ArtSy(nc)

Interim Presentation

GROUP 3 - DIGITAL ART

Our Team

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Applied Mathematics

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Software and Web development
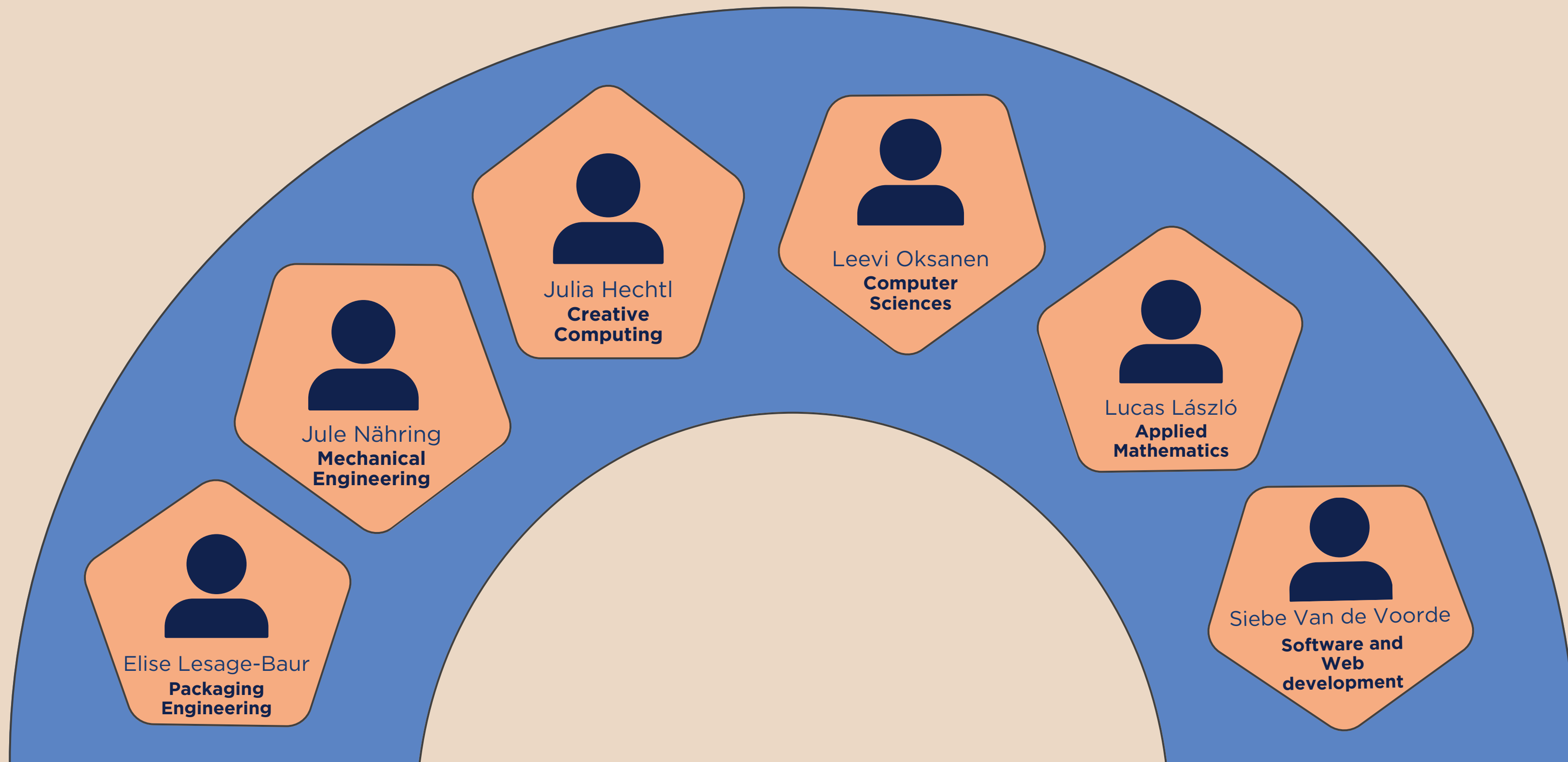
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Goal

01. LOCAL ARTISTS SHOWCASE DIGITAL ART

02. FULL EXPERIENCE AROUND THE CITY

03. RAISING AWARENESS

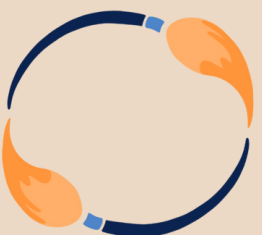04. VISIBILITY & RECOGNITION

05. PLATFORM & PROJECTOR

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Why do we stand out?

01. INDIRECT COMPETITION

02. DIFFERENT APPROACH

03. CREATING VISIBILITY

State of the Art

Digital Art

01. WIDE SCALE OF OPPORTUNITIES
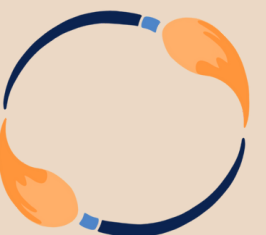
02. POSITIVE & GROWING FUTURE

03. POSITIVE IMAGE OF CITY

Platform

01. IMPORTANCE OF SOCIAL MEDIA

02. REASON FOR APPLICATION

03. COMPETITORS

Project Management

Goal

01.   APP FOR LOCAL ARTISTS & PROJECTOR BOX FOR URBAN SPACES

Procedure

01.   DEFINE PROJECT

02.   SCOPE

03.   SPRINTS/GANTT CHART

04.   PROCUREMENT

Ethical and Deontological Concerns

01.   ENGINEERING ETHICS

major impact on human life

NSPE

03.   ENVIRONMENTAL ETHICS

relationship between humans and nature

protect environment, species and resources

02.   SALES AND MARKETING ETHICS

interaction between company & costumer

employee and stakeholder
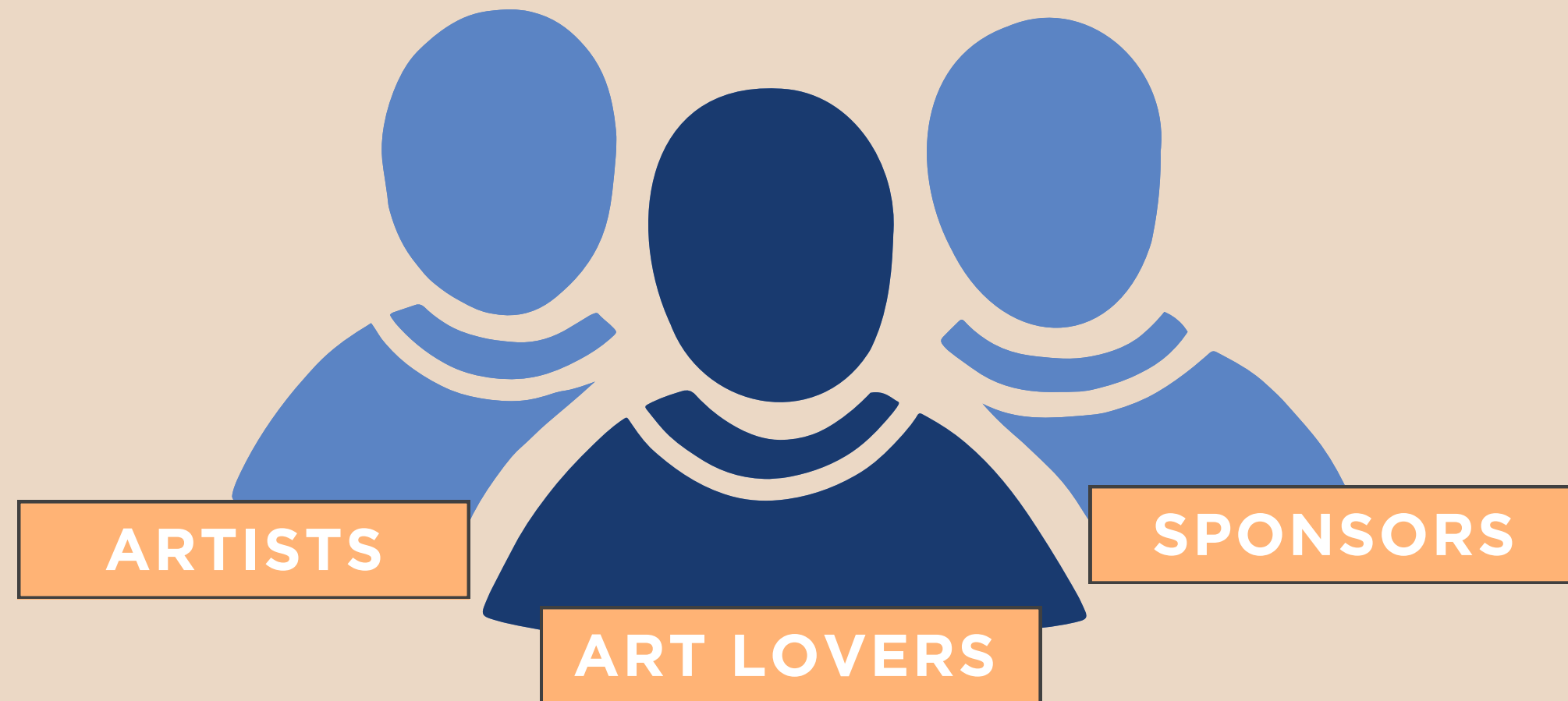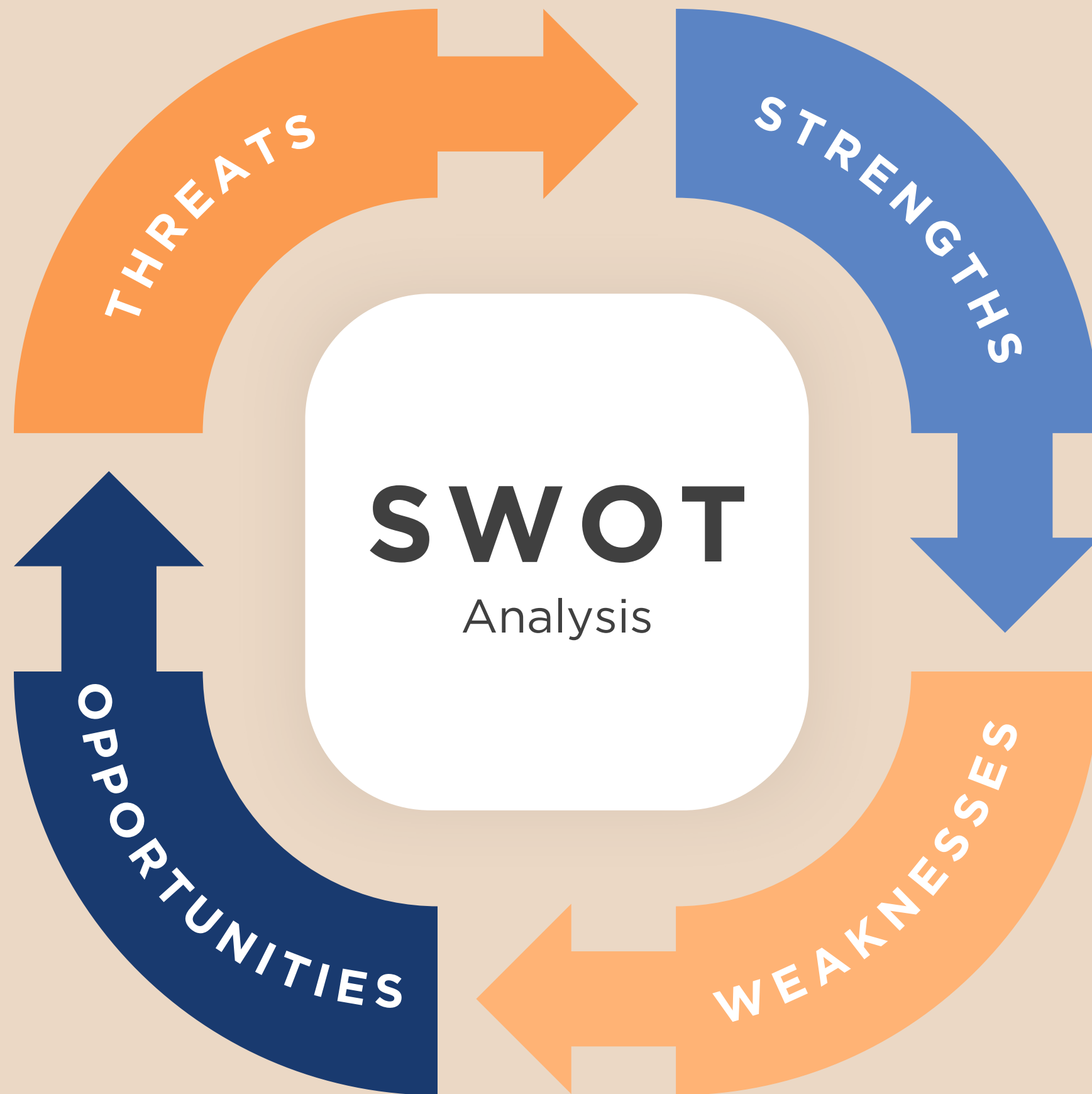
honesty, fairness, transparency & responsibility

Target Audience

ARTISTS

ART LOVERS

SPONSORS
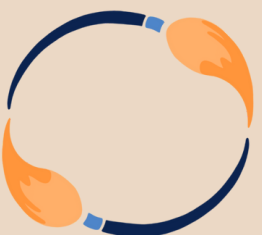
Strengths

- replicating
- diverse audience reach
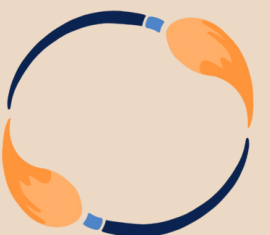- innovative concept

Weaknesses

- user engagement
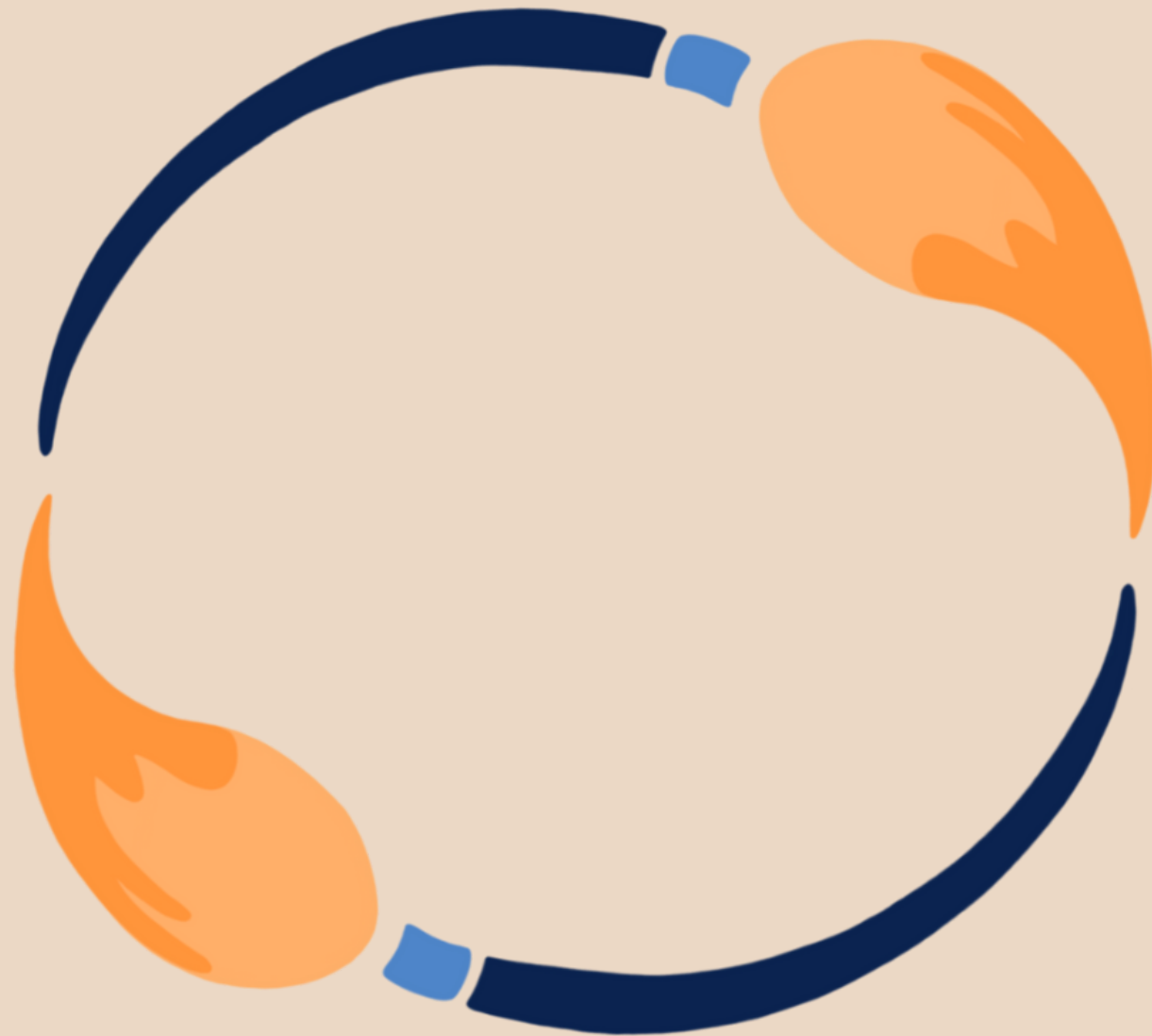- content moderation

Opportunities

- partnerships
- technological innovation
- artist recognition

Threats

- adoption by the art world
- regulation challenges

Logo & Flyer Design

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THE ART REVOLUTION

Artist

More visibility

Join a community of passionate artists

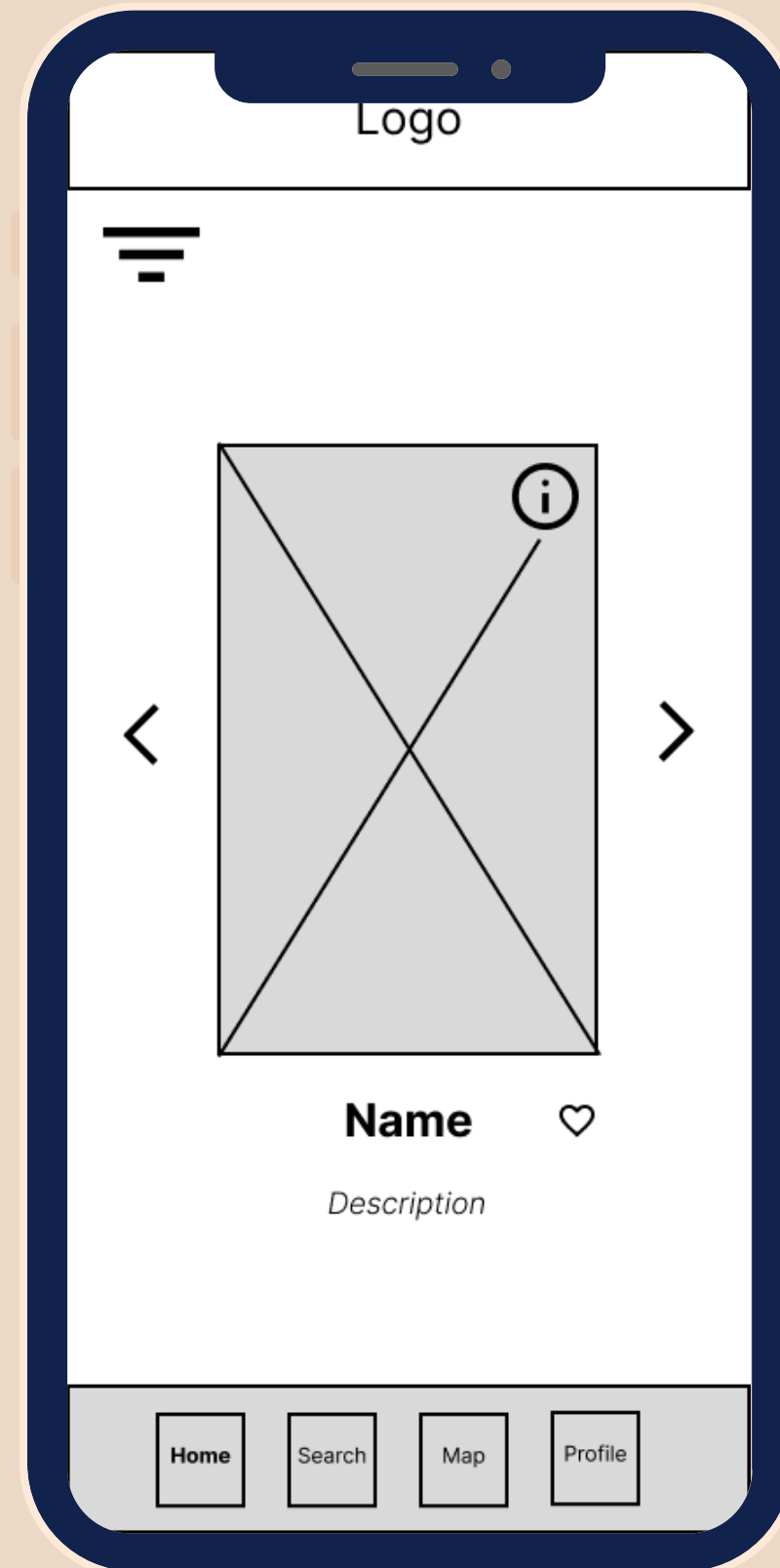*New way to share your art*

Enrich and modernize your city

1 Download the app to your smartphone

2 Explore a variety of digital artworks by talented local artists

3 Rent our projection kits to display these works in public spaces
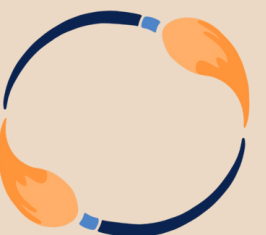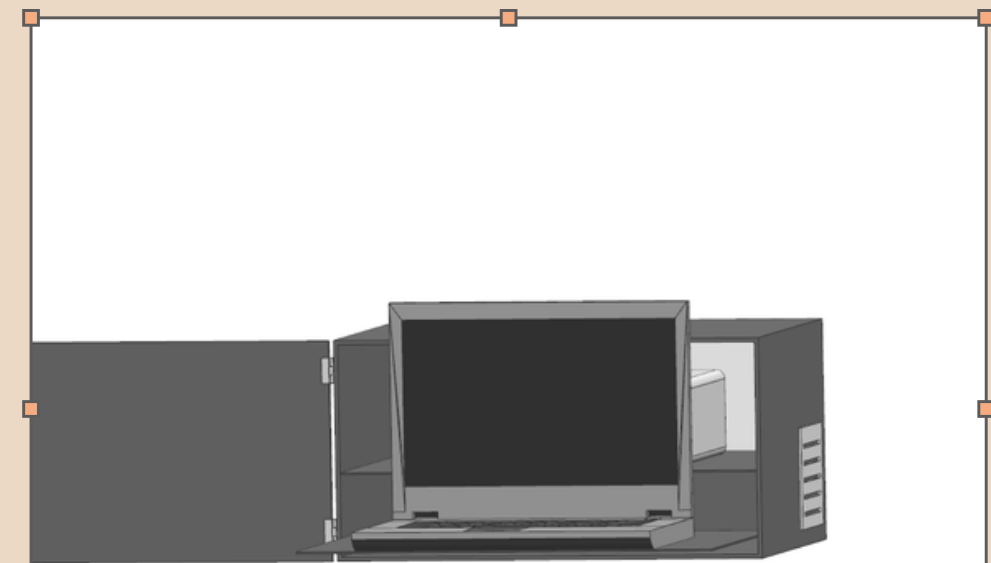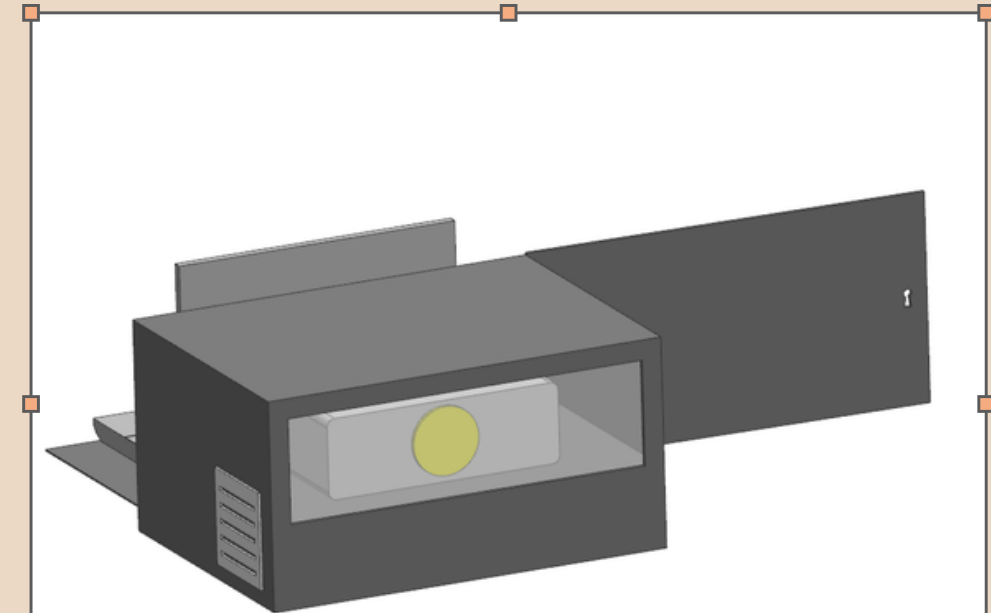
ISEP

App Design

LoFi Wireframes

Logo

Name ♡

Description

Home | Search | Map | Profile

Box Design

Prototype
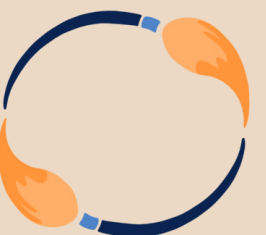
Artistic Equality by Connecting Creativity.