MA Communication Design – ARTD6116

Self Evaluation / Reflection Form

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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/gl1a24/

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 three projects explore technological publication design, psychogeographic and emotional mapping, and immersive museum interactive games. The medium and methodology play a key role in expressing the concepts: AR interaction through KVCube to enhance the sense of technology, 2.5D narrative combined with emotion tracking to visualize psychogeography, and interactive word games to reconstruct the experience of photographic history. Psychogeographic theories, gamified narrative methods, and research on the development of photographic technologies (e.g. Daguerreotype and Polaroid) all provide theoretical support and visual references for the creation of the work, and help me to better connect emotions and knowledge dissemination in cross-media expression.

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

However, there are also shortcomings in the project. Some of the interaction rhythms in the overall design are still single, and the user guidance mechanism is slightly weak; especially in the distribution of information in complex content, it needs to be more balanced, so as to avoid losing users in the middle of the process. In addition, the integration of technical realization and art details still needs to be strengthened, for example, the 2.5D scene is not rich enough in dynamic light and shadow and material performance. In the future, I hope to further optimize the interaction through more systematic user testing and emotional data analysis. And enhance the depth of integration between technology and art to realize a more natural, smooth and expressive interactive experience.

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

I hope to further strengthen the ability of modeling and dynamic visual representation in the future, especially in the construction of 2.5D and 3D scenes. For example, in psychogeographic projects, I can enhance the immersion of the scene by learning tools such as Blender or Cinema 4D, which can more finely restore the environment materials and changes in light and shadow, and in museum interactive games, I can control the narrative rhythm and visual style more flexibly by modeling the historical camera and scene autonomously. At the same time, I also hope to master more real-time rendering techniques to improve the visual quality of AR and interactive installations, so as to make my works more professional and attractive in terms of technical expression.

Signature: *Gao Li*