

**ISEA2017**  
**23rd INTERNATIONAL SYMPOSIUM ON ELECTRONIC ART**  
**XVI INTERNATIONAL IMAGE FESTIVAL**  
**CREATIVE CALL**

**1. Title**

Bike for a better world

**2. Organizers and presenters' names and affiliations**

Esther Kwak, UC Davis

**3. URL of the demo website or video**

<https://estherkwak.github.io/des157/>

**4. Abstract (ready for diffusion). 200 words maximum.**

Biking has multiple benefits for individuals health and finances as well as for the environment and sustainability. My project is promoting bicycling generally, for recreation, for transportation, as well as for fun through a visually appealing, interactive interface. I hope that users will be able to learn more about biking data and then be able to make more informed decisions in the future.

**5. General description of the Project**

I am creating a website that visualizes data from methods of transportation: biking, bussing, and walking. I would like to incorporate some aspects of interaction with users when creating the data to make it more appealing for users to dive deeper into the content. Overall, this project aims to help educate people further about the environmental and health benefits of biking. In Davis biking is very popular and one of the most convenient methods of transportation. I hope that users can use this project to learn more about why biking is important and then be able to take what they learn and change their habits or make positive changes in their life. The data from biking displayed in an appealing way may attract more people to learn more as well as interact and contribute to the benefits.

**6. From glenda: I'm not sure what they will be asking in this field, but I imagine they will want to see how you connect your content to the ISEA call, so that is what I would like you to write here.**

The ISEA subtheme "Interdisciplinary Platforms of Coexistence" talks about how technology can be used to increase

the public's awareness about social issues. My project aims to educate and then help be people take action by changing their main method of transportation. Sustainability is an important part of everyone's future to preserve nature.

## 7. Biographies of the Author(s).

Esther Kwak is a graphic designer from San Jose. She attends UC Davis and is studying design with a minor in computer science. Her passions include human-centered and sustainable design. She hopes to work in the Bay Area after graduating. She is inspired by people and their stories, the beauty of nature, as well as the intersection of design and technology.