

Applied Typography

Typography II

JunXiang Qiu(Jacob)

Research



CES call Consumer Electronics Show
The event typically hosts presentations
of new products and technologies in
the consumer electronics industry.

Persona 1



Name: Emily

Age: 32

Field: Marketing Manager

Favorite Technology Companies:

Panasonic



intel[®]

Persona 2



Name: William

Age: 26

Field: Software Engineer

Favorite Technology Companies:

SONY



Persona 3



Name: Sam

Age: 41

Field: Cinematographer

Favorite Technology Companies:

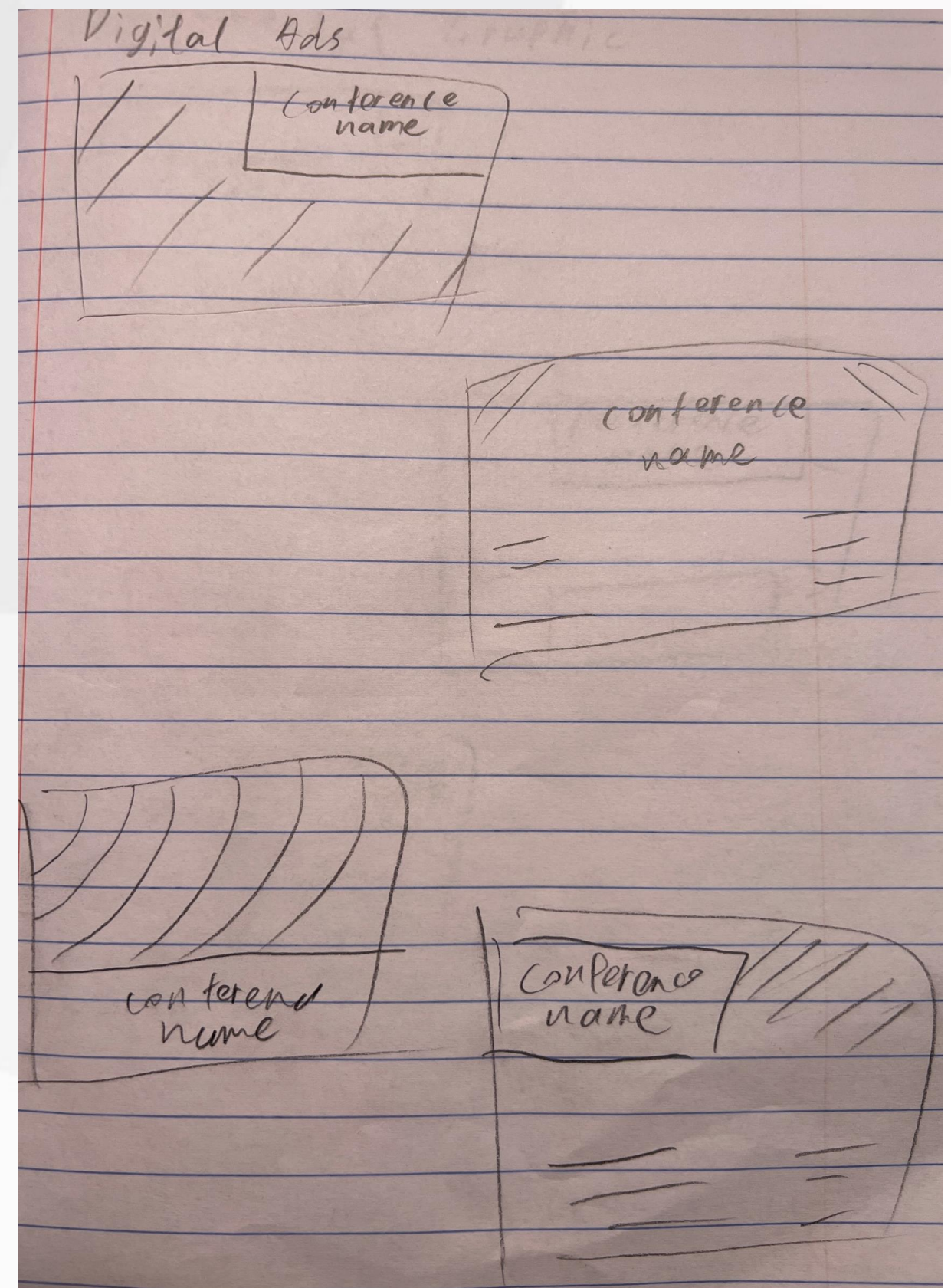
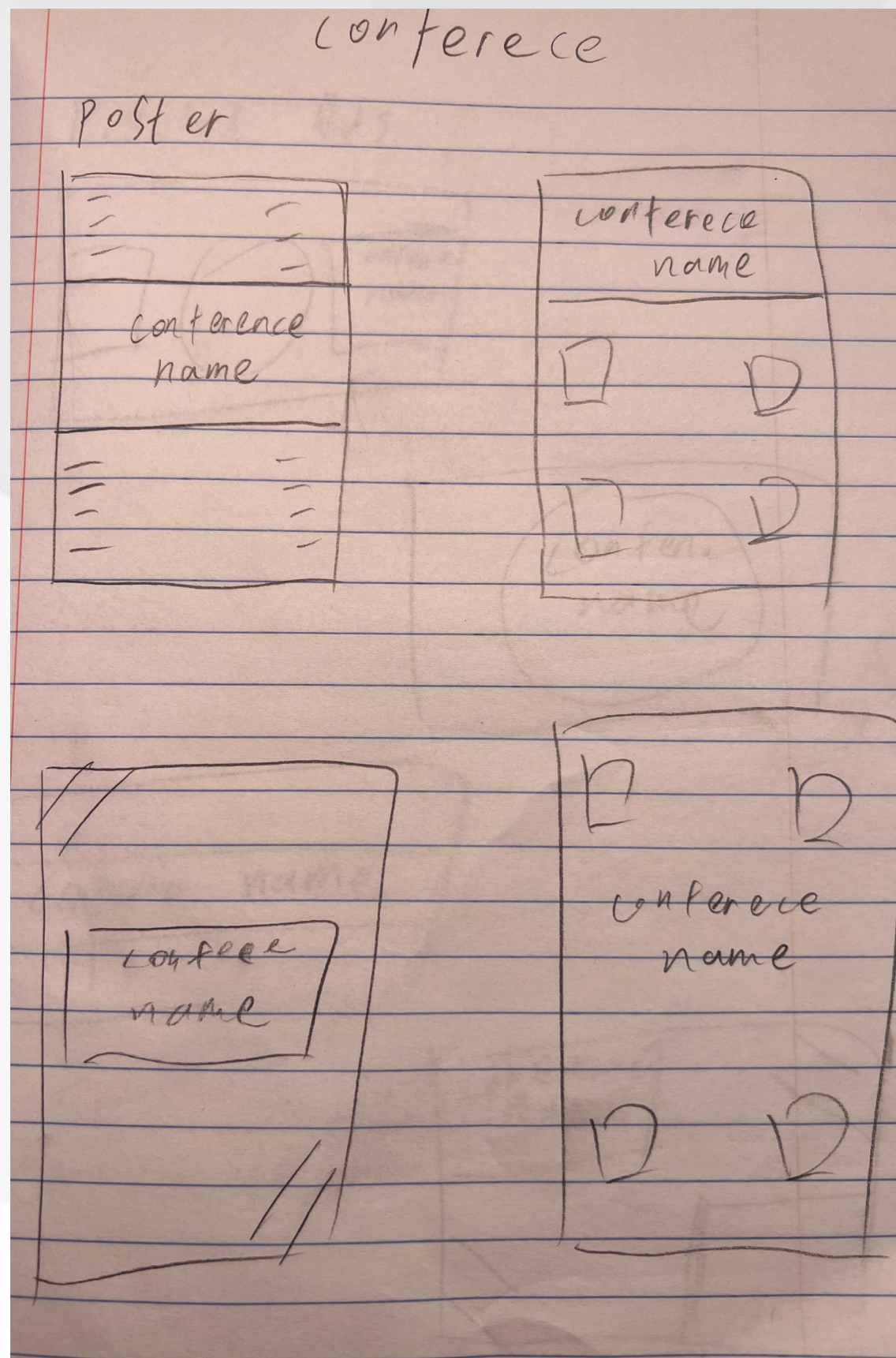


SAMSUNG

Competitive Analysis

conferences	Exhibitors	Influence	Popularity	Creative
ISACA	★ ★	★	★ ★ ★	★ ★
CES	★ ★ ★	★ ★ ★	★ ★	★ ★
IMPACT	★ ★	★ ★ ★	★	★ ★
MWC	★	★ ★ ★	★ ★	★ ★ ★

Thumbnail Sketches

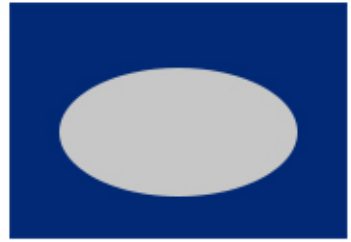


Project Map

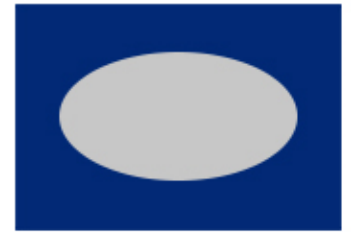
Digital Ads



Medium Rectangle (300x250px)



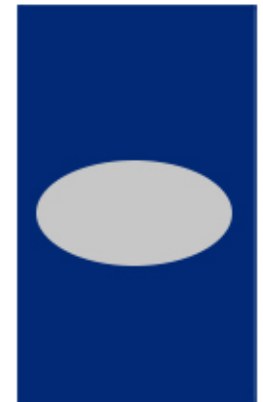
Large Rectangle (336x280px)



Leaderboard (728x90px)



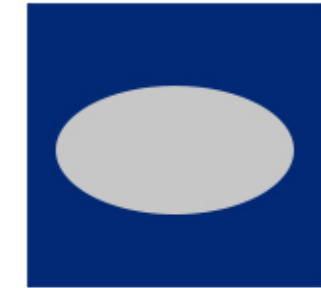
Half Page (300x600px)



Large Mobile Banner (320x100px)

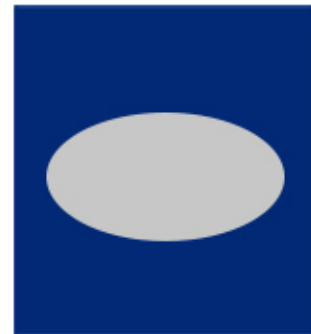


Print



Poster:11x17

logo, location, date, time



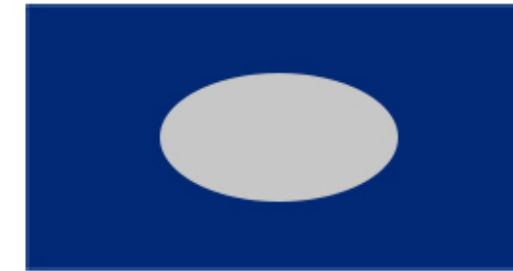
Sign-Up Form:8.5x11

logo, location, date, time

Merchandise

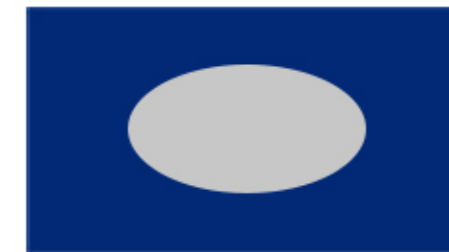


T-shirt: contains logo
/convention title



Program:5x8

logo, location, date, time



Promotional Postcard:6x4

logo, location, date, time



Tote bags: Convention
title and logo
Simplified
illustration

Poster



Consumer Technology Association



Contact us

+1 800-800-0000

WWW.CES.COM

Mar/20/2022

Las Vegas, NV





Consumer Technology Association

2022



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WWW.CES.COM

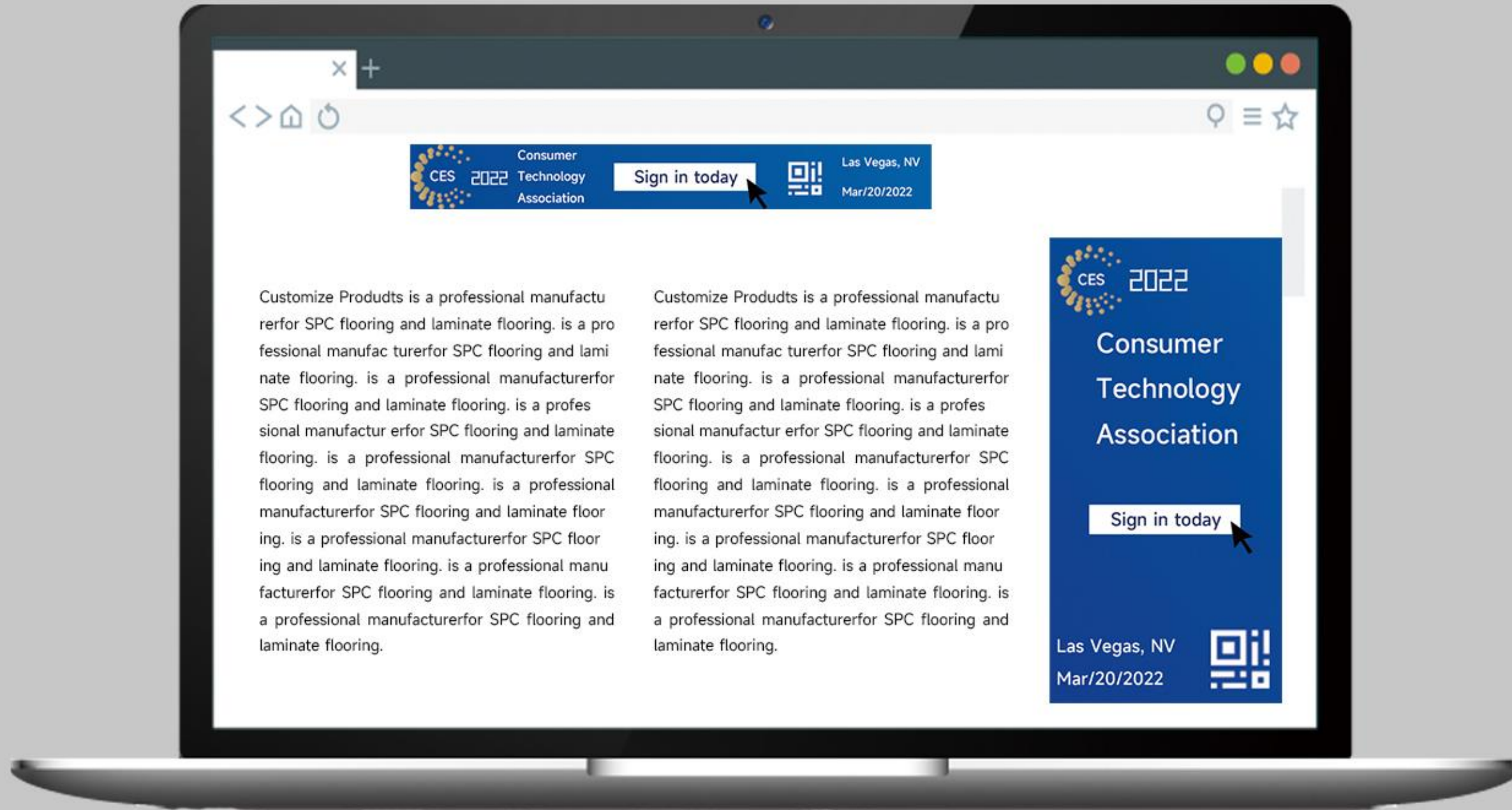
Las Vegas, NV
Mar/20/2022



Conference Program



Digital Ads



[Digital Ads Link](#)

Environmental Graphic

CES 2022
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Mar/20/2022
Las Vegas, NV

Sign-Up Form



The graphic features a blue background with abstract white and light blue wave patterns. In the top right corner, there is a circular logo composed of small gold dots with the letters 'CES' in white. The main text is centered and reads 'Consumer Technology Association' followed by '2022' in a large, stylized font. Below this, the location 'Las Vegas, NV' and the date 'Mar/20/2022' are displayed. On the left side, there is a QR code, three social media icons (Twitter, Facebook, Instagram), and contact information including the phone number '+1 800-800-0000' and the website 'WWW.CES.COM'.

 CES

Consumer Technology Association

2022

Las Vegas, NV

Mar/20/2022



Contact us

+1 800-800-0000

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Giveaways

T-shirt



Tote bags





Thanks