

CREATIVE DIRECTION

NVIDIA RTX Spark

Launch a new NVIDIA brand with a look and feel of its own.

MY ROLE

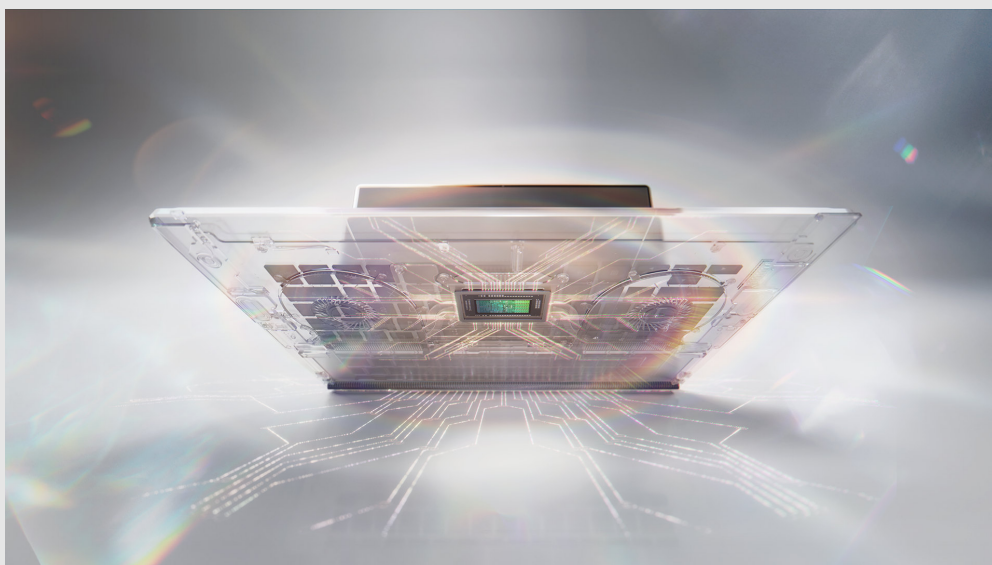
Creative Director

DELIVERABLES

Launch film • Keynote visuals
• Product demos

LAUNCH

COMPUTEX • June 2026



THE IDEA

Transparent hardware and luminous circuitry make the superchip the visual anchor.

DELIVERY

4 weeks Launch work finalisation window

EVENT RESULTS • FIRST 7 DAYS

28.6M Keynote views across the event • 31.1% RTX Spark announcement share of voice

Reach and share of voice describe the event and announcement, not this creative work alone.

Source: seven-day event reporting.

CONTEXT

The visual identity extends from product imagery to web, film, and the badge on the device.

Keynote visuals, product demos, and hardware displays brought the campaign to GTC Taipei at COMPUTEX 2026.

Guidelines for composition, cropping, badges, and materials keep the campaign consistent.

Product geometry, cutaways, materials, and lighting studies behind the final images.

IN THIS PROJECT

Visual identity • COMPUTEX launch • Launch results • Guidelines • Making of • Watch & read