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Readings, research, reflections

● The Importance of Cohesion in Editorial Packages

Sometimes the description of "visual storytelling" is too vague and broad, and we need to turn it into a concrete and implementable methodology. For Ma, she discussed the concept of **Editorial Packages**.
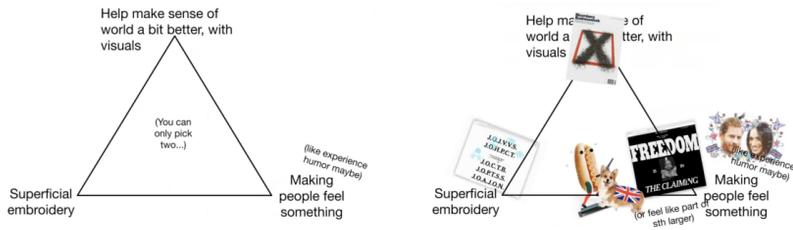
This includes how to create narratives that impact society and people through design, such as making people feel some emotions or experience humor. She distinguishes between simple visual decorations and designs that evoke emotions and convey clear messages and believes that combining **ideas**, **tone** and the **cohesion of arguments** is the way to truly do "visual storytelling".

This thing is different from dealing with a long paper. It is also about conveying information to readers. How to convey the correct information while cleverly allowing readers to resonate through vision can enhance the effectiveness of information communication. Therefore, one thing that designers must consider is the **overall narrative and emotional impact of the work**.

● Adaptability

Tracy Ma said that transitioning from print design to digital publishing design brought her challenges. Tracy Ma gave two examples, one of which was an illustration that she made in just 3 hours and was quickly approved by her boss, and another example that took a full 44.5 hours and changed many different design plans before being finalized. The processes of these two programs are in sharp contrast.

44.5 HOURS
3 HOURS

140 options

1 option
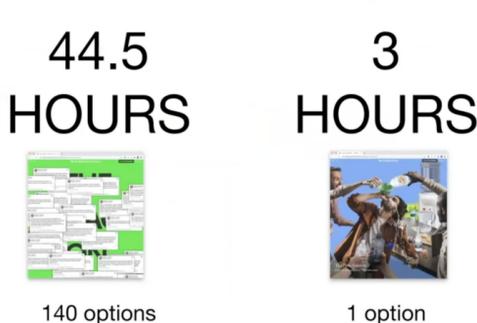
Here Ma said that both designs that reach the end quickly and designs that take a long time are good, and the way and form of design will be **freer in digital design and publishing**. This adaptability is crucial in the fast-paced world of digital media, because **design requirements may change rapidly**.

### ● Visual and interactive storytelling

Tracy Ma emphasized the importance of bringing complex stories to life through **visual intelligence** and **experimental interactions**. How to make visual expressions stronger than textual expressions? Adding interactivity is a good solution, which can enhance the impression of the article in the audience's mind by increasing the experience. This is also inseparable from the perfect preliminary research. Designers need to accurately grasp the visual elements in the research to create interaction for the audience.

● Digital and technology are for people

The combination of design and technology can serve humanity to a great extent. As shown in this example, the Avatar robot coffee shop is an example, it **uses technology to help people with disabilities break through the limitations of life and work**.
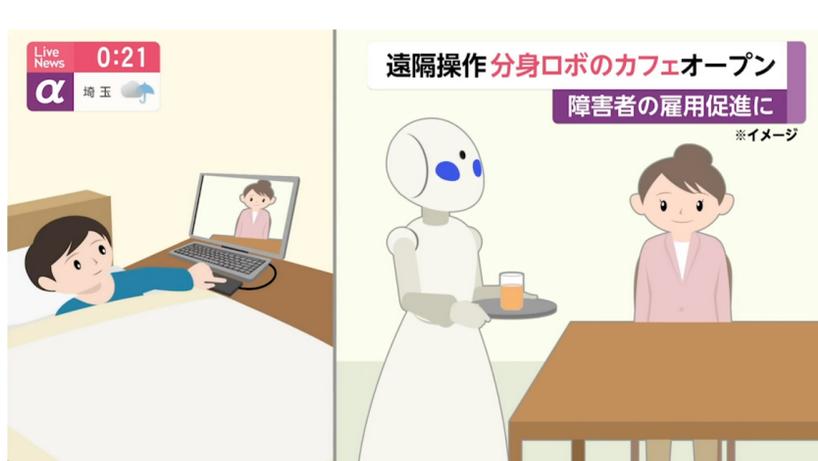
For people with disabilities, the robot coffee shop not only provides a platform for participating in society and realizing personal values but also creates equal job opportunities for them. By optimizing the work process, technology can help them carry out daily work more conveniently, which not only improves work efficiency but **also allows them to feel a sense of accomplishment and social identity without being restricted by physical obstacles**. For other guests, the collaboration between robots and human employees not only does not weaken the quality of service, but also enhances social inclusiveness and care, and **conveys respect and support for people with disabilities**.

This is a mutually beneficial and win-win project through reasonable design and the combination of technology. The value of technology lies in its role as an auxiliary force for design, helping humans break through physical or psychological limitations and stimulate everyone's potential. Technology should assist design, **help humans enter society, and stimulate human potential rather than replace humans**.

For this feeling of helplessness,
just offering a helping hand is not enough.

● Focus on the feelings that technology brings to people

The advancement of technology is not only to help people achieve specific goals but should also focus on the **emotional experience** and **psychological satisfaction** of humans in the process of using these technologies.

When people use technology, in addition to pursuing efficiency and convenience, they also desire to feel **comfort, pleasure**, and even **emotional resonance** through the help of technology. Therefore, the current development direction of technology should pay more attention to humanized design and **pay attention to the diversity of individual emotions and psychology**, to provide more comprehensive satisfaction for human happiness and emotional needs.

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