

The first short film —

IRACY MA talk with NEW YORK TIMES VISUAL EDITOR

Tracy Ma's presentation provided valuable insights into dynamic, fast-paced visual narratives in digital media. Two key takeaways I took away from this video are as follows:



Images 1: Tracy Ma's work—dynamic, fast-paced visual in digital media

1. The Power of Visual Empathy

Tracy emphasised that effective design requires an understanding of the emotional and informational needs of the audience and how people emotionally engage with the content. For example, in the case of covid-19, the visual design of the fabric mask tutorial allowed the reader to feel empowered in moments of uncertainty.

This made me realise that good design is not just about being functional or aesthetically pleasing, it should also facilitate an emotional connection with the audience so that they feel understood and supported, thus enhancing the overall user experience. Therefore, design is not only a communication tool, but also a bridge to build trust and emotional resonance with the audience. Before I start designing in the future, I will fully understand the needs of the audience to ensure that the design can bring a good user experience.

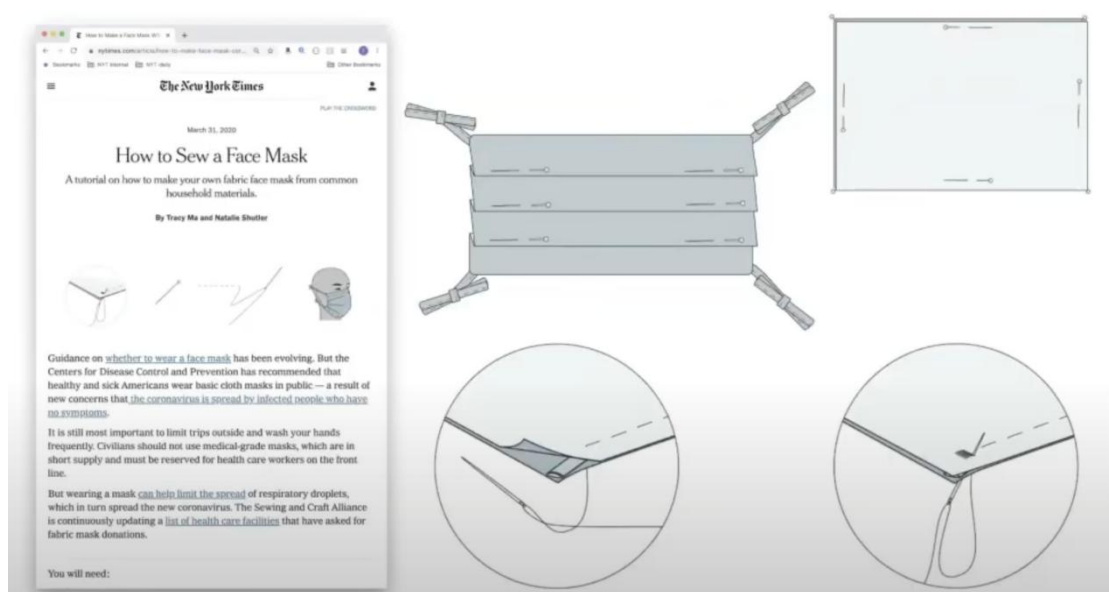


Image 2: How to sew a a fabric mask: Making users feel empowered during covid-19

2. Balancing Speed and Quality in Digital Design

The shift from print to digital design has highlighted the challenges of producing high-quality content quickly, and Tracy discussed how short, visually striking pieces—such as article headers—can

be just as impactful as longer, more in-depth projects. This underscores the importance of flexibility in digital design. Designers must be able to create engaging content under tight deadlines without sacrificing creativity or quality. This highlights the need to strike a balance between eye-catching visuals and more thoughtful, long-form designs in digital communication. It taught me that good design requires empathy and flexibility. Whether it's a large, complex project or a small, high-visibility piece, it's important to consider the emotional needs of the audience while also dealing with the constraints of time and resources. Striking a balance between speed and quality is essential to producing content that is not only visually appealing, but also meaningful and effective.

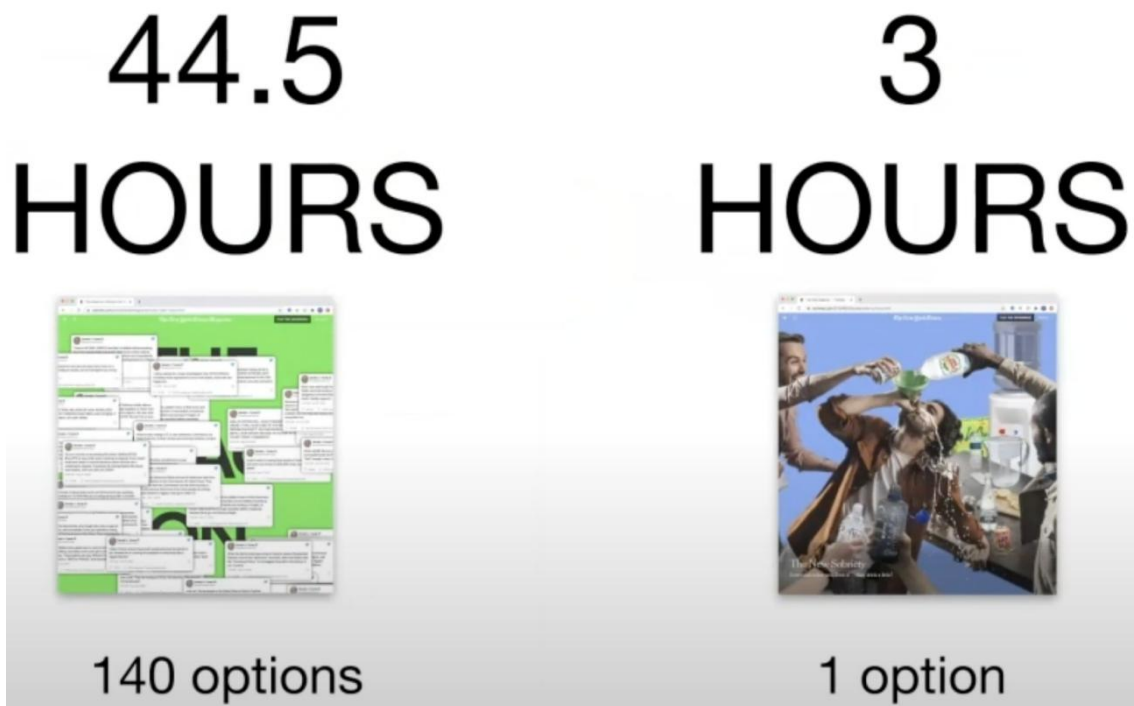


Image 3: Comparing project depth

The second short film —

Avatar Robot Cafe

Avatar Robot Cafe highlights how innovative design can enhance accessibility and create employment opportunities for marginalised groups in the labour market by allowing people with disabilities to remotely control robots to work in the cafe. It demonstrates the perfect intersection of technology and human-centred design. Here are my three reflections on the project:





Images 4: Some scenes of handicapped persons remotely controlling robots at work

1. Inclusive design:

Inclusive design creates more equitable opportunities by taking into account the needs of different groups, such as older persons or persons with disabilities. It reminds me to think about the scalability and adaptability of design - how a product or service can serve a wider, more diverse group of users with different needs, ultimately promoting social equity.



Many handicapped persons are being left out from society.

Images 5: Many handicapped persons have feelings of helplessness and inferiority

(They feel they cannot fit in and their needs should be attended to.)

2. Empathy-driven design

This project emphasises the importance of prioritising human needs and experiences in design. By focusing on the needs of people with disabilities, it demonstrated how technology can not only enhance functionality, but also the dignity and autonomy of the user. This inspired me to incorporate empathy throughout the design to ensure that the practical and emotional needs of the user are fully considered.

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



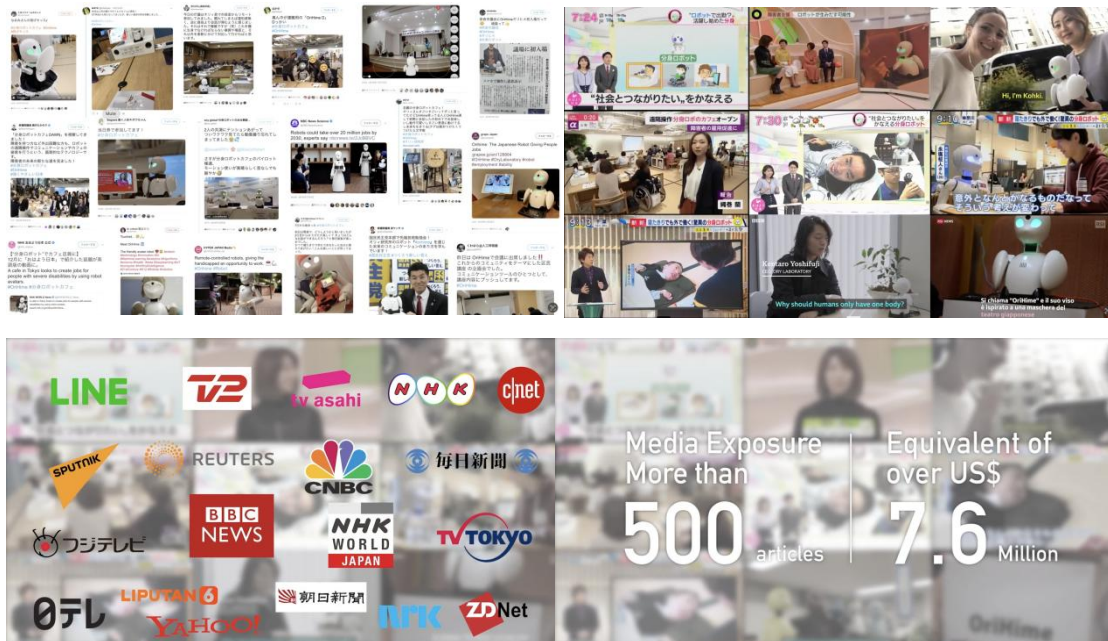


Images 6: Descriptions of disabled people after experiencing the programme.
 (The design project has really helped them, giving them dignity and
 rekindling their hope in life.)

3. The Social Impact and Responsibility of Design:

The project is not only technologically innovative, but also shows how a design can change public perceptions of the disabled community and create real employment opportunities for them through media exposure and tangible results. It inspired me to

think about how design can also be socially responsible and promote social inclusion and justice.



*Images 7: Extensive publicity by a large number of Japanese media
(Through their power, the public perception and the unfavourable situation
of the disabled community are changed.)*