

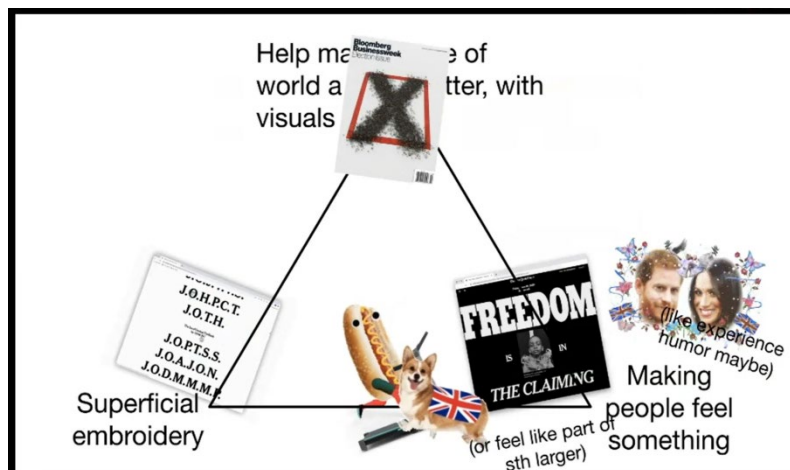
#RRR 01 INFORMING YOUR PRACTICE

TRACY MA talk with NEW YORK TIMES VISUAL EDITOR

I was excited about the shift in modern media—the way content is presented has become much more interesting.

Editorial packaging

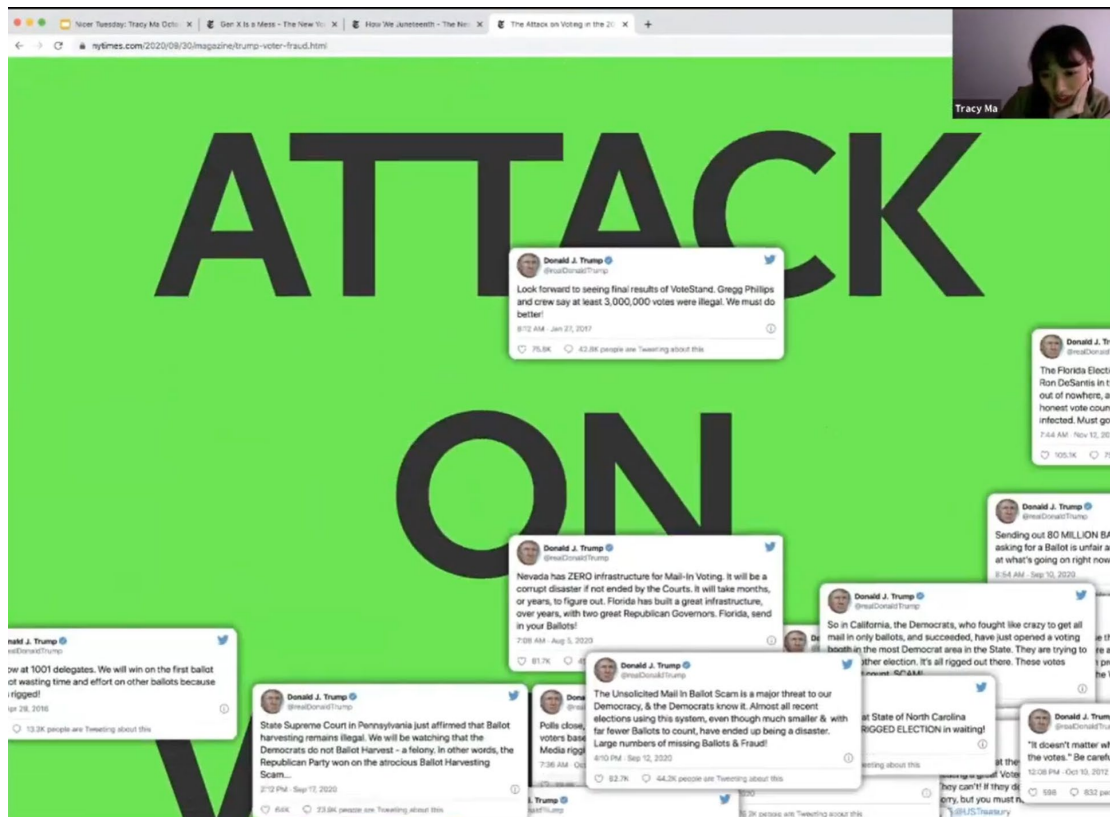
Through Tracy's introduction, I learned about the term *editorial packaging*. In this video, she explained three approaches to editorial packaging, but the one that impressed me the most was the first: "help make sense of world a better, with visuals." Tracy shared two examples to illustrate this.



Obama's achievements

The first was a review of Barack Obama's achievements at the end of his presidency. Instead of using long, dense text, Tracy's team asked a question about societal changes during Obama's time as president on each page, and she changed data into graph by data visualization to answer these questions. This approach vividly showed how his presidency impacted society for 4 years.

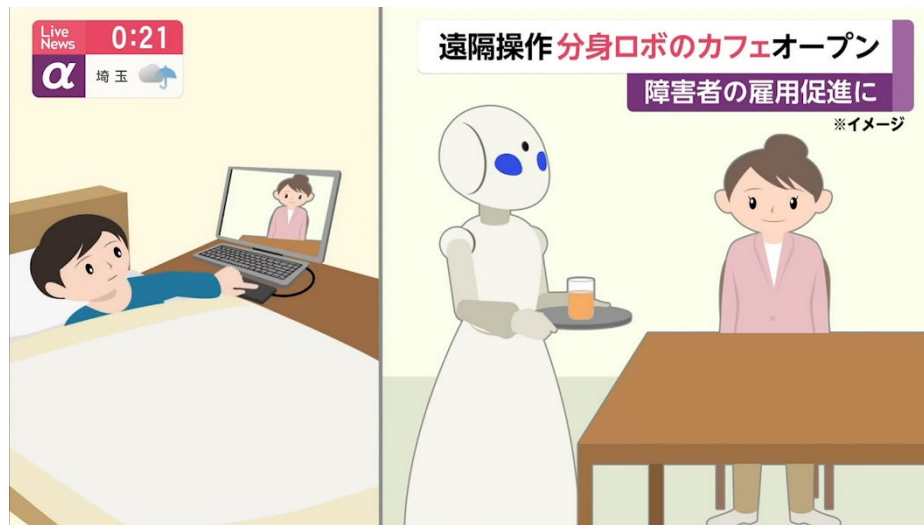




Trump's campaign

The second example focused on voter fraud claims during Donald Trump's campaign. Tracy collected a series of Trump's tweets containing false information. As users browsed the website, these large quantities tweets would pop up continuously one by one. The interactive web animation vividly depicted how Trump's tweets seemed to attack uninformed voters. Meanwhile, the truth—displayed in tiny font—was buried beneath layers of misinformation, creating a stark contrast.

AVATAR ROBOT CAFÉ TOKYO. DIGITAL TRANSFORMATION



This design uses an eye tracker device and a robot to help disabled people perform restaurant service tasks. People with disabilities remotely controlled robot avatars - such as Orihime, which is controlled by via eye tracker - to wait on tables. Through the robot's virtual image, disabled people can step out of their homes in a new way and find work.

Social meaning



At the same time, this is a design with great social significance.

It not only helps disabled people find jobs and support themselves but also shows that they are not helpless. They are no longer just a burden to others; they can help others too. This design greatly comforts disabled people's hearts through human care, helping them regain work abilities and a sense of achievement. It significantly supports their mental health and helps them re-enter society.