

INFORMING PRACTICE

01



TRACY MA : Talk with NEW YORK TIMES VISUAL EDITOR

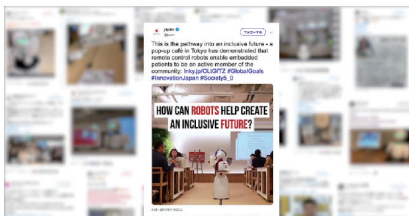
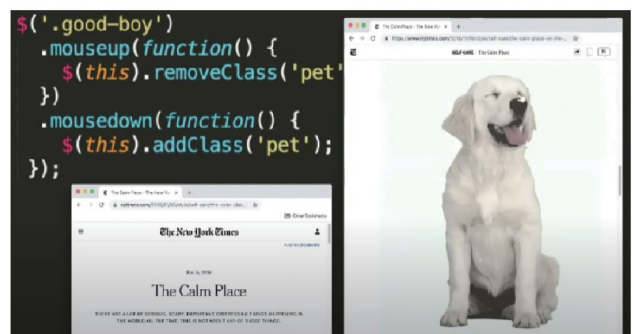
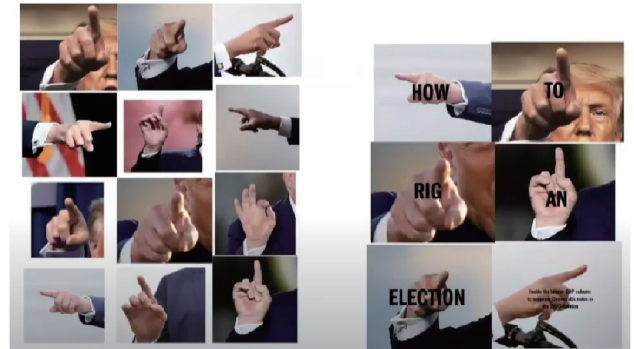
In the project 'this gen X mess' designed by Tracy MA, it is mentioned that when doing visual design, we can use some visual language to present and express, and try to combine images and words to form a narrative expression, and storytelling can make people better understand and participate in it.

To be good from the surrounding news, current events, to start, to pay attention to people when the heart of the care and hot topics, in-depth and dig into the matter, and with some interactive design effects to express.

Adding some interactive elements to the design, such as clicking or scrolling the mouse to participate in the story telling, can be a better way to get people's emotional support.

Learning to follow and discover new things and design trends and trying to find a key point to zoom in on, breaking up and organizing text and images and using some software techniques to support and help form a new design point that echoes the main idea.

In the design can be used in some exaggerated dynamics, such as the repetition of the message constantly popping up to enhance the visual effect, or the use of some social phenomena to refract people's psychological changes, as a way to emphasis the central idea of the design or satirical effect.



AVATAR ROBOT CAFÉ TOKYO. DIGI- TALTRANSFORMATION

This Avatar Robot Café is very special, although the employees in the restaurant are robots, but the essence behind it is not a complex digital code, but vivid human beings, human beings guiding the robots to serve the society, rather than being ruled by the robots, a kind of human intelligence is not artificial intelligence.

The use of artificial intelligence technology to create employment conditions for people with mobility disabilities has stimulated their potential, allowing them to break through the constraints of their own hard conditions, and transforming their role from one of being taken care of by others to one of being able to take care of others and be needed by them.

Good technology can benefit mankind, enabling people with mobility problems to work on an equal footing with normal people, create their own value, be understood and recognized by society, and integrate into society.

When doing some interactive experience design, we should focus on the user's psychological feeling, followed by the use of technology, to think about the key points that users really need to be understood and recognized, as well as whether the obstacles they face can be solved by technology, and then make the connection between the two, rather than replacing them directly with technology.

