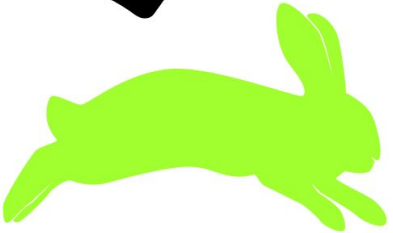


Eduardo

KAC 

A proposal from **DTC 478: UX/UI Design** to **Eduardo Kac**

Spring **2019**

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Team Information

Research

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Henry Sissac
David Harring
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Content

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Kai'Lia Sparks
Daniel Inouye
Mei-Hsin Wan
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Design

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Evan Bancroft
Krista Kenney
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Web/App

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Michael Mason
Jarid Schoenlein
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Promotions

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Andrew Nevue
Diana Kutsenko
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Project Manager

LaMarr Cuffie

Proposal Summary

The DTC 478 Usability & Design spring 2019 class presents this proposal for the redesign of the website for the world renowned Artist and Educator Eduardo Kac. In this proposal we focused on five areas of the website to improve the overall usability and design of the website, that displays Eduardo Kac's work. The five areas we focused on were: research, content, design, web development, and promotions/SEO.

The first area we focused on was research. The research team worked hard to look at artists on the same stratosphere as Kac. The research team did this in order to see what was working well on those websites. This allowed the content team to suggest how Kac's current website could be organized to improve usability and design.

Second we focused on design, of the site. Although we looked at the aesthetics of the site the design team took special care to choose design features that would add to the overall usability of the website.

The next area we looked at was web development. The web development team designed an entirely new interface for the site with a focus on mobile interactions and possibly app usage. As most people use mobile devices to access the internet the web dev team thought this would greatly add to the usability of the current site.

Lastly we explored promotions and SEO (search engine optimization). As there is not much promotion or SEO for the current site, the promotions team was able to create an original vision for the what the promotions and SEO of Eduardo Kac's site should and could look like.

Overall the entire class has worked diligently to present this proposal of things, that we feel would greatly improve the usability and design of the Kac site.

Research

Team Lead: Tracy Lyon

Team Members: Henry Sissac, David Harring, Ginger Clark

Introduction:

Our team looked at four different artists who we believe are on the same scope and magnitude of Eduardo Kac, and compared the usability and design of each of these artists' website to Kac's current website. We noted several aspects of the different websites that we felt were strong and would improve the usability and design of Kac's website. The artists we looked at were Stelarc, Mark Amerika, Mez Breeze, and Lynn Hershman Leeson.

Stelarc:

Stelarc has his website dedicated to showcasing his work. He displays a large variety of works, everything from videos and publications, to exhibitions and gallery. The design of the website has little to no flare, this is because it is focused on displaying the art. Each page and category has a similar layout. This is key in having a cohesive design for the web. Clicking on a link shouldn't surprise the user with a vastly different layout. Another feature that Stelarc showcases on his website is clear and consistent navigation. All pages share the same, or very similar navigation header, this header is shown on the right. The current site for Kac has no navigation once you leave the main page. Within the navigation, there are clear titles for a variety of different works. You do not have to think about what they mean, videos leads to videos and so on. Kac has rather vague titles that may not be clear unless the users are already familiar with Kac's work. Every Stelarc project has dimensions and specifications. This is important for potential curators that want to exhibit art so they can see if it will fit or how much room they need to plan for. Kac has a number of presentations but you won't know if it will fit.

ACTIVITIES
IMAGES
VIDEOS
TEXTS
BIOGRAPHY



Mark Amerika:

It appears that, overall, Mark Amerika has utilized his website to act as a central hub for his fans to use. His artwork, merchandise, and current events are all front and center on the site. If anyone wants to learn about Amerika or his works, this is the best site for that purpose. Because of this fact, the targeted audience would seem to be art enthusiasts and fans of Amerika's works. This is evident in the fact that his site still allows the public to access his old site, a feature specifically made for his older fans who are more familiar with that layout. A good practice of usability considering there are 2 large audiences Amerika is appealing to, new and old fans. By having options that are accessible, a much more efficient and accommodating user experience is developed. Beyond that, some things of note include how big his name is on every page. We're noticing this with a lot of artists, it's almost a common practice for artists, as they want the user to remember their name and their work more than anything else. And finally, the predominant RSS feed is a smart decision for an artist continuing to be active in their work. I believe these are all features that can be incorporated into Kac's site, as far as essential updates go.



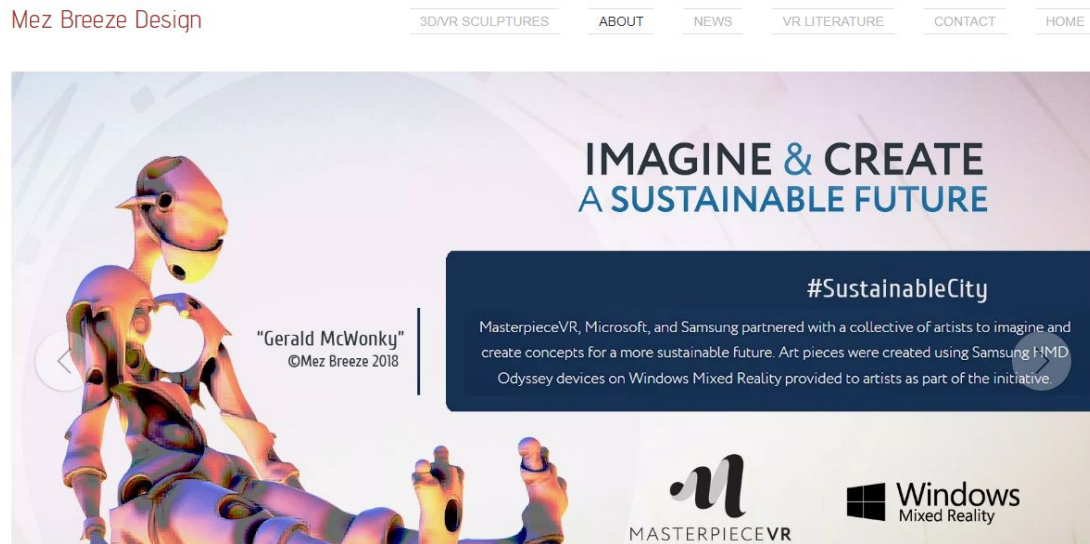
Mez Breeze:

Like Eduardo Kac, Mez Breeze's website seems to function as an archive. Her website, <http://mezbreezedesign.com/>, is designed to showcase her work and herself. It doesn't seem to be oriented towards curators, though it could be because digital works often don't lend themselves well to physical spaces for showcasing.

The home and about pages are the same, which arguably could let people know who she is without hiding herself and letting people know that the first page is the about page, but it can also lead to confusion when people expect the page to lead to something else and appear to users as a mistake in the code.

When looking at her VR work, the drop down menu can be clicked on for a brief overview of her work, and following the individual links in the drop down menu take the user to a longer version of each piece, including how to access her work. This could be implemented into Kac's website by having different sections for each of his types of art (bioart, poetry, etc.) that give an overview of his processes. Then there's separate pages for each artwork that can have collapsible sections or links to other pages that contain all the extra background information and processes

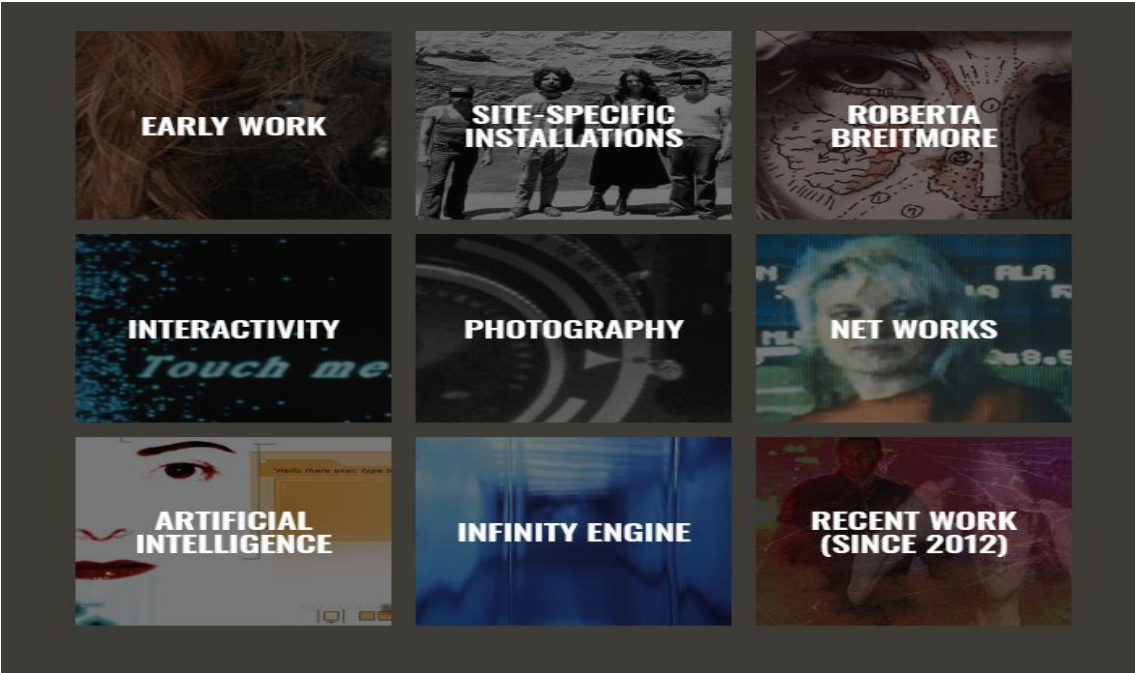
he used as to avoid the cluttered and seemingly unorganized displays of his current website.



Lynn Hershman Leeson:

Lynn Hershman Leeson is a media artist who is internationally acclaimed for her art and films for the past four decades, according to her website at <https://www.lynnhershman.com/>. Her site is a bit like a resume, with her most significant works highlighted for the user to observe. The site is carefully designed with contrast, alignment, proximity, visual hierarchy, and alignment used to display highlights of her work, with different tabs to click on to learn about different kinds of art, about the artist's biography, and to shop or keep up to date with her latest works. Design features such as these make for a more usable website. According to the website Designation, in the article "UX vs. UI vs Graphic Design: Three Different Kinds of Design: (<https://designation.io/blog/ux-vs-ui-vs-graphic-design-three-different-kinds-of-design>) there are three kinds of design: Graphic Design, which describes how visually appealing something is, User Interface Design, which specifically refers to how digital media is designed to make it useful, and then there is User Experience design (UX) which is the kind of usability we are looking at, which makes a graphic design that "focuses on the logic and structure of the elements you actually see and interact with." This kind of design means that the website (in this case) is not only visually appealing, but also easy to use to complete the task the user has set for themselves. In the case of Leeson's site, this could be a fan looking for where and when the next showing of her work will be, a researcher looking to show the historical evolution of media art, or a museum curator considering whether to include her work in an upcoming show. Like Eduardo Kac, Leeson's art has covered a broad spectrum of different forms over time, and different styles of her artwork can be viewed on the website. Her website uses a grid layout with the different types of art

separated into an easy to follow chart under the tab for Art, pictured here, which clearly shows the concepts of contrasting print, well-aligned boxes and text, and an eye-pleasing color palette.



Content

Team Lead: Evan Cottle

Team Members: Kai'Lia Sparks, Daniel Inouye, Mei-Hsin Wan, Richard Boneski

The Content team is responsible for taking all of the elements that make up good design and implement them into a hierarchical template for how to display all of the content on Eduardo Kac's site.

The Content team has focused on these three major aspects of good design:

- Findability - The ability to scan a website, find what you are looking for quickly, and then be able to “muddle” through the rest.
- Hierarchy - The order of elements of a web page determines what gets viewed first. It is important that titles and subtitles are larger and easier to see to increase findability of the correct information.
- Mobile Friendly Design - In 2018, 58% of people in the US accessed the web from a smartphone. The larger amount of people using smartphones has caused website design to be the “ground zero” for web design. This is due to the smaller screen and less screen real estate.

Proposed Templates for Hierarchical Redesign:

RETRATO SUPOSTO - ROSTO ROTO

Events taking place on a live broadcast, creating images of private fax from public television.

Telecommunications event between Rio de Janeiro and São Paulo uniting fax and live TV, 1988. Connecting the public medium of television with the private medium of the fax this work created a system of feedback based on the continuous exchange and transformation of images. Ramiro was in São Paulo in the studios of TV Cultura and was connected to Kacby means of a fax in his studio in Rio de Janeiro. The basis of this link was a real time operation utilizing the fax as a dialogic medium in the context of a television broadcast, a unidirectional system of mass communication. The goal was not to create pictures remotely but to explore the interactive, improvisational quality of both personal and public telecommunications media simultaneously, integrating the apparently



Similar Works



Reversed Mirror, 1997

A 7-minute, single-channel digital videopoem (edition of 5).

This work takes language into a domain of trance where the subtle dissolution and reconfiguration of verbal particles is charged with a feeling that is at once calm and tense.



Similar Works



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The images below were extracted from the live broadcast realized in 1988.

This work brings the participants together to foster an

Reversed Mirror, 1997



A 7-minute, single-channel digital videopoem (edition of 5).

A 7-minute, single-channel digital videopoem (edition of 5). This work takes language into a domain of trance where the subtle dissolution and reconfiguration of verbal particles is charged with a feeling that is at once calm and tense.

Similar Works



Perhaps

1998/1999

This is the first poem written specifically for Internet 2. The poem is a world with 24 avatars, each a

Broken Links and Images

Representation and Contact

- “Return to Kac Web” **Link Broken**

Bio Art

- GFP Bunny- link redirects to incorrect page, real page redirected through #gfpbunnyanchor
- No broken images
- Genesis- redirects to short summary rather than full page

Telepresence and Interactive Works

- Uirapuru- broken link and image
- The Telepresence Garment- 404 Error
- Essay Concerning Human Understanding- 404 Error
- RC Robot- broken image on page
- Link at top separated, “Bio Art:” (breaks off between here) “Transgenic works and other living pieces”, but still redirects to same page

Telecommunications Art

- subtitle talk us this section of the page. The links are all clickable, but every project he has it just the text on the page. He has the data and the little detail on the side.
- whenever you’re in the last page in each project. They only the way you can go back to his home page. It’s not going back to the page for *Telecommunications art* home page.
- THE ORNITORRINCO PROJECT have the broken image which are in the 1989 part. INTERFACES part also have broken images for whole page. ELASTICFAX 2 has broken image and video (?).

Media Poetry and Language Art

- All the links in this page, the only way to go back is “back to Kac web”. Not for back to previous page.
- “Listen to Eduardo Kac discussing” Link is ERR_CONNECTION_TIMED_OUT.

Early Works

- “Back to Kac web” link returns to home page
All works missing alternative text (might be an SEO problem)
Performance

- “Back to Kac web” broken

Mixed Media and Visual Poetry

- ELECTROSTATIC MONOPRINTS
 - “Back to Kac web” link returns to home page
- TYPEWRITINGS
 - “Back to Kac web” broken
- ESCRACHO
 - “Back to Kac web” link returns to home page
- PUBLIC WORKS
 - Stenciled graffiti, 1983, Rio de Janeiro [Broken Image](#)
 - Freehand graffiti, 1983, Rio de Janeiro [Broken Image](#)
 - Three-dimensional graffiti, 1983, Rio de Janeiro [Broken Image](#)
 - Three-dimensional graffiti, 1983, Rio de Janeiro [Broken Image](#)
 - Detail of installation with electronic sign board and two video monitors, 1984, Centro Cultural Candido Mendes, Rio de Janeiro [Broken Image](#)
 - Visual poem/Public installation project, 1982 (in Portuguese) [Broken Image](#)
 - Back to Kac web” link returns to home page
- VISUAL POETRY AND LANGUAGE ART
 - Book sculptures, 1983 [Broken Image](#)
 - Detail of installation with electronic signboard and two videomonitors, 1984, Centro Cultural Candido Mendes, Rio de Janeiro [Broken Image](#)
 - Visual poem, 1982 (in Portuguese) [Broken Image](#)
 - Visual poem, 1982 [Broken Image](#)
 - Typewriter drawing/Visual poem, 1982 [Broken Image](#)
 - Visual poem/Public installation project, 1982 (in Portuguese) [Broken Image](#)
 - Visual poem, 1982 (in Portuguese) [Broken Image](#)
 - Visual poem, 1982 (in Portuguese) [Broken Image](#)
 - Visual poem, 1982 (in Portuguese) [Broken Image](#)
- “Back to Kac web” broken

Texts

Articles and Essays by Eduardo Kac [Broken Image](#)

- Photonic Webs in Time: The Art of Holography [Broken Link](#)
- Aspects of the Aesthetics of Telecommunications [Broken Link](#)
- Recent Experiments in Holopoetry and Computer Holopoetry
 - (5) [Broken Image](#)
- Holopoetry, Hypertext, Hyperpoetry [Broken Link](#)

- Telepresence Art [Broken Link](#)
- Beyond the Spatial Paradigm: Time and Cinematic Form in Holographic Art [Broken Link](#)
- Interactive Art on the Internet [Broken Link](#)
- L'Art de la Téléprésence sur l'Internet [Different Language](#)
- Live from Mars [Broken Link](#)

Kac's Editorial Projects [Broken Image](#)

- Editorial Projects
 - Table of contents [Broken Link](#)
 - Webliography [Broken Link](#)

Articles and Essays About Eduardo Kac's Work

Design

Team Lead: Anne Murray

Team Members: Evan Bancroft, Krista Kenney, Gary Langan, Lucas Pauly, Michael Lessing

The design team decided to use Lato as the main font for the project and website. The Lato font has a simple and readable appearance that allows any user to scan the KAC website without issues. The color palette is based on Eduardo Kac's most well known work, his genetically engineered fluorescent green bunny Alba. We used the image of Alba from the current website to source the colors of the palette which feature shades of greens, black, and white.

For the proposed redesign of Kac's logo we wanted to keep the simplicity of the current design while bringing it in line with the other design aspects of the project. The logo incorporates the Lato font presenting a refreshed version of the current design while maintaining its minimal aesthetic. By doing this, it doesn't detract from the content displayed within the website and allows the site to remain focused on displaying the works.

After considering several sans serif fonts like Helvetica and Arial it was determined that using a platform agnostic font would be best for the project. We chose Lato as the font for this project as it is available on all platforms as it can be downloaded from Google Fonts with little impact to the usability of the site.

Font/Type Sample

LATO

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Heading 1

Heading 2

Heading 3

This is an example of how we suggest the Lato font appear in the body text of the website.

Below is an example of how a heading and body copy may be displayed using the Lato font family. The font provides clean figures that allow for easy comprehension of the given text for readers.

BODY TEXT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Here are some suggestions on what a new logo could look like for the Kac website.

These are our proposed redesigns for Kac's Logo. Using Lato Regular allows for clearly defined letterforms at various sizes. The cover logo design combines Lato Regular and Thin along with a depiction of a rabbit jump out from the letter c in Kac's name.

Logo Design

Kac Website Lato Logo



Kac Website Lato Logo (Inverse)



Kac Proposition Cover Logo



This is the color palette we decided to go with. It is based on the fluorescent green of one of Kac's most iconic works, the genetically engineered green bunny.

The chosen color palette is sourced from Eduardo Kac's *GFP Bunny* work, in which a rabbit was genetically engineered to express a protein that would cause it to glow under ultraviolet light. Being one of Kac's most iconic works we felt that the colors chosen would best represent both him as an artist and his works for future audiences.

Color Palette



HEX #ffffff
RGB 255 255 255
HSV 00 100
CMYK 0000



HEX #cce2a6
RGB 204 226 166
HSV 82 27 89
CMYK 100 27 11



HEX #b2d486
RGB 178 212 134
HSV 86 37 83
CMYK 16 0 37 17



HEX #acd25d
RGB 172 210 93
HSV 79 56 82
CMYK 18 0 56 18



HEX #58b02e
RGB 88 176 46
HSV 101 74 69
CMYK 50 0 74 31



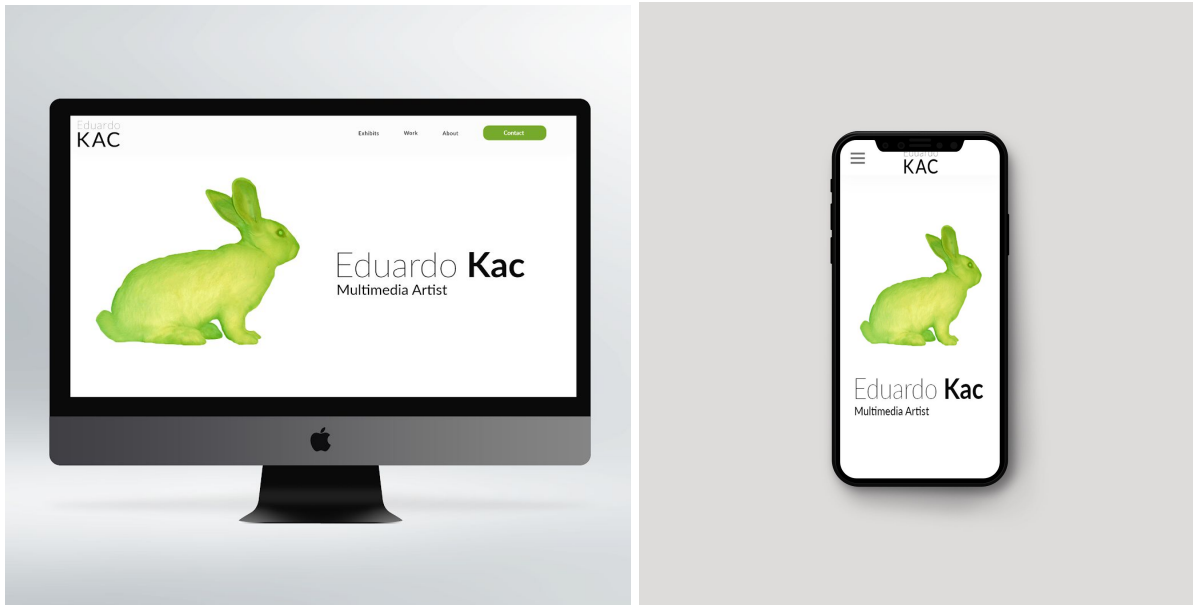
HEX #000000
RGB 00 00 00
HSV 100 00 00
CMYK 60 40 40 100

Web/App Development

Team Lead: Joshua Yoes

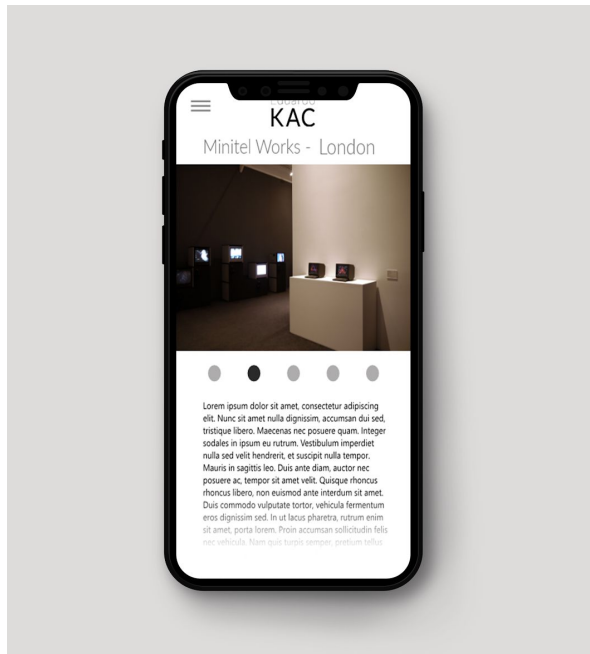
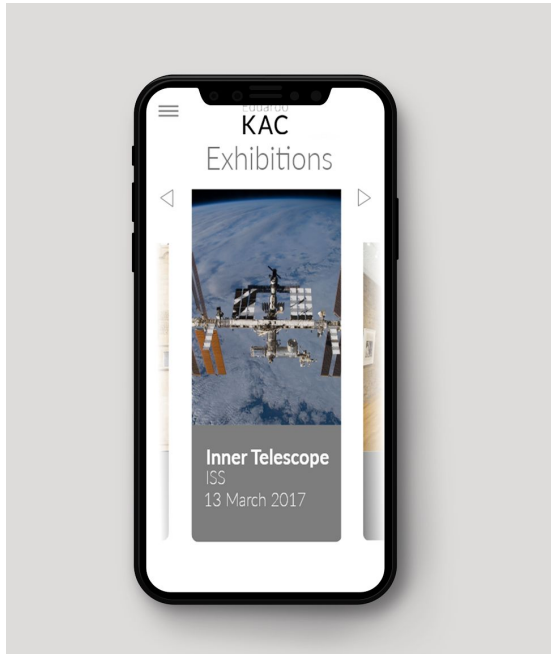
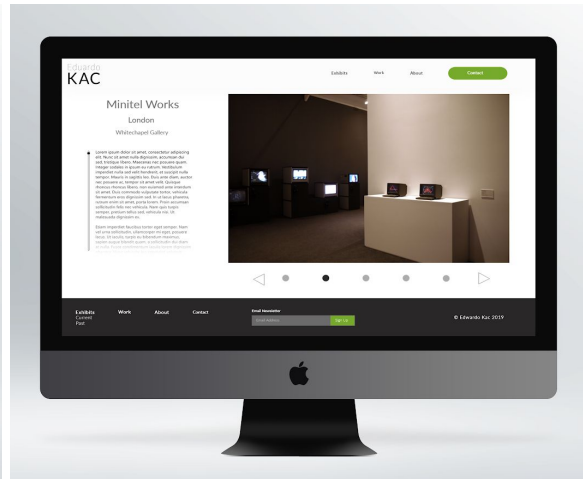
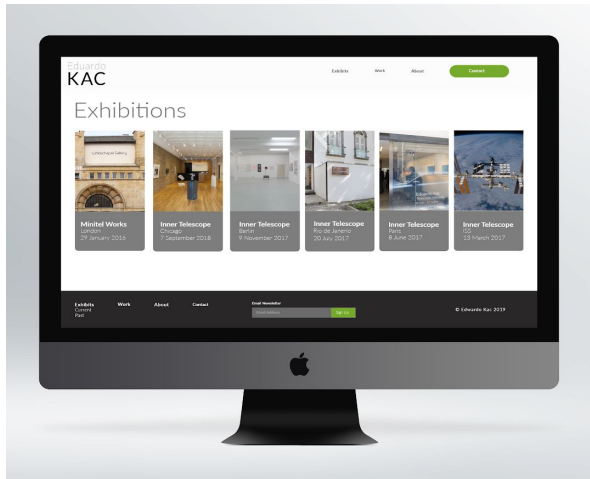
Team Members: Michael Mason, Jarid Schoenlein, Kyle Johansen, Thomas Bobay

Home Page - Prototype



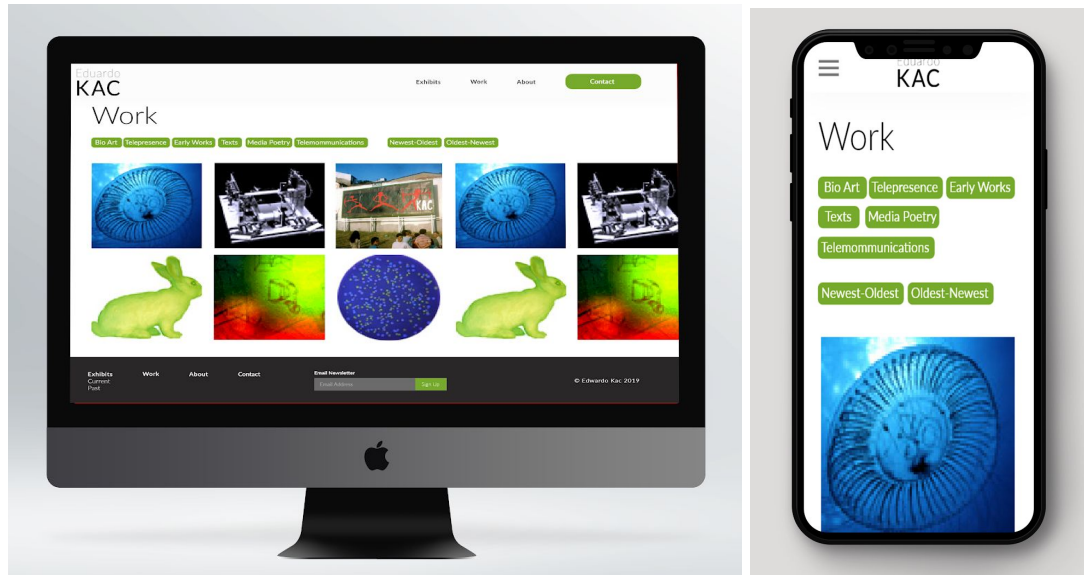
Regarding the design decisions made for the home/landing page of Eduardo Kac's website, we thought as a collective group to make the page as minimal as possible while maintaining all of the necessary navigational elements required to take the user throughout the site as easily as possible. While considering the fact that Kac's primary audience are individuals who are already familiar with him and his work, there doesn't need to be an abundance of information on the home page. We've decided that his name, and an image of one of his more prominent works, "GDP Bunny" would give the page an appealing minimalist aesthetic in addition to the navigation links in the page's header.

Exhibition Page - Prototype



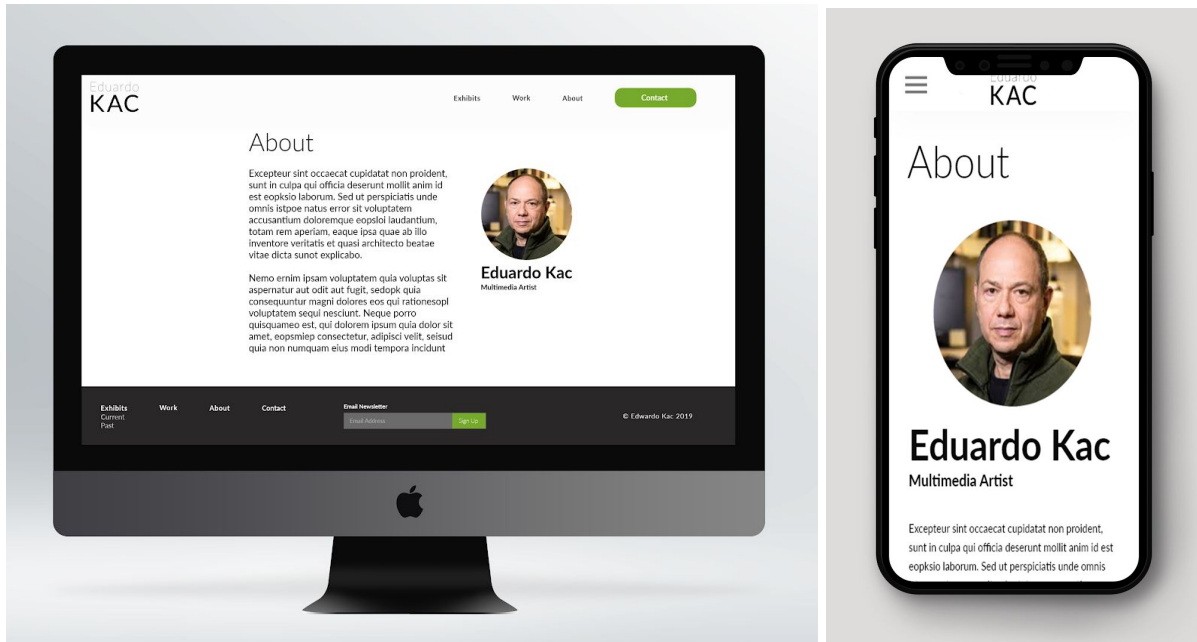
Having an intuitive difference and familiarity between a site's desktop and mobile versions requires a balance of making sure that very little about the page element placements will surprise the user when switching between the two. Clear areas achieve this with visual ease. The main shows page sports a banner-like display for the events, which uses the idea of repetition for the mobile version which allows swiping for event selection. The shows page itself features minimal design to better keep a sense of page familiarity between the desktop and mobile version, while also maintaining an aesthetic difference.

Work Page - Prototype



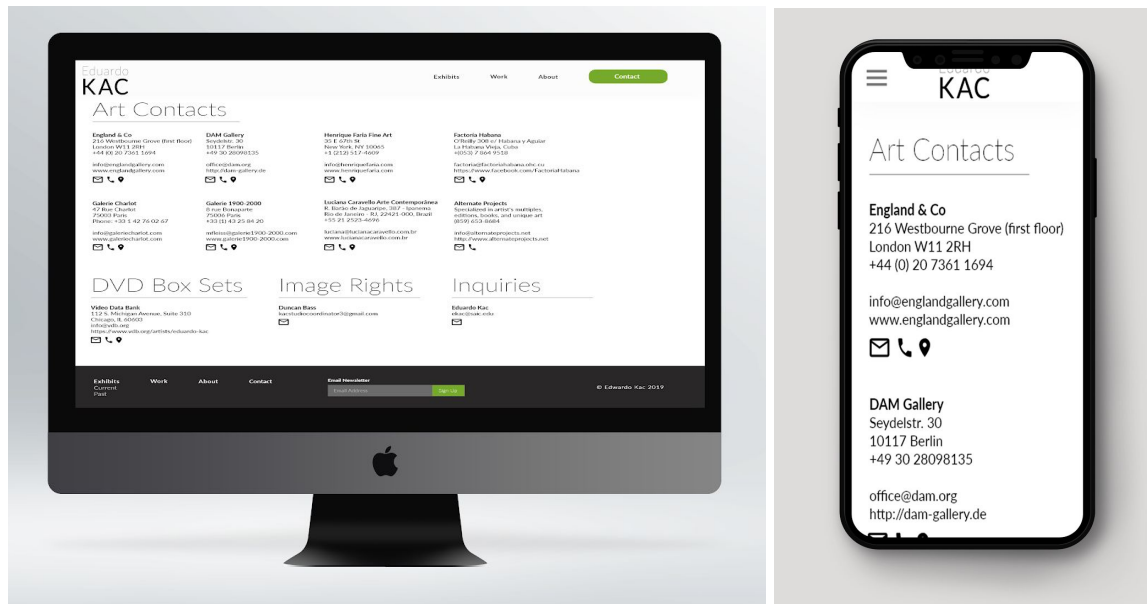
We felt the best way to organize Kac's body of work would be to use visual elements. One way we could do this would be creating one page of his website that would be a wall of images of each of his past works. On the desktop version of his site there would be hover over text that would give the title of the piece and a short description of the work. There would be some navigation on this page that would allow for sorting. The mobile version of his works page would function similarly, but it is simplified down to one image stacked on top of the next that would scroll down. This design for mobile allows for larger images rather than cramming many images onto one screen that would become too small for easy readability.

About Page - Prototype



The "About" page is a great place to tell the story about Kac and his work. Providing context and meaning for the works, as well as insights into the world of the artist. It can also provide stories, shared experiences, or histories, that speak of the creative styles or processes. Clients are more likely to connect with personalized insights and text from the author or creator and share them. The "about" page is an opportunity to express values of the artist and the works. This also is a functional component of the page itself as the developers can build in SEO techniques for searching.

Contact Page - Prototype



Ordinarily contact pages refer to contacting the site owner or organization. However, Kac included several different contacts: specifically the various organizations that house his exhibitions. His original site actually serves this purpose quite well. It is very text dense and there isn't really a great way to consolidate this information visually. Instead, I decided to use typography to assist the reader to skim for what they are looking for. Steve Krug, author of *Don't Make Me Think*, stated that the first fact of life is that we don't read pages, we skim them. The important sections are the largest, which indicates to the reader that there are different sections. Next, the name of the organization or name of the contact are bolded since they are what the user is likely to be skimming for. After the user skims them, then they can look below the heading to see the contact information they need. Finally, each contact has an icon. This icon will be clickable to email, call, or find the location of the contact. This is especially helpful on mobile where manipulating text is difficult. I decided to preserve the grid layout for desktop because it makes it easier to snap the grid down to a single column for the mobile view.

Promotions

Team Lead: Isabella Guetter

Team Members: Andrew Nevue, Diana Kutsenko, Jen Seng, Elle Marander

The promotions team is responsible for the Search Engine Optimization (SEO) of the website for the Brazilian artist Eduardo Kac. The team is responsible for creating a blueprint of ideas to improve the website findability and drive traffic to Eduardo Kac and his website.

Search Engine Optimization and usability support each other. The importance of SEO is to make a website easier to find for the users. Usability is there to take over once users find the site, providing users with a helpful experience. Both pieces must be well done to equally support one another. When done correctly, users will be able to complete their goals with ease.

SEO Plan

Proposed Changes to the SEO of Eduardo Kac's Current Website:

- Keywords
- Metadata
- Social Media
- Mobile-Friendly Website
- Image Compression
- Text Formatting/Heading
- Multimedia
- Loading Speed
- Contact Information

Keywords for Website

There are terms and phrases within a website's content that help users search for a site through search engines, and those terms are known as 'keywords'. Keywords in a site are a key factor of improving your sites ranking in the search results. It's important for a site to "speak the same language as the people who might search for it". Keywords can be placed throughout the site whether it's just in normal text or alt tags in the code. These words or phrases are sprinkled throughout the site. When a user searches certain words or phrases, the search engine will scan for those words within web pages. If a site has the words the user searched for, it's more likely that the site will be brought up. The selection of keywords provided below will improve the search engine optimization of the website for Eduardo Kac. By creating a diverse number of words to be

placed throughout the site, there is a better chance that a user looking for Kac or artwork like Kac would be likely to search for. For example, in the alternate tag of an image on the website, giving a description of the image that includes words like “bio art” or “Eduardo Kac living art”. If a user searched for “bio art”, “Eduardo Kac”, or “living art”, this image and the webpage would be found by the search engine.

Keyword List (Generated from <https://www.wordstream.com/seo-keyword>)

➤ Top Searches

- Bio Art
- GFP Bunny
- Alba-rabbbit

➤ Art Subsets

- Abstract Art
- Modern Contemporary Art
- Bio Art
- Telepresence Art
- Media & Aroma Poetry
- Space Poetry
- Genetic Art
- Transgenic Art
- Fluorescent Art

➤ Works

- Inner Telescope
- Natural History of the Enigma
 - Hybrid Flower Art
 - Edunia
 - Plantimal
 - Genetically Engineered Flower
 - Petunia
 - Petunia Hybrid
 - Human DNA Flower
- GFP Bunny/GFP Rabbit
 - Glowing Rabbit
 - Glowing Bunny
 - Glow in the dark Rabbit
 - Glow in the dark Bunny
 - Bioluminescent Rabbit
 - Bioluminescent Bunny
 - Alba

➤ Name/Brand

- Eduardo Kac Exhibits
- Typos
 - Eduardo Cats
 - Eduardo Cat
- Eduardo Kac Bio
- Eduardo Kac

Website Coding Improvements

Search Engine Optimization (SEO) is best utilized through widgets and the code of the website. Existing tags in the code can be spruced up with relative information to Eduardo Kac. Web crawlers read through the code when determining the page ranking in the site to see how relative the code is to the user's query. The Kac website code would benefit from additional SEO tools, while additionally further developing the current code. There are several imperative SEO strategies to implement.

The first recommendation is to make the full URL 'eduardokac.com'. The URL is one of the first pieces targeted by the web crawlers. The current URL, 'Ekac.org', does not provide the information that the web crawlers require. The current URL is short, and does not provide enough information.

Adding Eduardo's professional contact information to the top of the site, or on the contact page is another potential strategy. There are the other representations and contact, while his information is currently buried on the bottom of the site. Web crawlers read from the top down, so having his contact information at the top of the site is a potential idea, instead of layered before other's contact information.

Currently, the website utilizes alternate (alt) text for his images. However, the website should adjust them with more applicable keywords. This would change current alt tags like "Eduardo with the Enigma" to "Pictured Here is Eduardo Kac with his Natural History of the Enigma Project". Doing so not only helps incorporate keywords, but also improves the findability for search engines.

Making the website responsive (mobile friendly) is another key strategy for SEO enhancement. Responsive websites have increased traffic and usage because most website visitors use mobile devices to access information. When a webpage is not formatted to fit a mobile device, it can cause frustration from users. Then users will avoid the website, and the work of Eduardo Kac. If we are able to make a website that can be accessed from any device, it will help make the website easier to find and use.

Social Media for Eduardo Kac

Social media is an important part of the publicity of any person or brand. Social media is commonly used today by nearly everyone. Therefore, it's important to have some sort of presence on one or more social media platforms. Although being active on social media is important for accumulating views, followers, and customers/clients, simply having an account can help make you more relevant in the online world. Social media is another platform to help spread his art and information.

The main focus should be on Instagram. Instagram is the most notable social media source for content like artwork, digital media, and more. Considering the proper use of hashtags and location tagging would be important so Kac's artwork is easy to find in relation to more known accounts. For example, let's say that Kac had a show at the Museum of Pop Culture (MoPop). People may not be familiar with his work personally, but familiar with the museum. Users who follow the museum page could see his work in relation to being tagged. Making sure his account is public instead of private is also crucial. Users don't often like to be "forced to follow" in order to see content. Additionally, Kac will want to promote himself openly so every person can enjoy his art.

It is important for these social media accounts to mostly provide links to Eduardo Kac's main website. Social media is a tool to drive attention. Below are examples and explanations to create social media profiles and posts that can drive attention to Eduardo Kac and his website.

Daily Calendar

	Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Twitter		Weekend recap			#ThrowbackThursday post, with link to site	Exhibitions & Event share	
Facebook		Weekend recap				Exhibitions & Event share	
Instagram		Weekend recap			#ThrowbackThursday post, with link to site		

Going from no social media to three different accounts can be rough. The calendar above provides a small schedule of posts. The calendar explains what kinds of posts can be made, when the posts can be made, and to what social media platform. There are three kinds of social media posts that could be made for Eduardo Kac.

Weekend Recap

A "Weekend Recap" could be a post relating back to an event Kac's work would have been at throughout a weekend. The post could promote ongoing events, or reference events that could be coming up.

#ThrowbackThursday

A #ThrowbackThursday post is one made referencing previous events or artworks. A Throwback post is done to reflect upon the past, and bring followers back with them. The hashtag is important so followers understand the post is from the past, but it showcases the growth of an artist and how far they have come.

Exhibitions & Event Share

Sharing Event dates and times can help create excitement for an event. Sharing events on a Friday will keep the event in mind for followers to find and enjoy during their weekend.

Social Media Share Feature

Whether or not social media is heavily utilized by any business/person, it is still important for them to involve themselves in those platforms in order to enhance user experience. Most users are likely social media users, therefore, having that presence will make content more accessible. Providing share buttons will allow users viewing content on any platform to navigate to the direct website associated to the content being shared. Also, individuals using social media generally seek a way to follow or view content directly from the source within whatever platform they're already using. Adding share buttons also increases traffic on a site and improves SEO.

Post Tone & Length

As an artist and professional, all of his posts should be consistent with the tone of his website.

Instagram

Because of the image aspect of this platform, the post caption should be kept short or you can abandon the caption altogether depending on the type of image you're posting.

Twitter

Twitter has a maximum character count of 280. Because of this, posts should be kept short. You could also use twitter to share links or retweet other relevant posts.

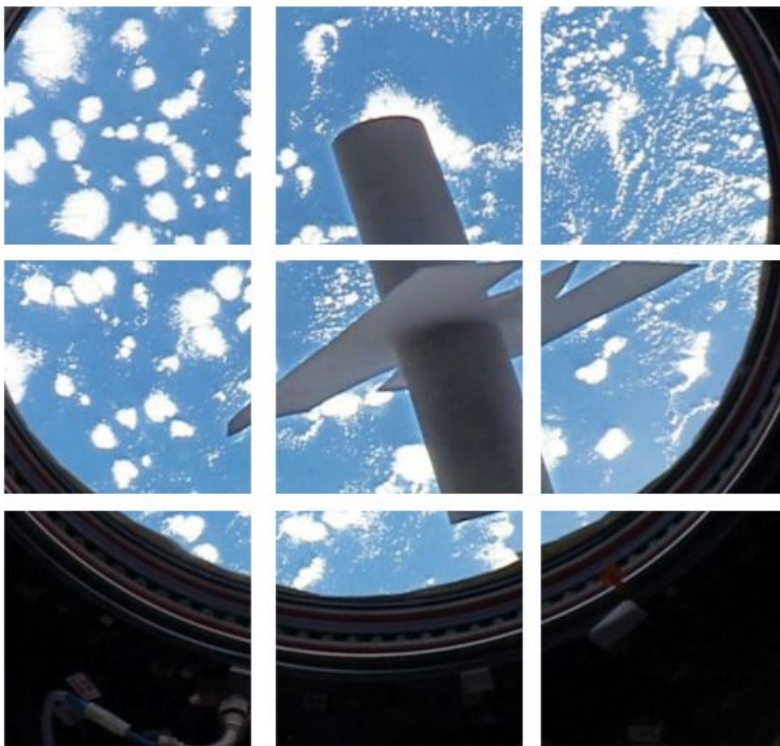
Facebook

Facebook is useful for posting large amounts of photos, videos, links, events, and other various types of posts. For Kac, Facebook can be used as a message board to keep his followers updated on new things that happen. Posts on Facebook can be longer than on any other platform because longer posts are more common on this site.

Post Examples

Facebook Example:

Instagram Example:



Twitter Example:

