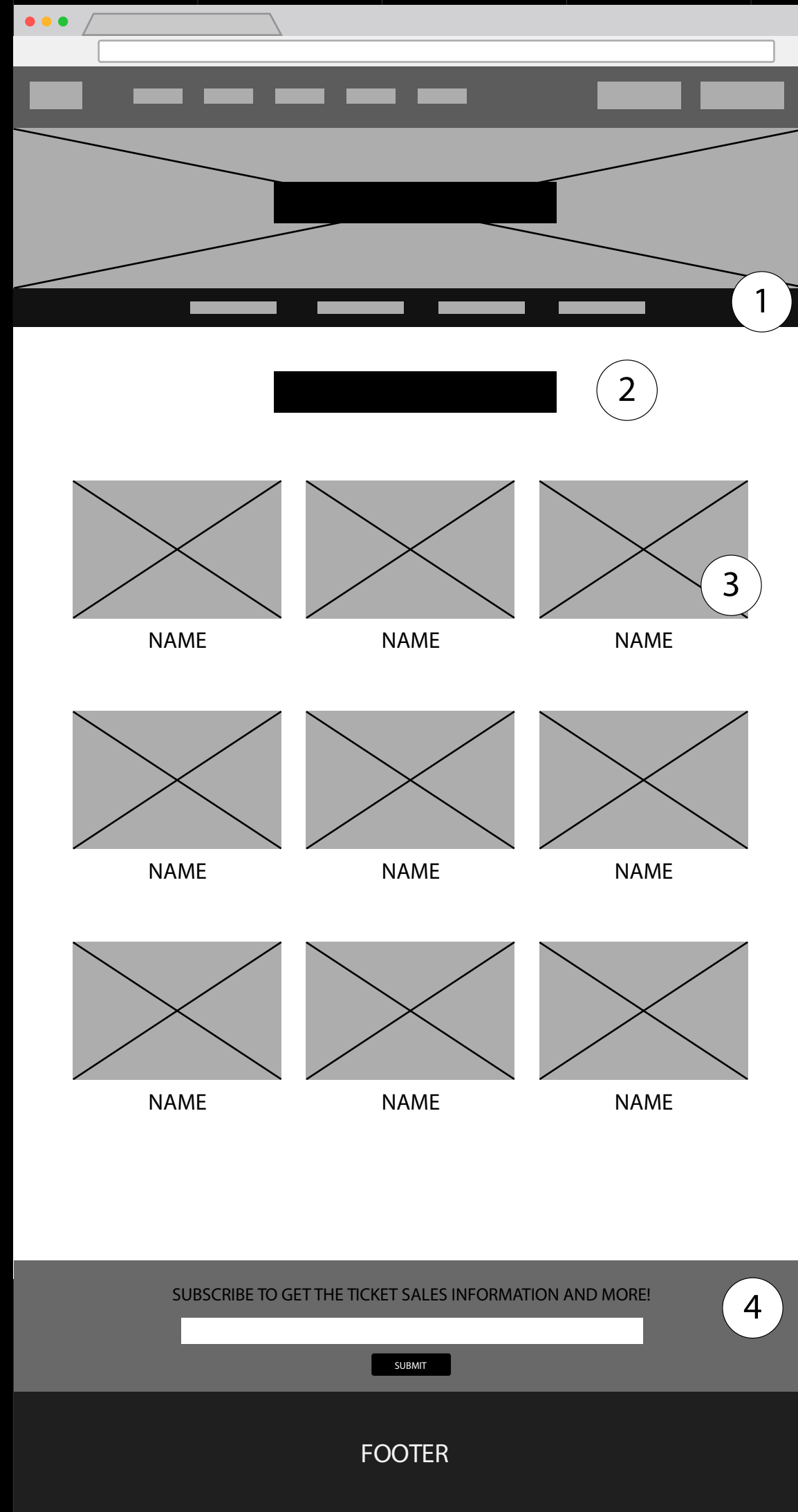
1. To be clear: show which page the user is on the website.

2. To be clear: show subpage buttons with representative images.

3. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



Our Experts Page

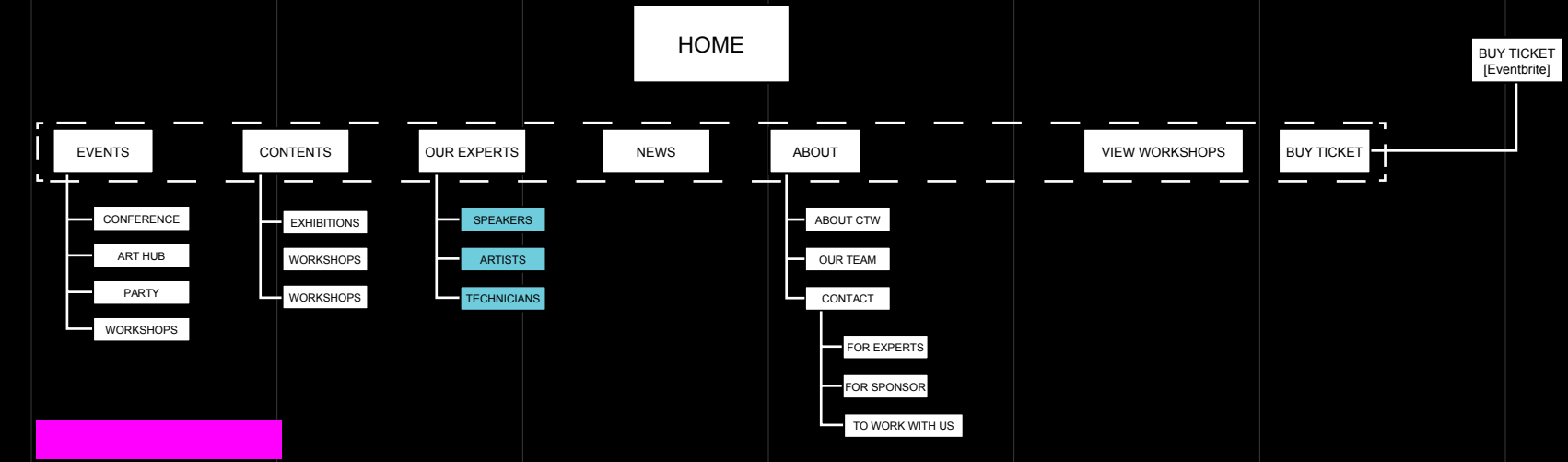


1. For convenience: people can search experts by a different category, such as music, fashion, etc.

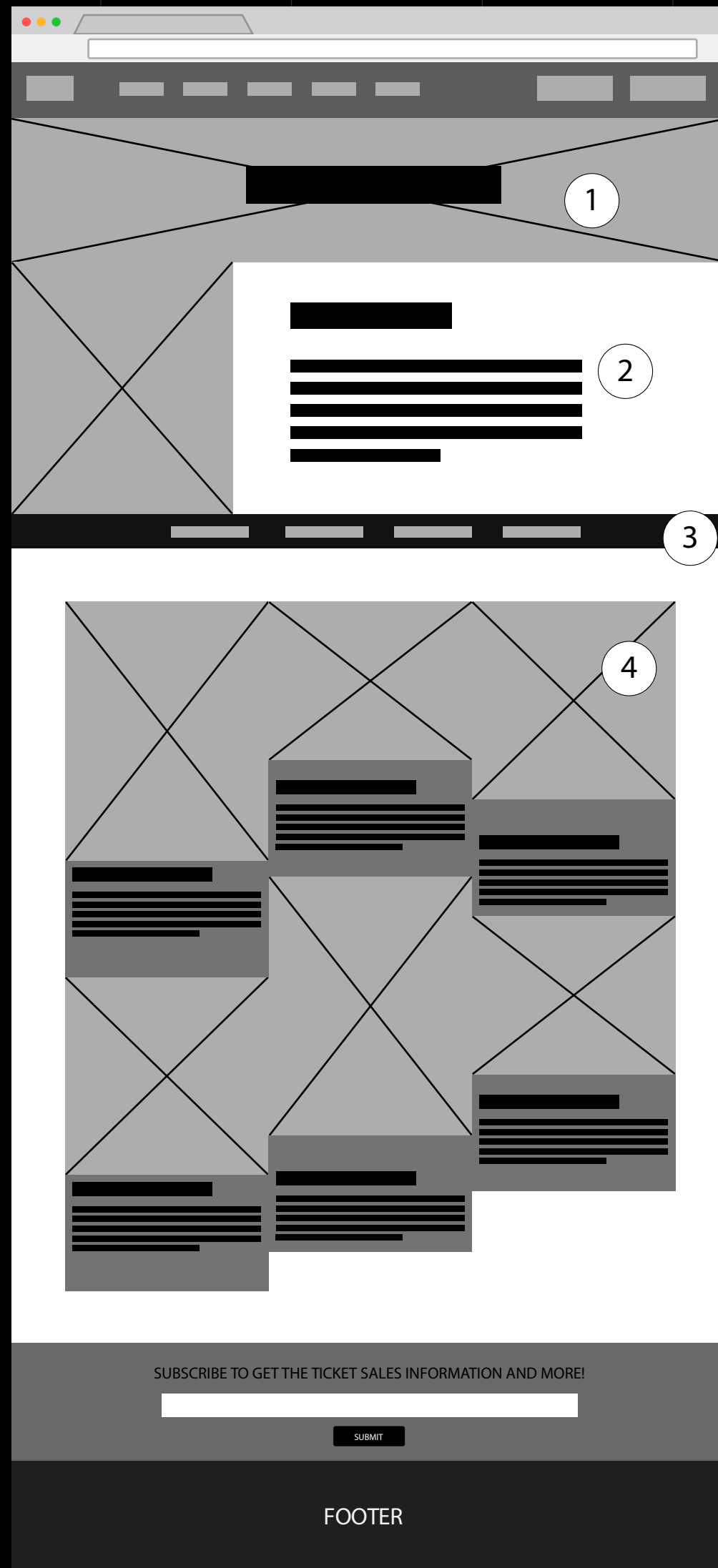
2. To be clear: show which search category the person is on.

3. To be clear: give contents with representative background image.

4. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



Our Experts Page

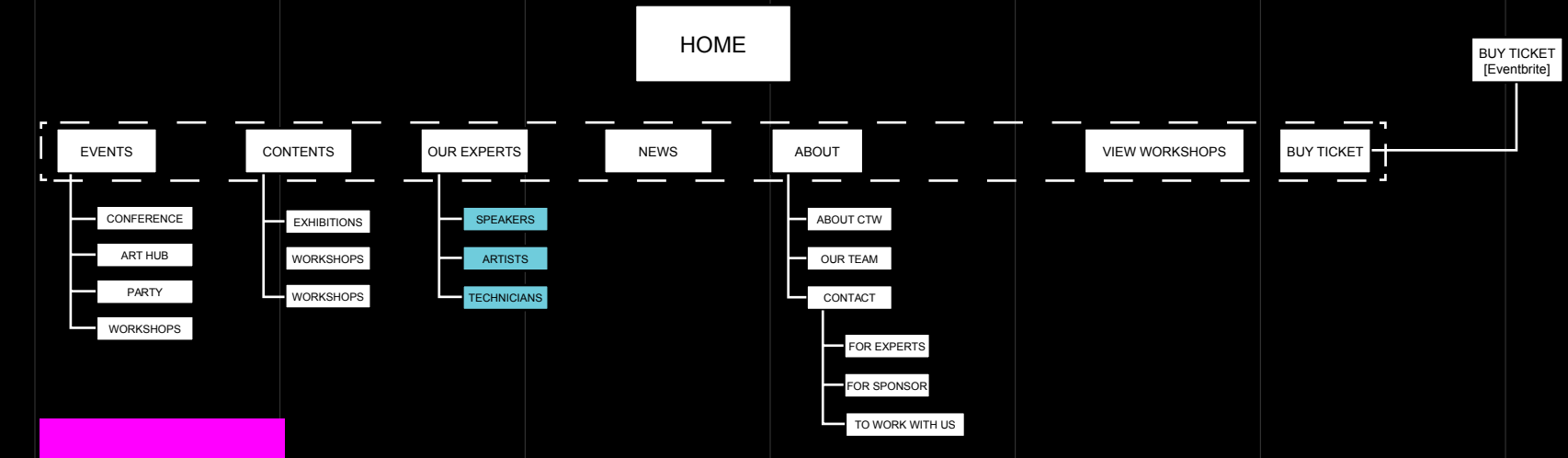


1. To be clear: show which page the user is on the website.

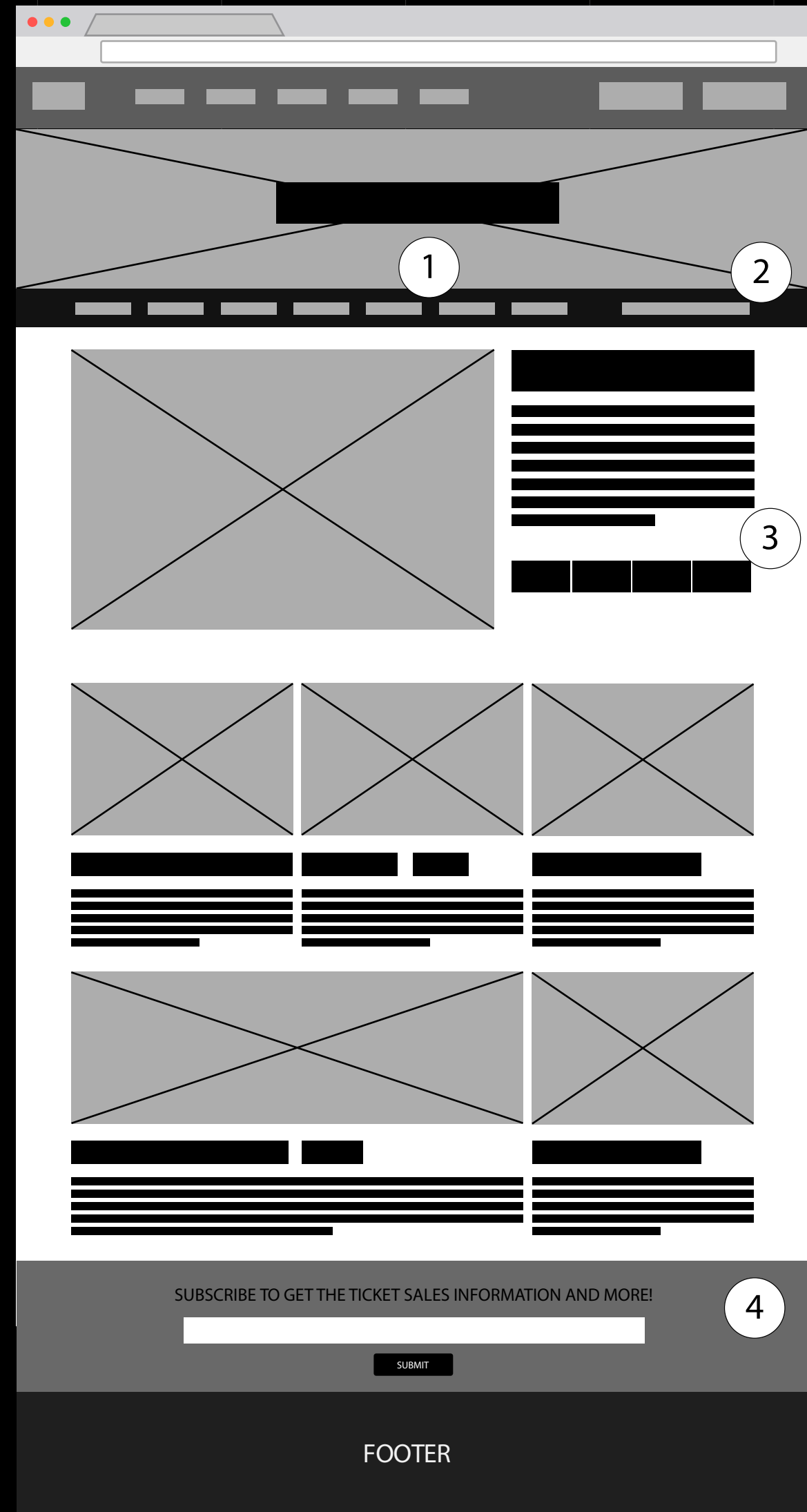
2. To be informative: show a picture of the experts and contributions the experts made in CTW.

3. To be convenient: people can narrow down the contents by choosing a category, such as exhibitions, talks, and workshops.

4. To be clear: show the contents with a representative image and brief information so people can choose better.



News Page

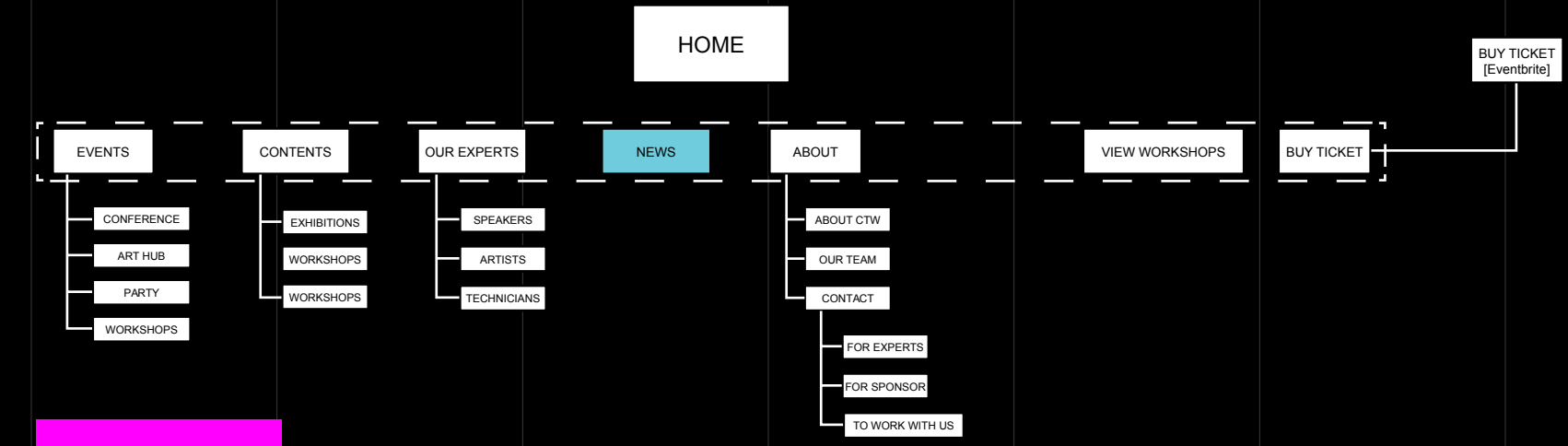


1. For convenient: people can change contents by choosing a category.

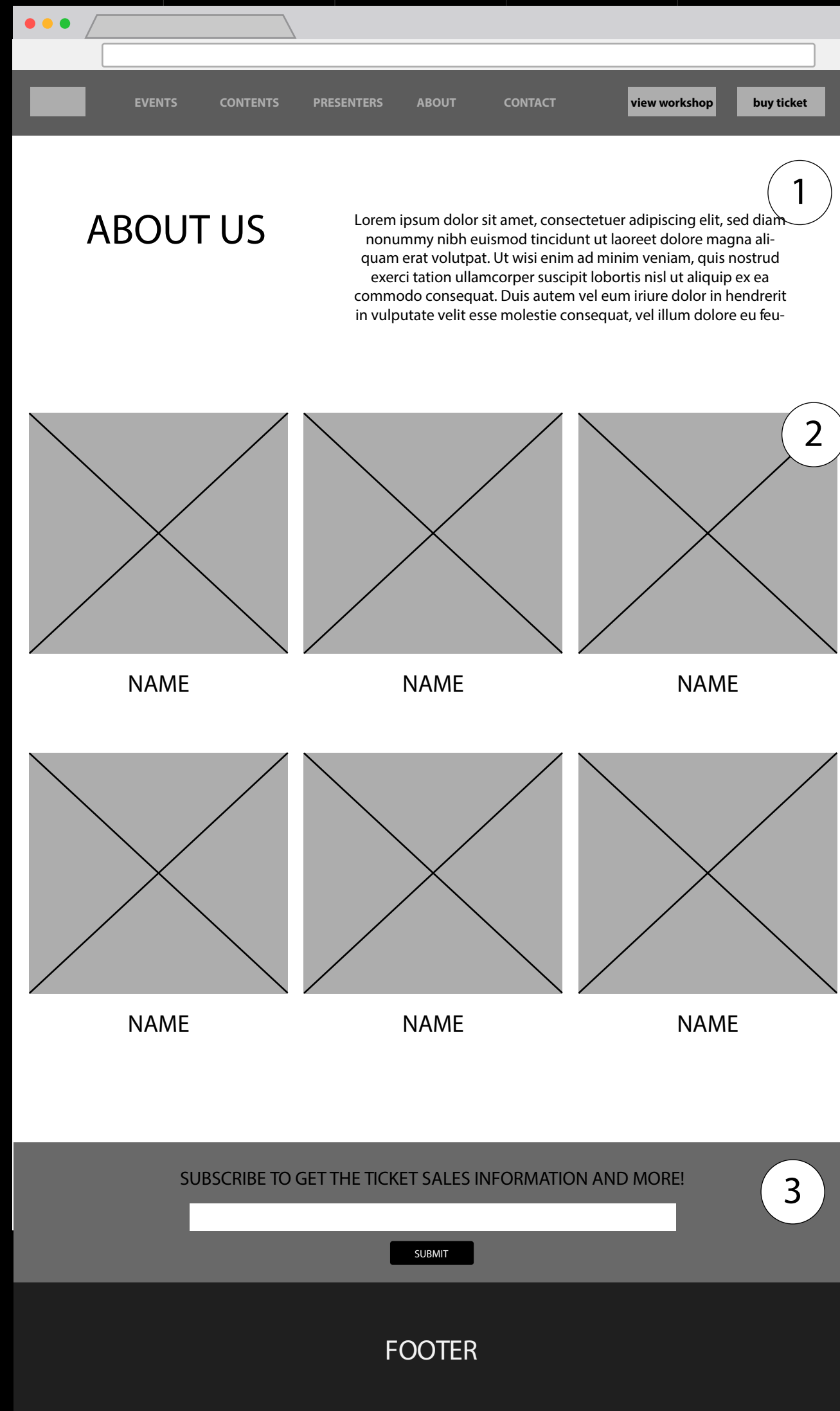
2. For convenient: people can search keywords.

3. To be informative: contents are shown with relative images and a brief explanation.

4. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



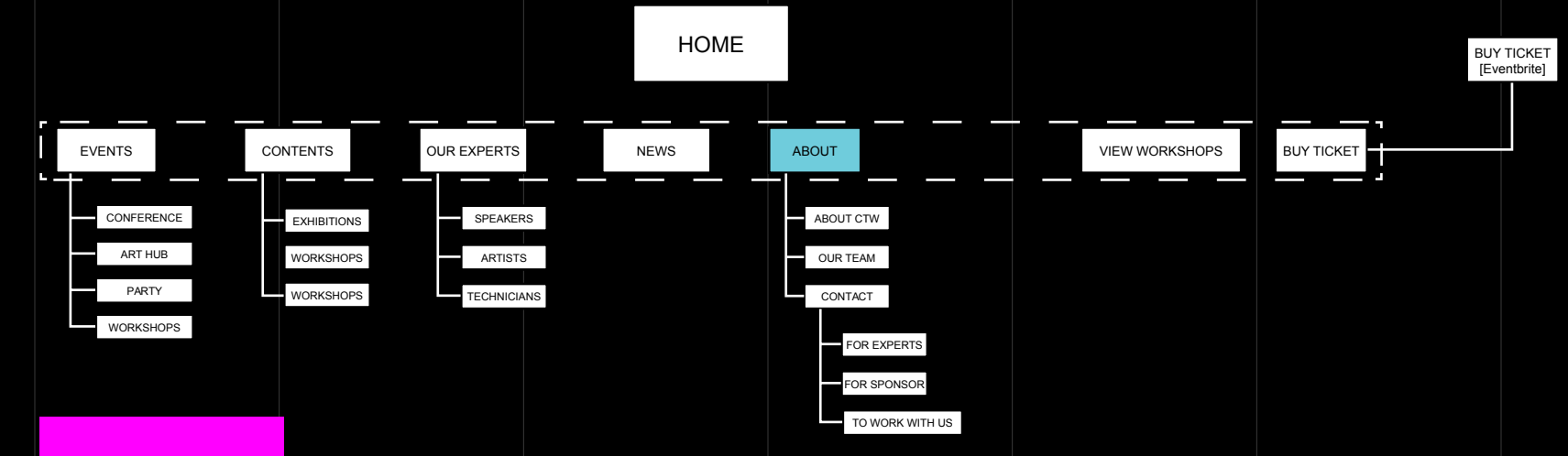
About Page



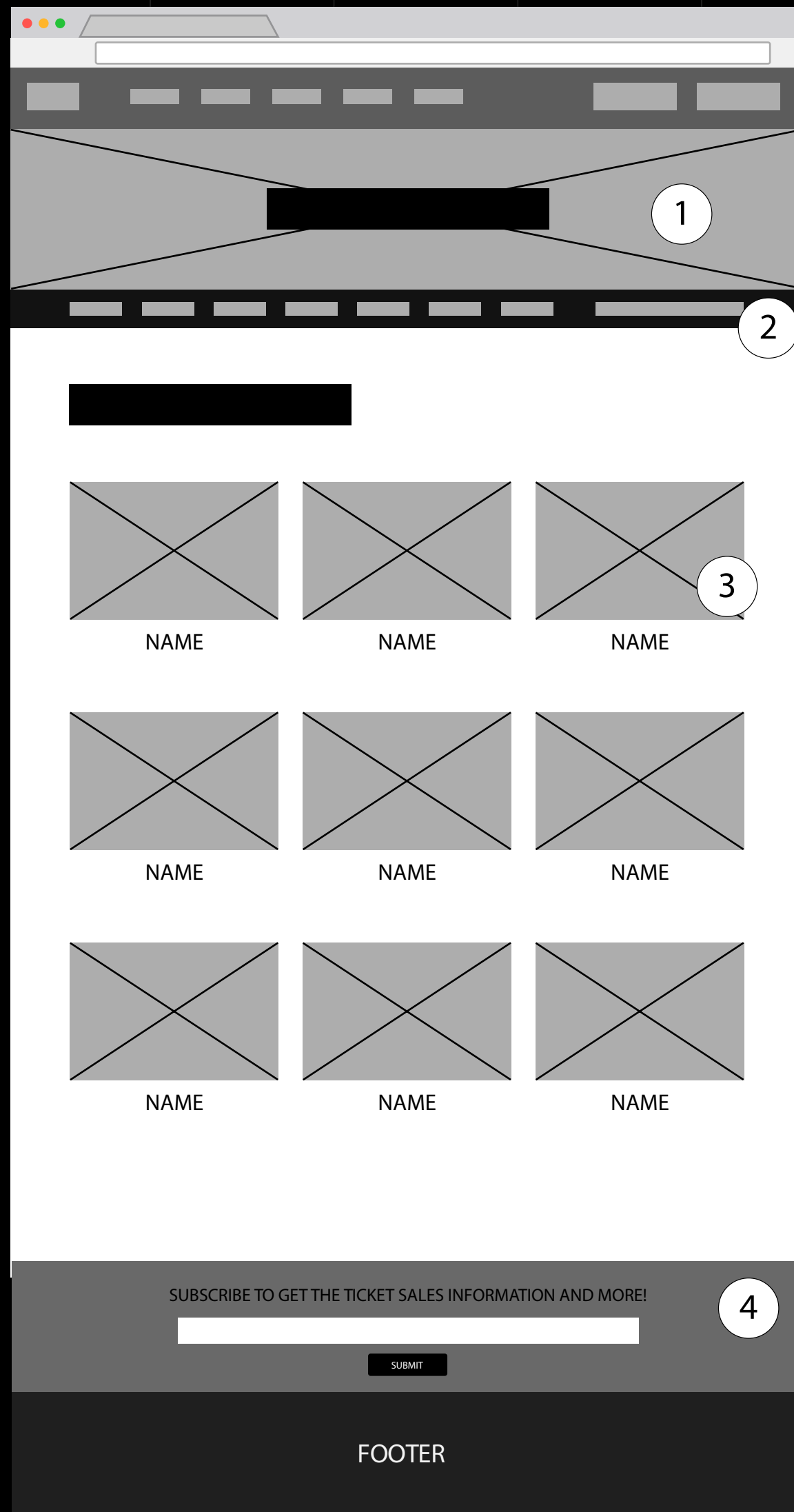
1. To be clear: brief a paragraph about the vision of CTW.

2. To be informative: members with their face and names and titles.

3. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



View Workshop Page

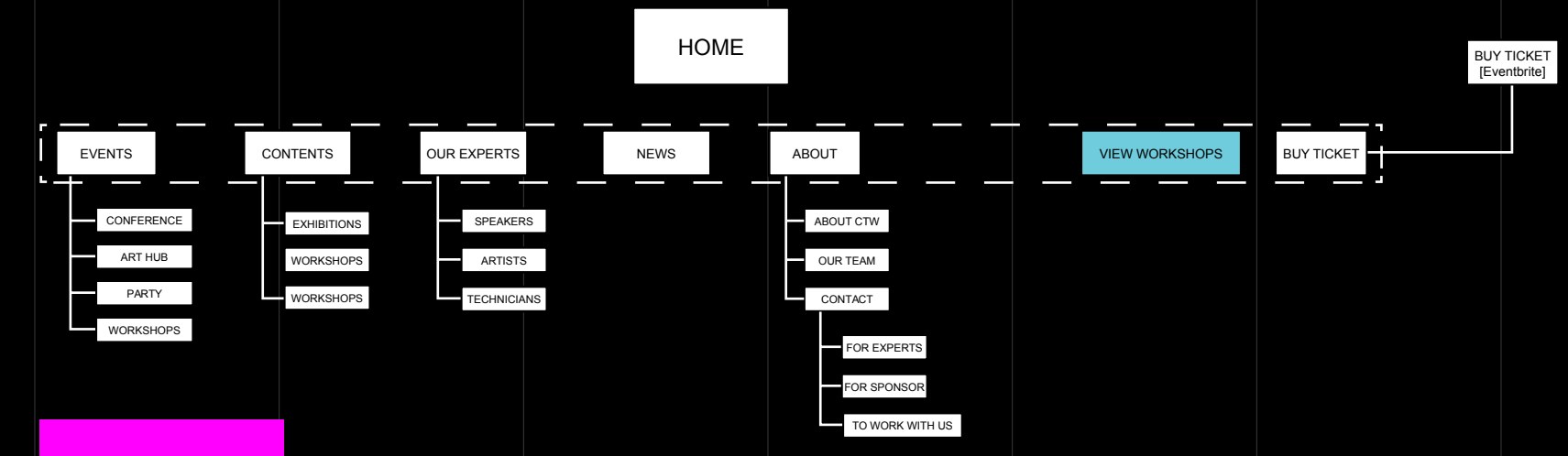


1. For convenient: people can change contents by choosing a category.

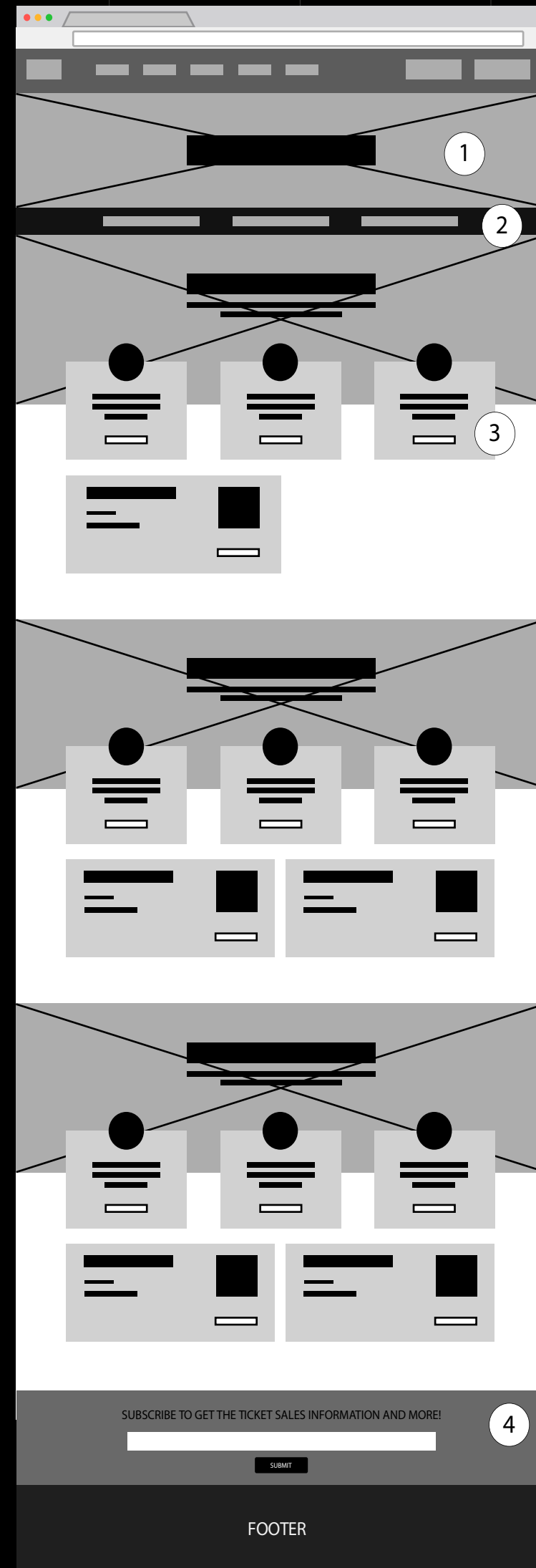
2. For convenient: people can search keywords.

3. To be clear: give contents with representative background image.

4. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



Buy Ticket Page

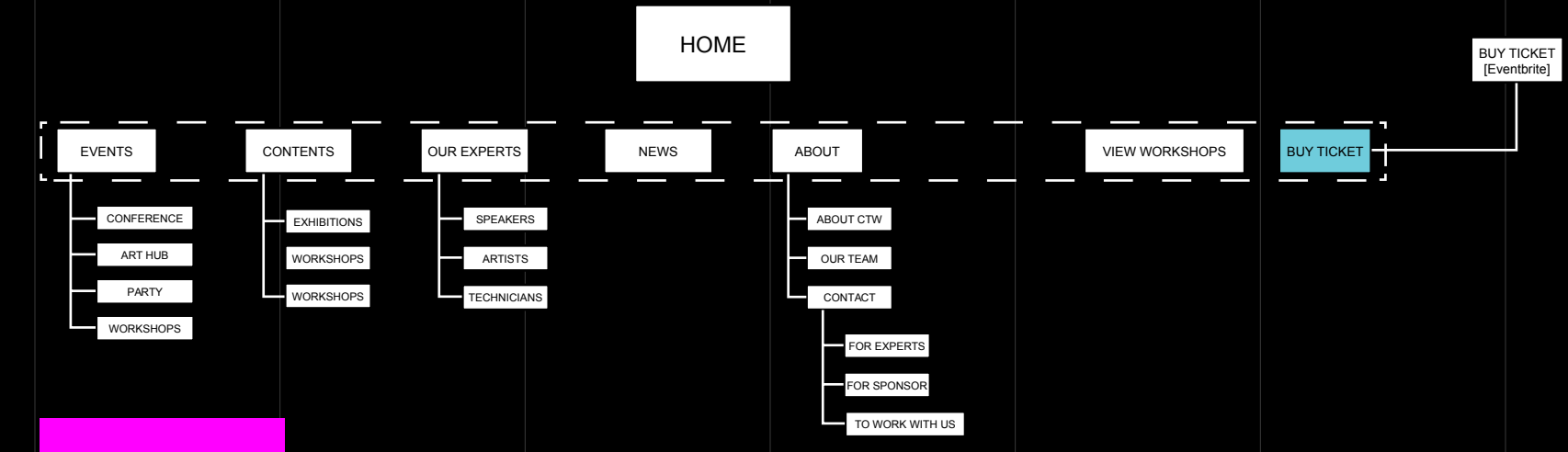


1. To be clear: show which page the user is on the website.


2. For convenience: people can search experts by a different category, such as music, fashion, etc.

3. To be informative: Give basic information, such as brief introduction, place, and time about the event and also ticket prices.

4. To manage customers: place the email subscription at the bottom of the page so at least people have a chance to get notification from CTW and thus increase sales.



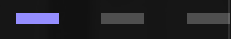
Content Strategy



Target Audience



Target Audience



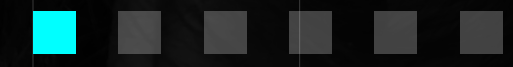
**Professional developers
who are looking for next
challenge in art word. —**



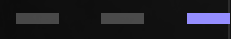
Target Audience



**Professional artists who
want to improve their
projects by implementing
a technology. —**



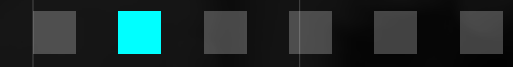
Target Audience



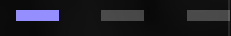
**People who want to
learn about Art & Tech,
especially attending
free workshops. —**



Strategy Goals

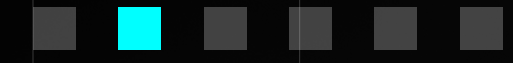


Strategy Goals

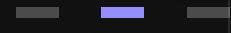


Increase Ticket Sales

Increasing the ticket sales is the most crucial strategy since it's the sole income for CTW.




Strategy Goals



Launch Online Workshop



Provide a platform where people can come in and pay to take online workshops from CTW experts. This gives CTW another income source.






Strategy Goals



More Collaboration



Since CTW creates a synergy by combining Technology and Creativity, combining other professional areas can bring another synergy.





Goal Measurements



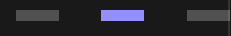
Goal Measurements



**Increase Ticket Sales by
3.5% after launching a
new website. —**



Strategy Goals



**Make 100 people
buy access to online
workshops in a year. —**



Strategy Goals



**Have 5 more collaborations
with a new professional area.**





Contents to Create



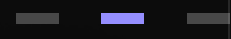
Contents to Create



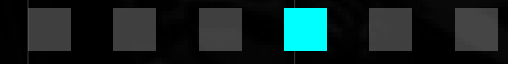
Create Eblast and SNS Ad materials. —



Contents to Create



**Digitalize experts contents
and workshops. —**



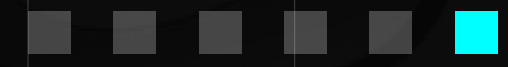
Contents to Create



**Results from collaborations
that CTW did. —**



Site Promotion



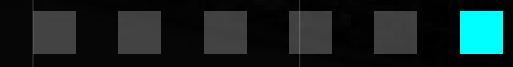
Site Promotion



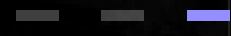
#SNS Promotion.

Site Promotion

Print promotion in magazines.



Site Promotion



**Targeted promotion to
art and tech schools. ■**

My Thought

The combination of glitch and black and white feels more tech-related. The glitch effect visually catches attention. This can be used to prompt users to interact with certain area within the page. Top menu bar is simpler than before. Taking out two main buttons can increase the overall traffic.

thank you