

LOGO VARIATIONS



TYPOGRAPHY

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AIGA DEC Virtual Summit
Aug. 3-7, 2020

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COLOR PALETTE



Credits

Graphic Identity + Motion Graphics by Ali Place
Original Music by Ringo Jones

SHIFT 2020 Virtual Summit
PROMOTION

MOTION GRAPHICS

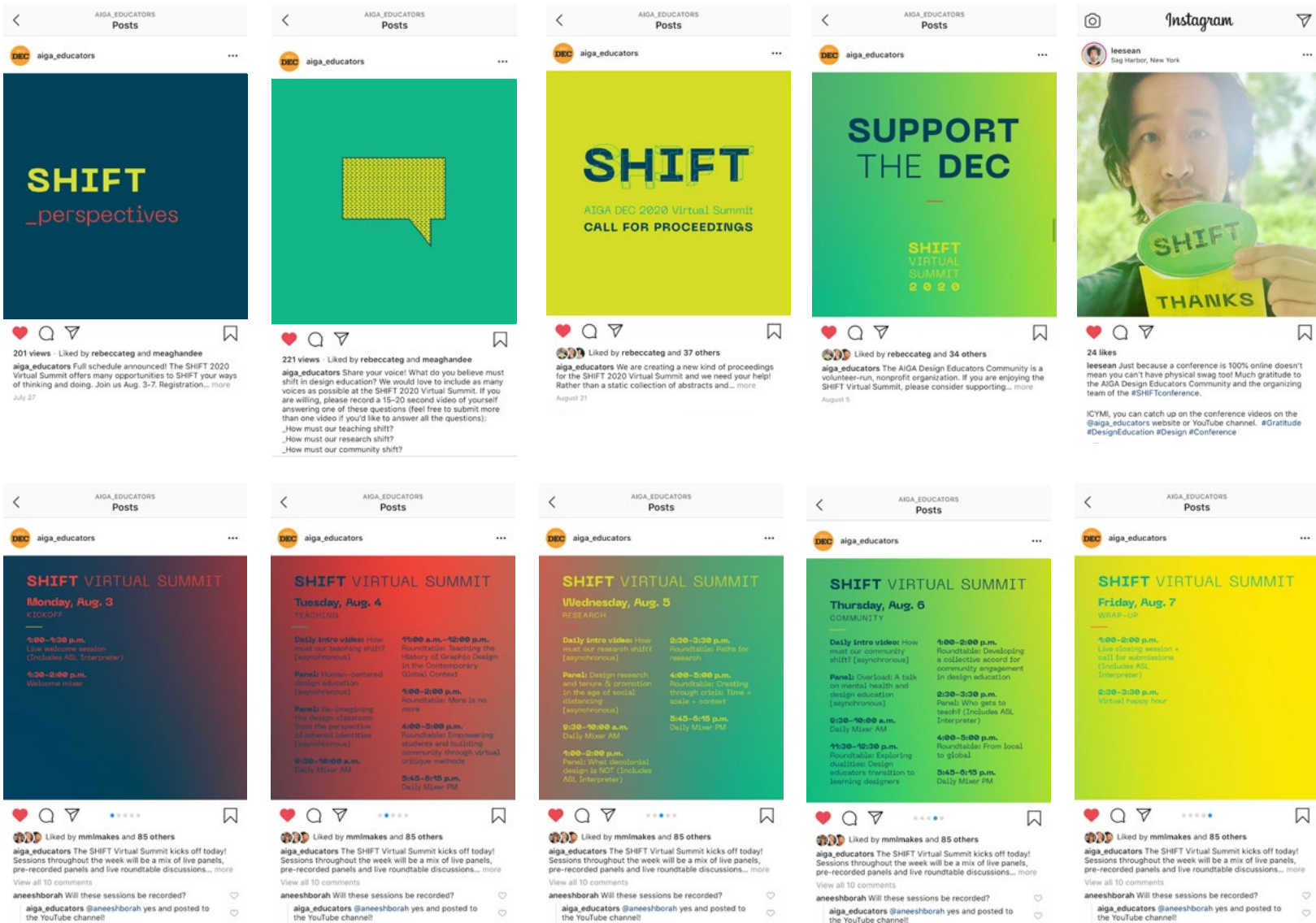
Click to play!



Credits
Graphic Identity + Motion Graphics by Ali Place
Original Music by Ringo Jones

SHIFT 2020 Virtual Summit PROMOTION

SOCIAL MEDIA PROMOTION

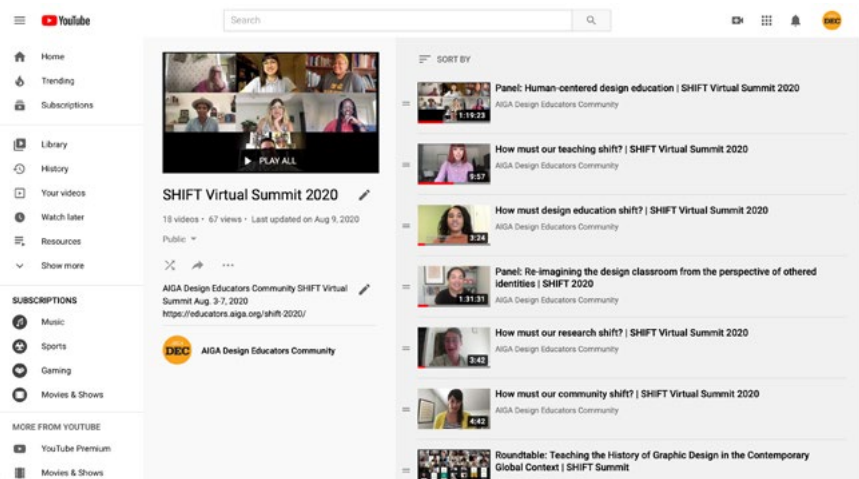


SHIFT 2020 Virtual Summit

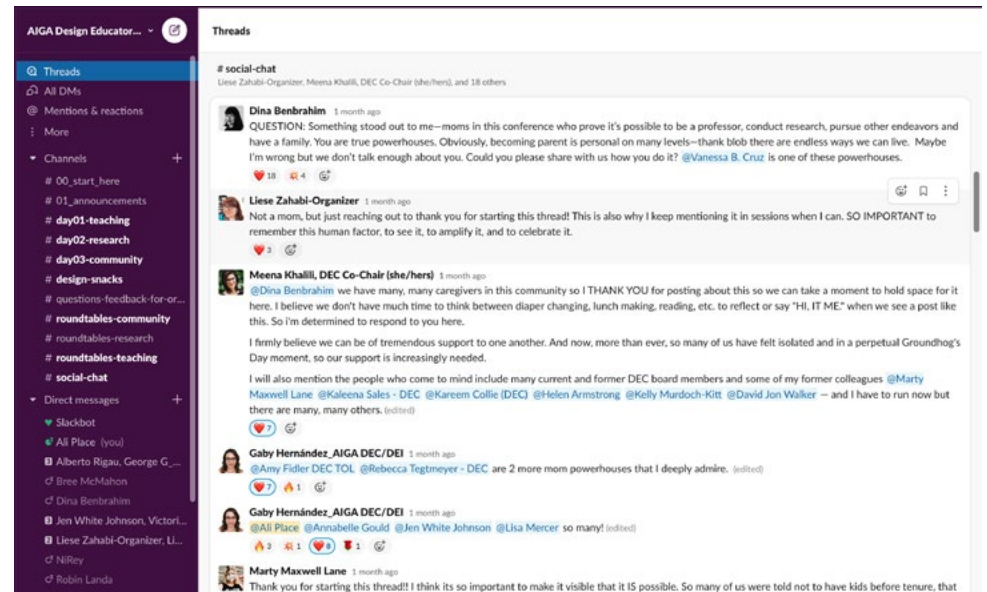
CONFERENCE CONTENT + PLATFORMS

YOUTUBE

https://www.youtube.com/playlist?list=PLQo7UMhLPF-cb_Mbw4zCXks_BQcg337cZ7

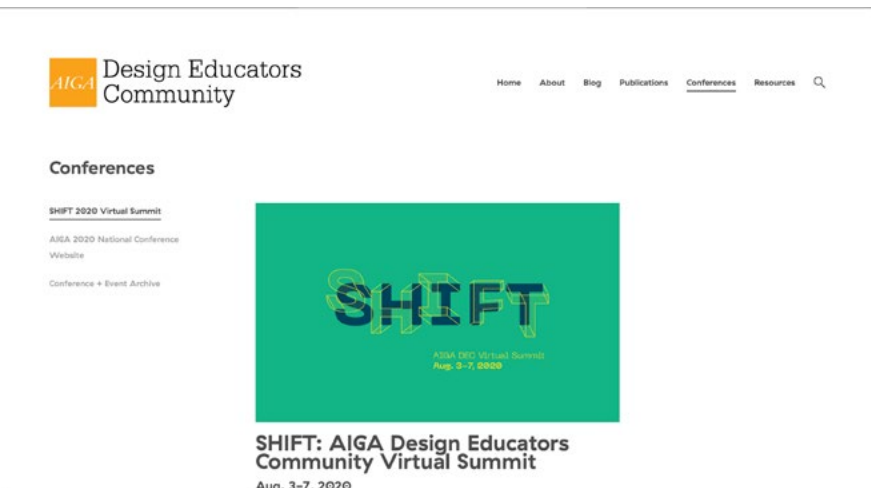


SLACK



AIGA DEC WEBSITE

<https://educators.aiga.org/shift-2020/>



ZOOM



SHIFT 2020 Virtual Summit

OUTCOMES

ATTENDEES—1,200 TOTAL



FEEDBACK

"I just wanted to say, awesome job with SHIFT! I know this is not something I probably would have had time to engage with in "normal life" so it was a small silver lining of quarantine for me. Really interesting and provided me with a little hope, inspiration and reminded me why teaching is an important part of my life and design practice."

"I am so grateful for this event. It has a major influence on me. The time is difficult for everybody right now. All of us a little in flux. I felt totally in a creative vacuum. You revitalized my passion to teach, to experiment, to learn, to meet my people. So grateful! Very human. Learned tons, met so many passionate teachers like I always have been. I am not alone! I want to collaborate!"

"Thanks for organizing, planning and making this one of the most robust, engaging and participatory conferences I have ever been in. Most of all I love the international flair, the variety of voices, presence of leaders of color and more."

"In-person conferences have a lot to learn from this amazing community effort! Thanks to all organizers and volunteers."

"Just a quick note to say that this is incredibly well organized. Great job. Fantastic content and leadership exhibited here."

"Great job on such an amazing conference! The most impactful virtual event I have ever been a part of."