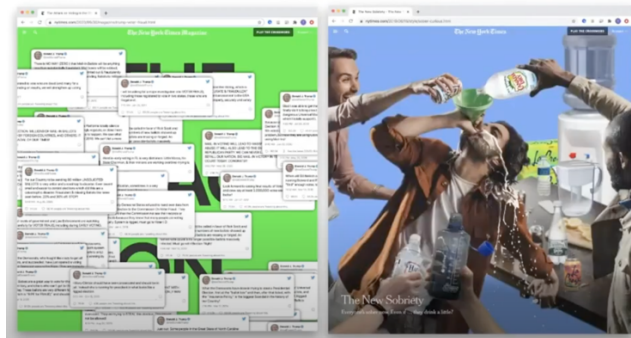


# readings, research, reflections

## TRACY MA talk with NEW YORK TIMES VISUAL EDITOR

**keyword : Narrative-Driven Design、 Interdisciplinary Collaboration**

In the first video, Tracy ma used several practical cases to share the narrative function of design. For example, Tracy ma mentioned an interactive website on her achievements of American leaders. The visual effect on the website is carried out by the interaction and dialogue of the public, which is very interesting. This is to build a bridge to the target time in an interesting form, a special narrative of the event, which can easily lead the reader to join in the event. The story connects the creative design with the audience. Narrative, as the core driving force of design, can not only convey meaning, but also inspire emotional resonance.



Another point that caught my attention was Tracy Ma's interdisciplinary creation. Tracy Ma mentioned in an online interview that before she published content on public network platforms, more of her work experience was in print production, and many of her later successful projects were created on network platforms, which we can also call digital publishing, which is extremely innovative. For

example, Katie Jieber found that mice like to build nests with car engines, using this inspiration to create an interactive mode of throwing mice out of cars on the website, which greatly enhances the interest of readers to understand this event, interdisciplinary collaboration to inject diversity and innovation into the creativity, breaking through the limitations of a single field.

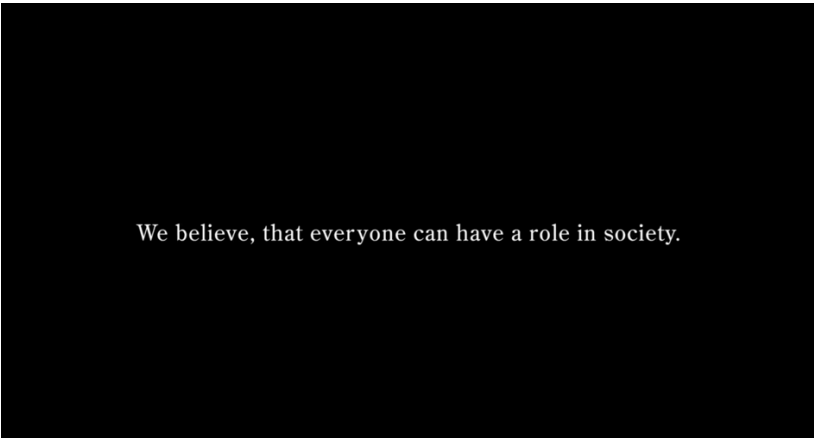


## AVATAR ROBOT CAFÉ TOKYO. DIGITAL TRANSFORMATION

**keyword : Human-Centered Technology、Social Responsibility、Sustainability**

The first thing that shocked me about this video is that this project can pay attention to disabled people and use modern technology to enable disabled people to control it. For example, the robot is controlled by an eyelid tracker, which fully takes care of people with inconvenient mobility to use this robot, and shows the application of human-centered technology. By remotely controlling the robot, people with physical disabilities can participate in the operation of the robot. Secondly, the film explains what is the social significance of design, and one of the most important is how to solve social problems through innovation. For example, Avatar Robot provides support for the vulnerable groups. Design is no longer empty, but more about solving practical problems, how to let disabled

people integrate into the society, rather than treating them as marginal groups. Finally, a key word that I will use as the core design concept in the future is "Sustainability", which of course represents the sustainability of design. The design concept of Avatar Robot Cafe project is closely related to sustainability, which not only focuses on technical realization, but also considers the long-term social impact. At the end of the video comes a sentence - We believe , that everyone can have a role in society. When I read this sentence, I also seem to see more possibilities in the future of this project. It may not be a leap in technology, but I think it is more about giving some special people the possibility to create the future, which is very beneficial to the society in the long run.



We believe, that everyone can have a role in society.

**keyword: Storytelling、 Interdisciplinary、 Human-Centered  
Technology、 Social Responsibility、 Sustainability**

Core philosophy: Design should be centered on narrative, promoting socially responsible and sustainable innovative practices through interdisciplinary collaboration and humanized technology.

Model Structure

