

TRACY MA talk with NEW YORK TIMES VISUAL EDITOR

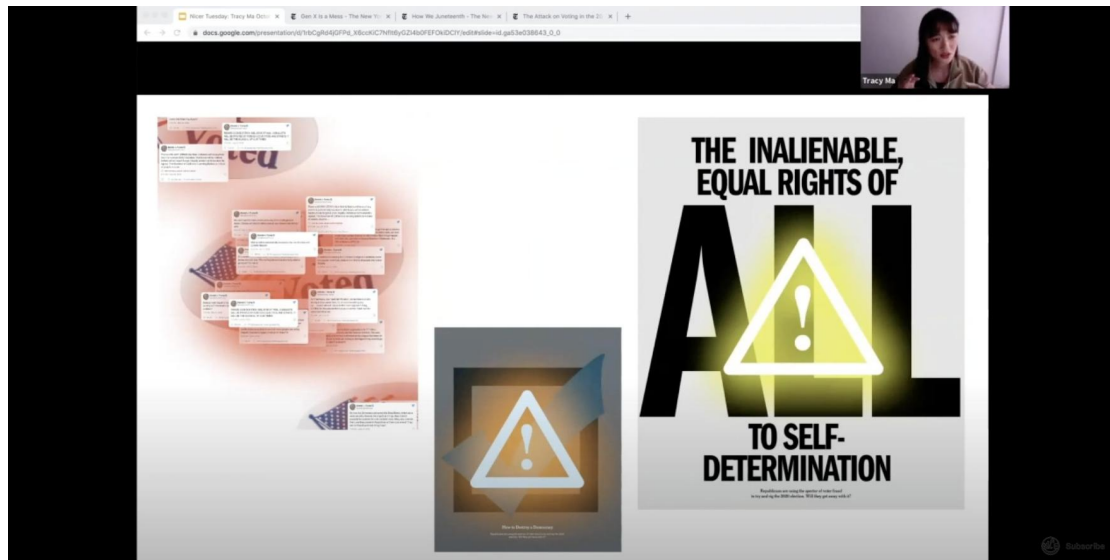
After watching Tracy Ma's speech, I gained the following three insights that are helpful for personal design practice:

Break with convention and be innovative:



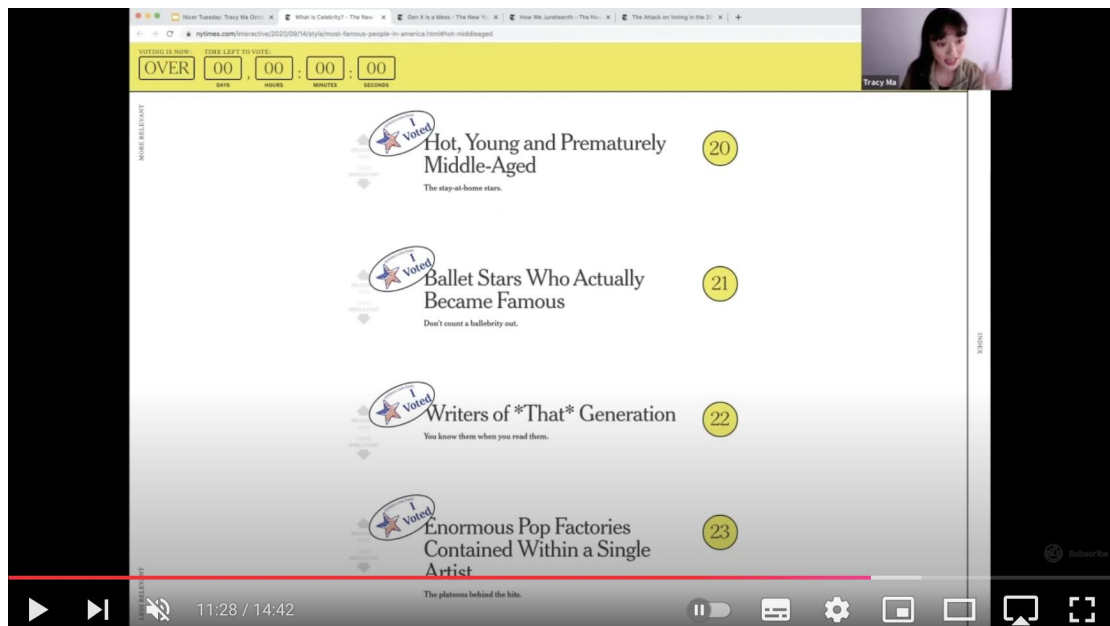
Tracy Ma's speech highlighted the importance of breaking with conventional thinking. She showed us some unconventional design techniques in her speech, such as interesting printing and visual experiments, which make the visual expression of the work more novel. This reminds us that in our personal design practice, we need to try new expressions that suit us, so as to create more unique and personal design works.

The essence of design is to serve the content:



In her speech, Tracy mentioned that design should be closely linked to the content being designed. For example, she discussed how to use appropriate design styles according to different news content. Using design to enhance the narrative of the text allows readers to more easily and clearly understand the meaning and depth expressed in the text. This reminds me that design is not just purely aesthetic and visual, but should be an extension and supplement to the content, helping to convey information that cannot be conveyed by text alone.

Continuous learning and curiosity:



Tracy's career has demonstrated her curiosity and desire to explore. She encourages

designers to remain curious about everything around them as a basis for generating inspiration and creating new works. This has inspired me. Curiosity and exploration are extremely important for a designer's work. Remaining curious about everything allows continuous learning and renewal of design inspiration as the design field continues to develop, which is an important way to maintain one's core competitiveness.

AVATAR ROBOT CAFÉ TOKYO. DIGITAL TRANSFORMATION

After watching this video, I gained the following two insights that are helpful for my personal design practice:

Human-centred design:



Design is supposed to serve people, such as the interactive robots for people with disabilities mentioned in the video. With these machines, people with disabilities are able to integrate into society and are no longer on the fringes of society; they are able to provide their own value to society. This has inspired me in my future design career, no matter what I design, I should not just design aesthetics on the surface, but I should be human-centred and consider the needs of people to create more valuable designs.

Interdisciplinary research:

The video is not only about the interaction of web pages, but also about the interdisciplinary knowledge of human-computer interaction, programming, and the production of robots to achieve the functions of the robot in the video. This inspired me to learn as much as I can about as many disciplines as possible, rather than just sticking to my own speciality. Understanding more disciplines is a huge help as a communication designer.

Overall, these two videos made me realise that design is not only about function and aesthetics, but also about social responsibility and humanity. In our future design career, as designers, we should be user-centred, focusing on the combination of technology and humanity, but also on the essence of design, breaking innovation and keeping curiosity to create more valuable design works.