Southampton

MA Communication Design – ARTD6116

Self Evaluation / Reflection Form

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Area/Pathway:	Design Laboratory	Unit Title/Code:	ARTD6116
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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/dw1u24/ Dongyu Wang

- **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 how technology quietly reshapes our lives through human-centered design.

Envisioning Our Future with Robots and AI transforms a book into a hybrid, interweaving rough paper textures with cryptic digital interactions. The monochromatic palette encourages sober reflection on the ethical dilemmas of technology.

Journey To School visualizes my daily university life with symbols—bright triangles for positive impressions, grey smudges for negative ones.

The Lost Orrery asks players to repair a damaged 18th-century model of the solar system. Reconnecting the gears reveals historical truths, blending scientific history with hands-on play.

Books become tools for debate, maps record emotions, and games revive forgotten science. By rooting digital themes in tactile experiences, my goal is to make the impact of technology personal, urgent, and provocative.

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

Envisioning Our Future with Robots and AI:

This physical book successfully creates a quiet and reflective atmosphere through hand-bound binding and black and white visual language, and has a certain depth in conceptual communication. However, from the perspective of audience experience, the interactivity of the physical form is slightly limited. Despite attempts at material changes and touchable designs, information communication still tends to be visually perceived, lacking hierarchical content development.

In subsequent improvements, I think the "operational participation" can be enhanced, such as adding folding pages, pull-out cards, and unexpected content in the page-turning mechanism, thereby breaking the linear reading method. In addition, the current content in the book focuses on abstract discussions, and it is recommended to add more lifelike AI scene cases to enhance intimacy and reality. In terms of cover and binding, you can try to add interactive elements (such as conductive ink, circuit components) to make the "AI" theme more futuristic and technological, and deepen the integration of the conceptual expression of the work and the physical experience.

Journey To School:

Through this project, I became more aware of how my emotions change during familiar journeys, and how these emotions are affected by space, time, and context. By using symbols to represent impressions, I think this can go beyond traditional maps to convey personal experiences. However, the end result could have been improved in a number of ways.

First, by incorporating more variation in textures and materials, such as the wool knitting that I referenced in the concept. Unfortunately, I abandoned this idea due to some unsurmountable problems during the implementation of the solution, and I hope to have the opportunity to try it again in the future. In addition, perhaps introducing a time element or an animated version could better convey the nature of emotions changing over time. Audience feedback also showed some difficulties in interpreting certain symbols, suggesting the need for legends or more intuitive icon design. In the future, I will consider combining static and interactive elements, possibly using augmented reality to create a richer, multi-layered experience.

The Lost Orrery:

This project combines scientific instruments with jigsaw puzzles to guide the audience to gradually understand the structure and function of small orrery as a repairman. As an immersive experience, I think it successfully breaks the sense of distance of traditional displays. But rethinking this work, this experience is more inclined to "structural" understanding, and the in-depth exploration of historical context and scientific significance is still insufficient. Players may focus on the jigsaw process, but ignore the astronomical development and philosophical significance behind it.

In order to enhance the narrative depth, perhaps a "level-based" plot advancement mechanism can be set up. Every time a part of the repair is completed, a small story about astronomy, time concept or instrument evolution is unlocked. In addition, the current interaction relies more on user autonomy. It is recommended to add voice prompts or visual guidance to lower the threshold of understanding. Furthermore, a "wrong attempt" feedback mechanism can also be added to make the repair process more challenging and enhance learning memory points and fun.

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

I hope my work will become more hands-on and storytelling, using a wider variety of materials and media to realize my ideas. Mistakes can also be important, like a misplaced puzzle piece that shows how discovery happens. By incorporating tactility, surprise, and everyday materials, I hope to transform complex or philosophical themes into personal, slow, and living experiences. In short, I seek to more closely integrate tactile, visual, and interactive elements to create immersive, layered experiences that engage users intellectually and emotionally.

Signature: Dongyu Wang