



# HUMAN VS MACHINE CAPYTHON



CASE STUDY



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# OVERVIEW:

## ABOUT THE PROJECT:

### WHAT IS CAPYTHON:

Capython Week is a school-organized hackathon where students are placed into randomly assigned teams and given one week to solve a problem. The format requires quick collaboration, clear communication, and efficient time management as teams move from brainstorming to developing and presenting a solution. This experience emphasizes teamwork, adaptability, and creative problem-solving under pressure.

### DURATION OF THE CAPYTHON:

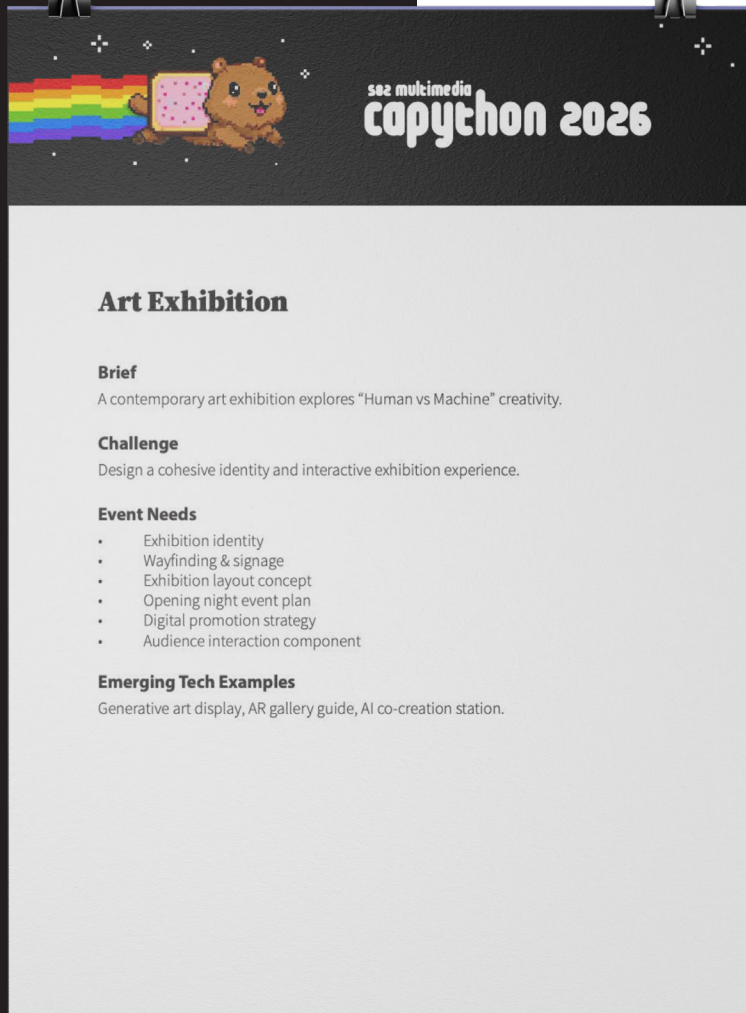
Capython was a week-long event that ran from February 25th to March 4th. To ensure effective collaboration throughout the project, we coordinated everyone's schedules early on in order to find suitable times to meet and work together.

### THE CHALLENGE:

The main challenge was to design a cohesive identity and interactive experience for a contemporary art exhibition exploring the theme of Human vs Machine.

### THE PROJECT'S COMPONENTS:

The \*Machine vs Human\* art exhibition required a cohesive identity, including wayfinding and signage, an exhibition layout concept, an opening night event plan, digital promotion strategies, and a clearly defined target audience. The project also required an interactive element to unify the overall experience. This could take the form of a 3D installation, a TouchDesigner-based visual piece, or a VR/AR component, all designed to tie the exhibition together and enhance audience engagement.



# TEAM & CONTRIBUTION:

## ABOUT THE PROJECT:

### SEPERATION OF TASKS:

To divide the tasks among team members, we began by introducing ourselves and sharing how comfortable we felt with different skills. Based on this, the first-year students took on signage and wayfinding, working closely with the exhibition layout concept. The second-year students focused on developing the interactive element, as well as creating the website and final promotional video. The third-year students, including myself, took on the exhibition identity due to our stronger experience in branding. Personally, I was responsible for developing the promotional strategy.

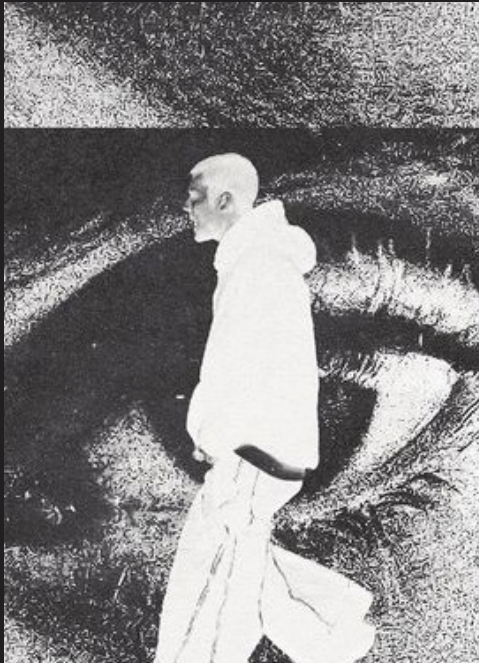
### THE TEAM MEMBERS:

My team consisted of seven members: two first-year students, Diego and Dianna; two second-year students, Brittany and Stella; and three third-year students, including myself, Morgan, and Emma.

### THE SCHEDULE ESTABLISHED/ DEADLINE:

THURSDAY 26TH	FRIDAY 27TH	MONDAY 2ND	TUESDAY 3RD	WEDNESDAY 4TH	THURSDAY 5TH
Wireframe of website	Work on projects	Most of website done Layout of art expo	Work on feedback	Website done making changes	PRESENTATION
Agency identity	Get together if need	Get together and get feedback		Posters fully done and Layout of art expo Filming for thursday	DAY YAY DONE

# BRAINSTORMING/ COMBINED MOOD BOARDS:

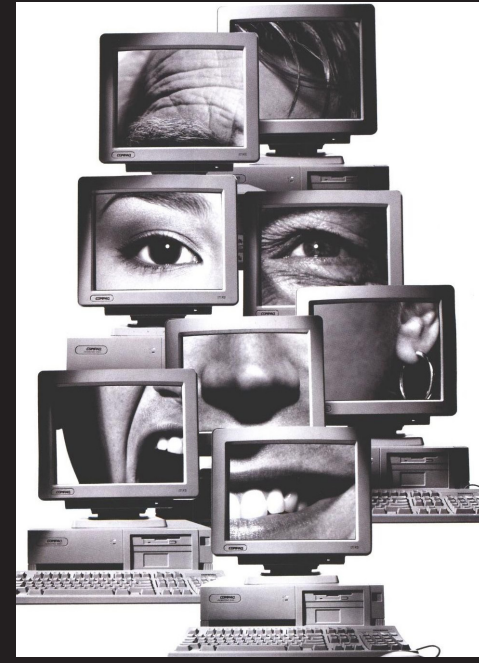


**exhibition.**

Step into a world of subtle discovery. This exhibition invites you to engage with ideas in a way that challenges perspective and sparks curiosity.

A moment to pause. A space to reflect.

**OPENING HOURS: 10AM - 10PM**



WWW.MADEWITHKITTL.COM

Free Entry

# Art Exhibition

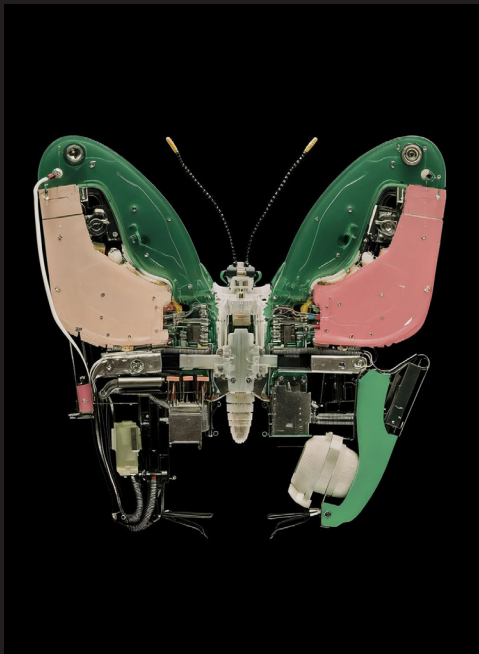
Many Artists will Participate

**infinite beauty**

## 20-26 DEC 2024

CASTANEA ROAD 23, BERLIN, (GERMANY)

"Emerging Visions" is a celebration of creativity and fresh ideas, showcasing works that span a wide range of mediums including painting, sculpture, photography, and mixed media. Each piece tells a story, reflecting the diverse backgrounds and experiences of the artists.



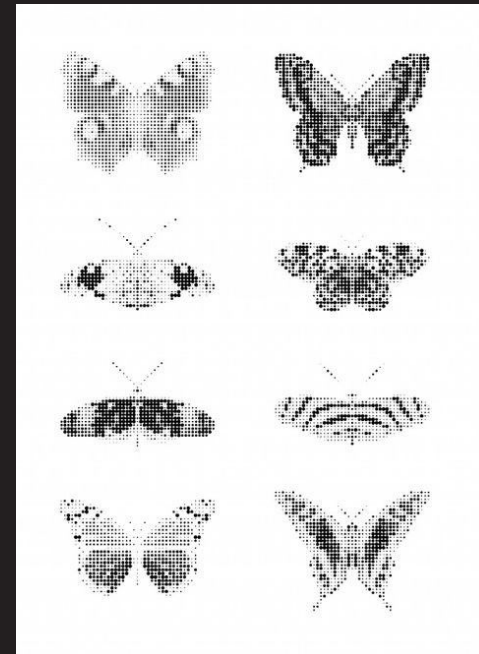
# AI ROBOTS VS. HUMANS

"Slavery is not physical anymore, it's digital!"

WELCOME TO THE FUTURE

by rhonda vee - derived work

COSMIC TECHNOLOGIES



Studio shodwe

Annual event

# TECH FEST

Don't miss the year's most exciting tech event to push innovation boundaries!

**7PM**  
123 ANYWHERE ST. ANY CITY

**08/08/ 2028**

# AGENCY IDENTITY:

## ABOUT AURUM STUDIO:

### WHAT IS STUDIO AURUM:

Aurum Studio was the name of the agency we developed is an imagined design studio focused on promoting cultural events, such as an art exhibition exploring the theme of human vs. machine.

### WHY STUDIO AURUM AS THE NAME:

To develop Aurum Studio, we went through multiple rounds of brainstorming, allowing everyone to contribute ideas before collectively voting on a distinctive direction. We ultimately chose the name \*Aurum\* because of its strong, memorable sound and its versatility, which made it well-suited for a design agency focused on a wide range of creative projects.

### WHAT AESTHETIC WE CHOSE:

To develop the visual identity of Aurum Studio, Emma and Morgan explored elements that conveyed vagueness and organic form. Initially, they aimed to create an aura-inspired logo using neon lighting; however, they quickly realized that the studio's identity needed to remain more versatile. As a result, they shifted toward a clean, simple, and more universal aesthetic that could adapt across different applications.

### CHALLENGES:

The most challenging part was clearly defining what the studio represented. Several team members initially struggled to fully understand its purpose and how it functioned in relation to the project. This made it difficult to balance and integrate the exhibition's aesthetic, which was centered on the theme of human vs. machine, within a cohesive studio identity.

### SOLUTION:

Another solution was to align the team through a shared creative direction early on by developing a clear concept statement that defined how \*human vs. machine\* should visually translate across all outputs. By agreeing on key design elements, such as typography, color contrasts, and visual motifs: the team could approach their individual tasks with a unified vision, making it easier to blend different aesthetics while maintaining overall cohesion.

PRIMARY LOGO:



STUDIO AURUM



STUDIO AURUM

SECONDARY LOGO:



STUDIO AURUM

TYPOGRAPHY: PACAEMBU (EXTRA LIGHT)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz  
1234567890



SKETCHES:



#D6E0E2

#FEFCF6

#5E6C5B

#FEFCF6

COLOUR PALETTE:

#162A2C

#FEFCF6

# EVENT IDENTITY:

## HUMAN VS MACHINE EVENT:

### WHAT IS THE EVENT ABOUT:

The \*Human vs. Machine\* exhibition was designed to showcase artists who incorporate AI into their creative process, using it as a tool to enhance and make their work more memorable and impactful.

### WHY HUMAN VS MACHINE:

The \*Human vs. Machine\* conversation is especially crucial right now as AI rapidly becomes integrated into creative fields, raising questions about authorship, originality, and the role of the artist. Rather than replacing human creativity, AI is reshaping how ideas are developed and executed, making it important to explore how the two can coexist. This theme highlights the tension but also the potential for collaboration, encouraging audiences to see technology not as a threat, but as a tool that can expand creative possibilities and redefine artistic expression.

### CHALLENGES:

One challenge was defining the human vs. machine theme clearly, as it could easily be interpreted in different ways. The solution was to establish a strong concept early on, framing it as collaboration rather than conflict, which gave the team a shared direction.

Another challenge was maintaining cohesion between Aurum Studio's identity and the exhibition visuals. This was resolved by creating a consistent visual system using a defined color palette, typography, and key motifs, to unify all elements.

A further challenge was relying on team members' progress, which caused delays and limited time for refining ideas. Implementing check-ins and internal deadlines helped improve coordination and kept the workflow more structured.

### SOLUTION:

A clear solution was to establish a strong concept and visual system early on, defining \*human vs. machine\* as a collaboration rather than a conflict. This helped guide all design decisions and ensured consistency across the project. To improve teamwork and avoid delays, setting internal deadlines and regular check-ins allowed for better coordination and time management. Finally, focusing on engaging content formats like reels and stories provided a clear promotional direction, making it easier to create dynamic visuals that connected with the target audience.

**YOU ARE INVITED!**  
**HUMANS VS MACHINES**

EXPLORING THE FUTURE OF ARTISTIC INTELLIGENCE

Take the opportunity to meet the artists behind the exhibition and discover the stories, ideas, and inspiration that shaped their work. Engage in conversation, ask questions, and experience the art through the voices of the creators themselves.

**MARCH 5TH, 2026**


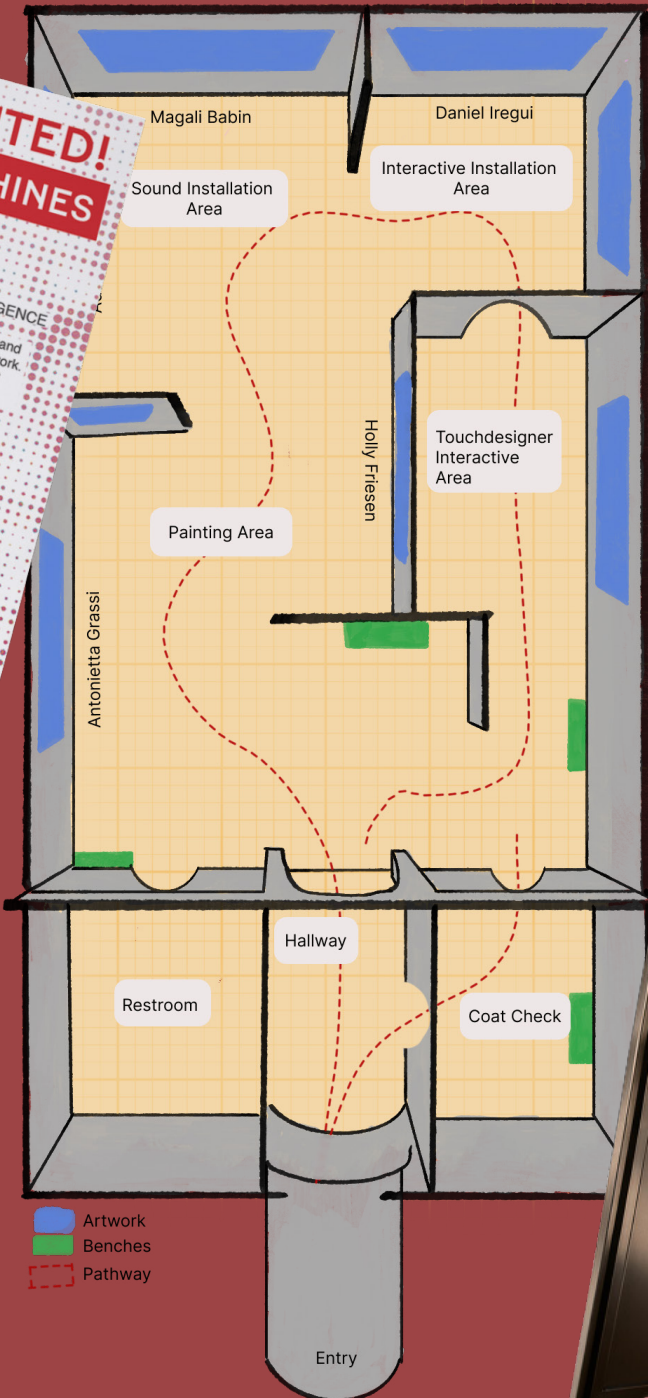
Vanier College - M Campus  
 404 Décarie, Montreal, Qc

**MARCH 5TH - 10TH**  
 2:30 PM - 8:00 PM

Friends and family and come for new experiences!

STUDIO AURUM

REGISTER HERE

**Antoniotta Grassi**

Geometric Abstract Painter



Human Vs Machine

**Antoniotta Grassi**



Human Vs Machine

Welcome to

**Human Vs Machine**

Where creativity meets computation

**CURATED ARTISTS**

Antoniotta Grassi  
 Holly Friesen  
 Daniel Iregui  
 Adam Basanta  
 Magali Babin

**Opening Night 2026**

STUDIO AURUM

# MY PROCESS:

## PROMOTIONAL SEGMENT:

### WHAT IS THE PROMOTIONAL SEGMENT:

For the promotional strategy, I established a social media presence for the \*Human vs. Machine\* exhibition and built content around the defined color palette of red, white, chrome, and black. I focused on creating visually striking and engaging content to capture attention and encourage interaction, recognizing that strong promotional strategies are essential for attracting a younger audience.

### MY SOURCE OF INSPIRATION:

The established color palette and moodboard from the brainstorming phase were my main sources of direction. I was also inspired by The Creation of Adam, particularly the moment where the two fingers nearly touch, which visually echoed the tension between human and machine.

### FURTHER EXPLANATION:

The reference to The Creation of Adam was particularly impactful because AI often carries a negative connotation today. This exhibition aimed to shift that perspective, presenting AI as a creative tool rather than a replacement. The imagery of the two nearly touching hands resonated strongly, symbolizing collaboration rather than conflict, which is why recreating the gesture as two hands helping each other became a central visual concept.



## DESIGN PROCESS:

For the design process, I chose a bold approach, drawing inspiration from contemporary graphics I encountered online. The key factor was to keep the visuals simple yet striking, ensuring they remained impactful and easily recognizable across different promotional platforms.

## SKETCHES:



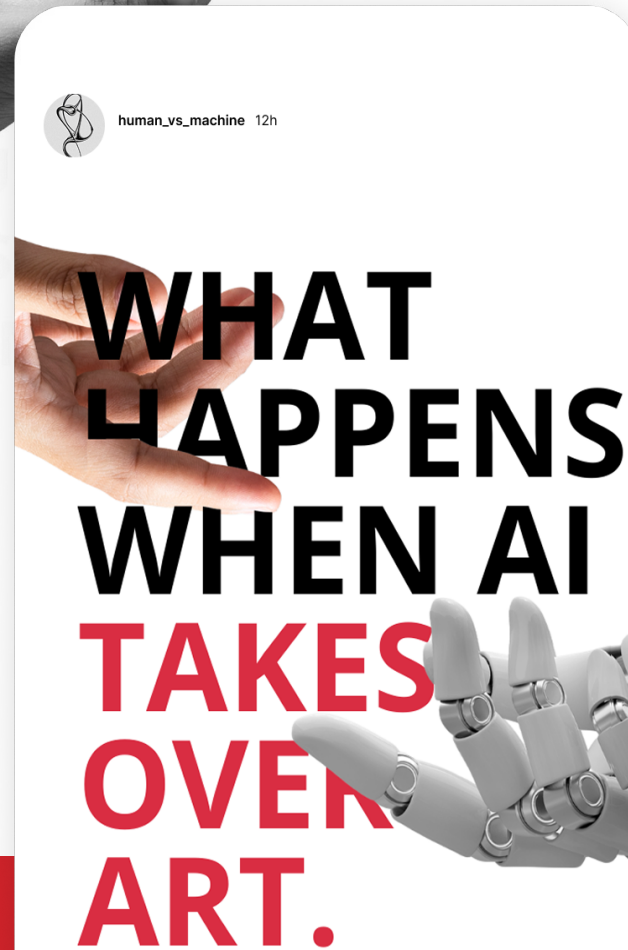
# FEATURED ARTISTS

**DIGITAL,** Holly Friesen  
Antionietta Grassi

**INTERACTIVE,  
TECH-INFUSED**



Adam Basanta  
Daniel Iregui **VISUALS &  
PAINTINGS**



## CHALLENGES:

I faced several challenges during the design process, mainly because my work depended on other team members completing their parts. This made it difficult to create visuals that fully aligned with the exhibition's theme, as I had to wait for key elements before finalizing a cohesive and unified design.

The first challenge was clearly defining the theme, as the concept of \*human vs. machine\* could be interpreted in many different ways, making it difficult to establish a focused and cohesive visual direction.

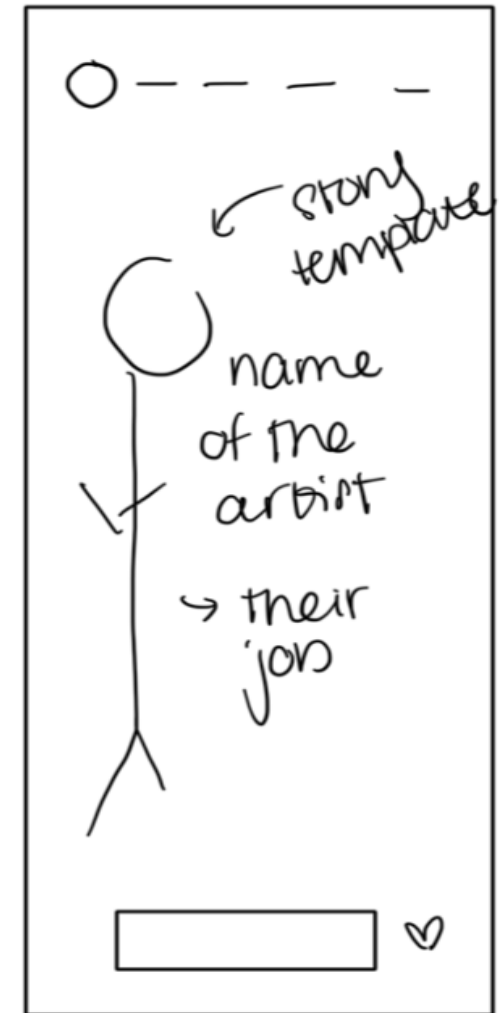
The second challenge was establishing a clear theme that brought everything together, balancing Aurum Studio's identity as a graphic design agency with the exploration of human vs. AI, while also representing the artists and their work within the exhibition.

Another challenge was deciding how to present the content across different platforms, whether through reels, stories, or standard posts. To solve this, I chose to feature the artists primarily through short-form video formats like reels and stories, as they are more engaging and better suited for capturing attention quickly. This approach allowed for dynamic, visually compelling content while also giving each artist a spotlight in a way that felt current and interactive.

## SOLUTIONS:

To address the challenge of defining the theme, the solution was to establish a clear concept statement early on—framing human vs. machine as collaboration rather than opposition, so that all team members shared the same understanding and direction.

To solve the challenge of unifying all elements, creating a consistent visual system with defined colors, typography, and key motifs helped connect Aurum Studio's identity, the exhibition concept, and the artists' work into one cohesive whole.



To overcome delays from team members, ensuring better coordination, allowing everyone to stay on track and reducing last-minute pressure on dependent tasks.

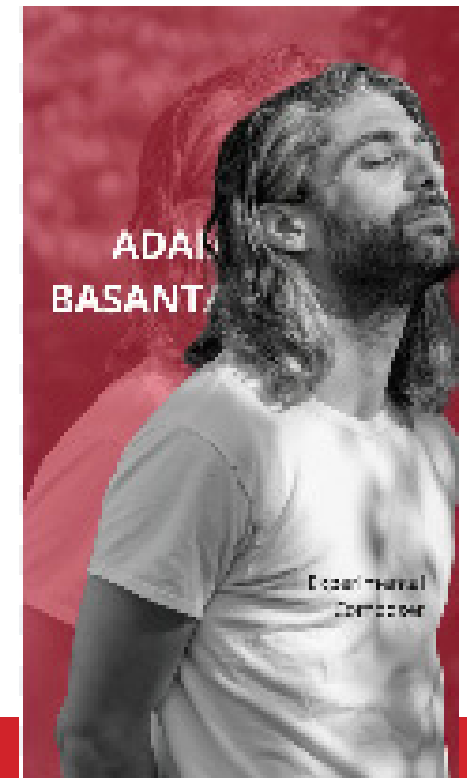
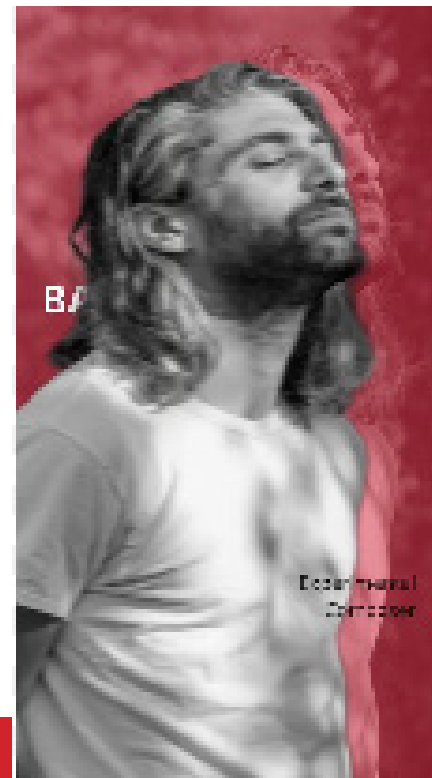
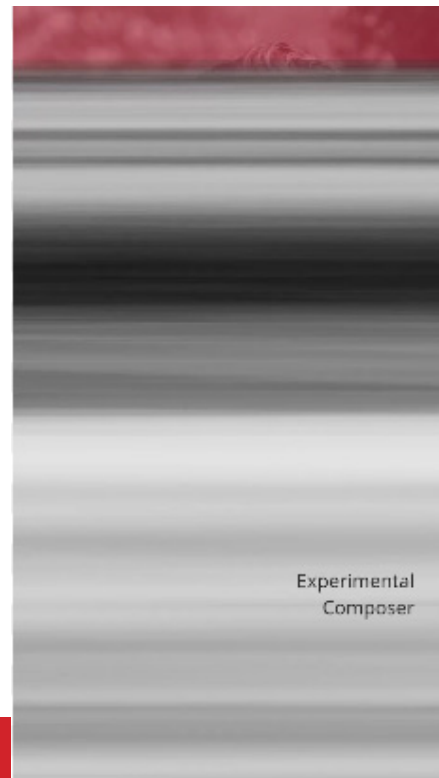
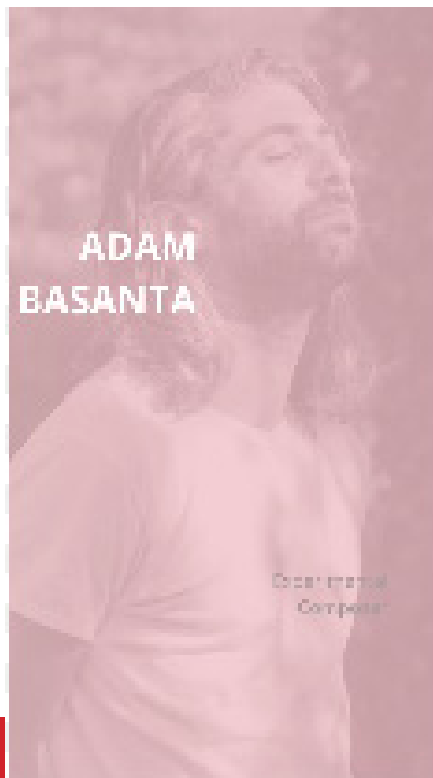
For the challenge of choosing content formats, focusing on reels and story-based content provided a clear and effective direction, enabling the creation of engaging, fast-paced visuals that highlighted the artists while appealing to a younger audience.

## REFLECTION:

The Human vs. Machine exhibition with Aurum Studio taught me the importance of clear themes, teamwork, and cohesive design. Early concept definition helped guide the project, while coordinating tasks highlighted the need for communication and flexibility. Drawing inspiration from The Creation of Adam allowed me to portray AI as a collaborative tool. Managing the promotional strategy through reels and stories strengthened my skills in creating engaging content for a younger audience. Overall, the project enhanced my abilities in visual storytelling, branding, and integrating creativity with technology.



## BREAKDOWN OF THE REEL ANIMATION:





human\_vs\_machine 3h

MAGALI  
BABIN



Sound Artist  
Composer

Send message



22:27

← Posts



human\_vs\_machine



74 likes

human\_vs\_machine See you on soon.  
#HumanvsMachine #AIArt #HumanvsAI  
marlijnvanderlans I cant wait to visit!

thornebrandinganddesign AI will definitively take over!

February 18, 2026 · View translation



human\_vs\_machine 12h

WHAT  
HAPPENS  
WHEN AI  
TAKES  
OVER  
ART.

← human\_vs\_r



234  
Posts

Art Exhibition  
Art Gallery hosted by: @S  
Where AI transform the e  
<https://studioaurum.capy>  
404 Bd Décarie Saint-Lau

Following

Mes



About



Tickets



FEATURED ARTISTS

DIGITAL, INTERACTIVE, TECH-INFUSED

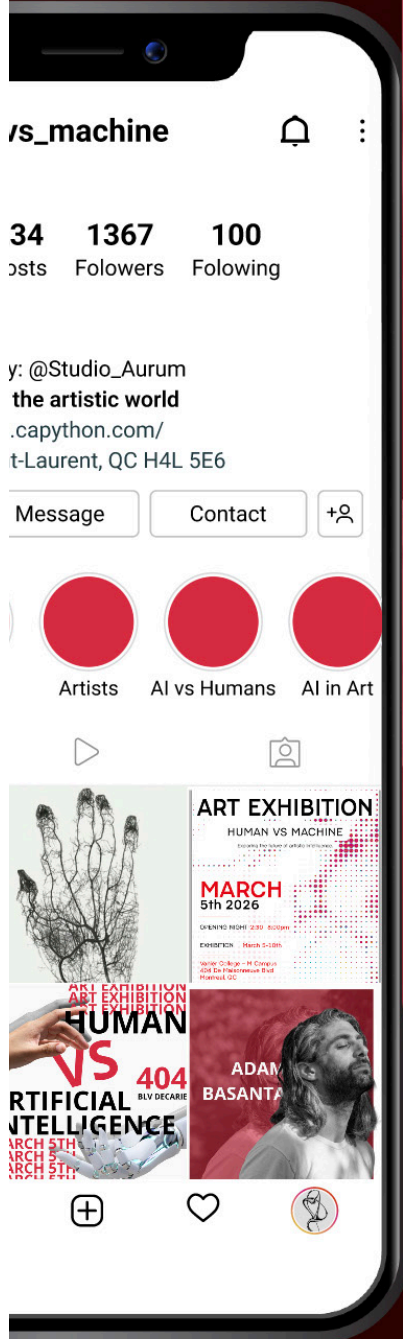
VISUALS & PAINTINGS

MULTIMEDIA, INSTALLATION, CONCEPTUAL



ARTI  
INTEI





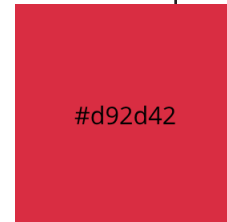
# FINAL OUT- COME:

TYPOGRAPHY: OPEN SENS

Aa

Bb Cc Dd Ee Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

COLOUR PALETTE:



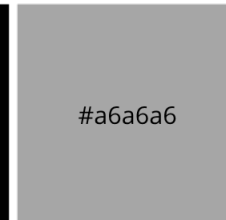
#d92d42



#ffffff



#000000



#a6a6a6



**HUMAN VS**

**MACHINE**

**COPYTHON**

ART WILL NEVER

GET REPLACED

