

MA Communication Design – ARTD6116

Self Evaluation / Reflection Form

Student Name:	Bi Wu	ID Number:	35905557
Area/Pathway:	Design Laboratory	Unit Title/Code:	ARTD6116
Date:	21/05/2025	Module Convener:	Danny Aldred

The aim of this self-assessment is for you to reflect on your learning experience during this unit. You should make your points as clearly and simply as possible.

Copy a link to your website here:
<https://2025.macd.work/bw2n24/>

1. Write a short paragraph highlighting the specific issues and context for your work.

Include the following:

- *What was your work about?*
- *What relation does media/process/method play in respect to your ideas?*
- *What information (visual or written) have you found which has informed the development of your work – (artists, theory, other)?*

My work explores the intersection of technology, emotion, and narrative within interactive media.

I developed three distinct projects, each addressing this intersection from a different angle. Project 1 (The birth of AI) is an AR-enhanced book that brings early artificial intelligence to life through a retro-futuristic style, featuring pixel fonts, geometric layouts, and vintage textures. This nostalgic look contrasts with the speculative nature of early AI research. Project 2 (If I were a duck) follows a small duck navigating urban spaces, using illustration, interactive mapping, and short videos to explore how emotions shape our experience of place, drawing on psychogeography and emotional cartography theories. In Project 3 (A life repaired) reimagines three museum artifacts—a wool sweater from Dolly the sheep, a robotic arm, and a mechanical heart—through fictional first-person narratives presented via web interaction and AR. I chose each medium deliberately to support the underlying concepts, aiming for interactivity and immersion that encourage audiences to engage with complex ideas. Influences include AR storytellers like Tamiko Thiel and Sutu Eats Flies, alongside research in media studies, speculative design, and museum engagement strategies.

2. Evaluate your work and your progress. Include comments on strengths & weaknesses.

Throughout the development of these three projects, I've gained a clearer understanding of how media, narrative, and emotion can intersect in interactive work. Each project required me to transform abstract concepts into engaging, tangible experiences, which helped me grow both technically and conceptually.

In Project 1 (The birth of AI), I explored the early history of artificial intelligence through a retro-futuristic

augmented reality book. By combining pixelated fonts, geometric layouts, and vintage textures, I created a visual style that mixes nostalgia with futurism. Using AR, I aimed to make complex and abstract ideas more accessible and immersive for users. While this approach was successful in many ways, I noticed some interactive elements were somewhat straightforward. The transitions between content could have been smoother, and the lack of clear guidance sometimes disrupted the flow of the experience.

Project 2 (If I were a duck) tells the story of a small duck character navigating urban and natural spaces, reflecting different emotional states like calmness, confusion, and unease. Through a mix of illustrated maps, videos, and interactive elements, I tried to show how emotions influence our perception of place. The visual and narrative integration worked well and showed my progress in combining different media. However, The interaction design remained relatively simple, relying mostly on clicking to move between scenes. The experience would benefit from more varied interaction paths or feedback that responds to the user's choices, which could create a stronger sense of immersion and engagement.

In Project 3 (A life repaired), I gave three museum artifacts—Dolly the sheep's wool sweater, an artificial arm, and an artificial heart—their own fictional first-person voices. Presented through web and AR, these narratives invite users to think about the objects' histories, desires, and tensions. This experimental storytelling challenged the usual way objects are displayed in museums, offering a more personal and speculative perspective. On the downside, the interactive features mostly involved clicking and simple animations. Incorporating other forms of interaction like gesture controls or sound triggers could have made the experience more dynamic and physically engaging.

Overall, these projects have strengthened my ability to combine theory, media, and emotion into coherent works. I'm more confident in handling diverse tools like AR, video, and web platforms, and in turning complex ideas into accessible stories. At the same time, I recognize that there's room for improvement in designing interactions that feel natural and balanced—especially when dealing with layered narratives.

3. Which aspects of your work would you like to develop further?

Moving forward, I am eager to deepen my exploration of AR and VR technologies, with particular interest in integrating multi-sensory elements like sound, touch, and haptics to create more immersive and engaging experiences. I also want to move beyond isolated digital projects by combining physical objects and electronic media, exploring how tangible and virtual elements can interact within a cohesive narrative framework. This approach could help audiences engage with complex stories in a more holistic, embodied way.

Additionally, I am interested in experimenting with richer interaction methods beyond simple clicks—such as gesture recognition, voice input, or environmental triggers—to make the user experience feel more natural and intuitive. Ultimately, I hope to combine these technological advancements with strong conceptual storytelling, creating works that resonate both emotionally and intellectually, bridging abstract ideas with sensory, physical experience.

Signature: _____

Bi Wu