

# Readings, research, reflections

## RRR Task 1(1)

Avatar Robot Cafe is a project that provides services through remote-controlled robots, creating employment opportunities and channels for social participation for people with disabilities who cannot go out due to physical disabilities.

Completed by ADK Creative One and Ory Laboratory, the project ran for three weeks in Tokyo, demonstrating the role of technology in promoting social inclusion and employment equity. The core highlight is the Orihime robot, a service robot remotely controlled by people with disabilities and even operated by an eye tracker. People with disabilities can interact with customers and provide services through robots without leaving their homes. Robots are not only service tools but also "avatars," providing users with a new form of social participation. This "exo-body experience" breaks through traditional barriers, provides them with new career possibilities, and allows customers to personally feel the warmth of technology empowerment by interacting with the operators behind the robots.

This project has achieved technological innovation and social impact. In just three weeks, it attracted a lot of public and media attention, with more than 500 media reports and a media exposure value of US\$7.6 million. More importantly, the project helped five people with disabilities find jobs after the project ended, proving the practical feasibility of this technology application.

"Avatar Robot Cafe" not only enhances society's understanding of the disabled but also sets a benchmark for applying technology in humanistic care. Especially during the pandemic, the importance of remote technology has been magnified again.

In summary, Avatar Robot Cafe combines technology and social change. It realizes humanized applications through innovative ways, proving the practical feasibility of this technology application.

# Readings, research, reflections

## RRR Task 1(2)

Tracy Ma, visual editor of The New York Times, shared how to achieve innovation and breakthroughs through visual design in news media. Her speech revolved around the relationship between news content and visual expression, emphasizing the importance of design in news dissemination, which enhances the reader experience and injects new vitality into traditional media.

Tracy Ma demonstrated how she used bold and avant-garde design styles to create a unique visual experience for readers through multiple cases of The New York Times. These works broke traditional newspapers' rigid and severe limitations and made news more vivid and easy to understand through the innovative application of typesetting, images, and art. She believes that design is an aesthetic pursuit and an important tool to help readers quickly understand complex news content.

Tracy explored in depth how traditional media has transformed in modern digitalization. In the face of the digital age of information explosion, she believes that combining the authority of news with the creativity of visuals allows traditional media to maintain their uniqueness and have a stronger connection with modern audiences. She proposed that newspaper design must maintain its recognition while integrating with digital platforms innovatively to make the content more attractive. Her design concept visually subverts the traditional newspaper model and shows how to help the media remain competitive in a changing communication environment through design.

In her presentation, Tracy Ma's design can strengthen the dissemination of news and reshape traditional media's role in modern society by bringing fascinating stories to life through experimental visual interactive design.