

CREATIVE DIRECTION

GTC / 24

Keynote visuals for GTC 2024, with direction for Earth-2.

MY ROLE

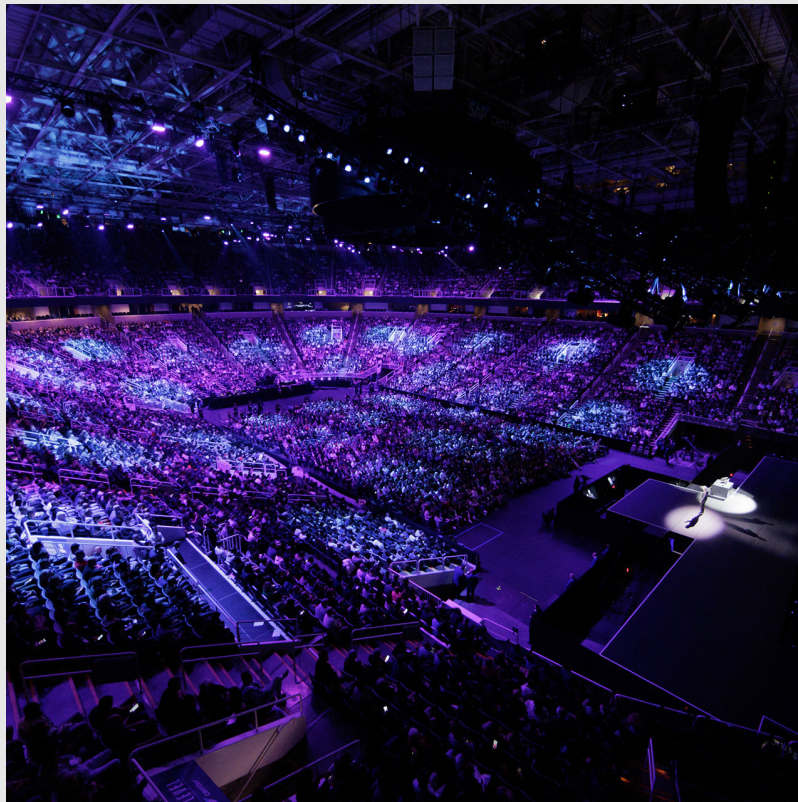
DELIVERABLES

YEAR

Direction / Earth-2

Keynote visuals · Earth-2 film

2024



CONTEXT

The NVIDIA Blackwell architecture is named in honor of David Harold Blackwell - a mathematician who specialized in game theory and statistics, and the first Black scholar inducted into the National Academy of Sciences.

IN THIS PROJECT

GTC context · Keynote visuals · Film · Gallery

EVENT RESULTS · FIRST 7 DAYS

33.4 Million keynote views, 292,000 GTC registrants, 12,000 keynote attendees @ SAP Center, 29000+ global PR articles, over 2,100 web pages launched globally driving 3X traffic to nvidia.com.

These figures describe the event or launch as a whole, not this creative contribution alone.
Source: reporting retained on the project page.