

01

INFORMING YOUR PRACTICE

Watch the two short films listed below. Reflect and comment on what you have seen. Identify five main takeaways (at least two from each film) that will inform your personal design practice.

Write this up, limiting the length to 250 words for each of the films. Be visual - use appropriate images to illustrate your response to the task.

Changes In Visual Presentation

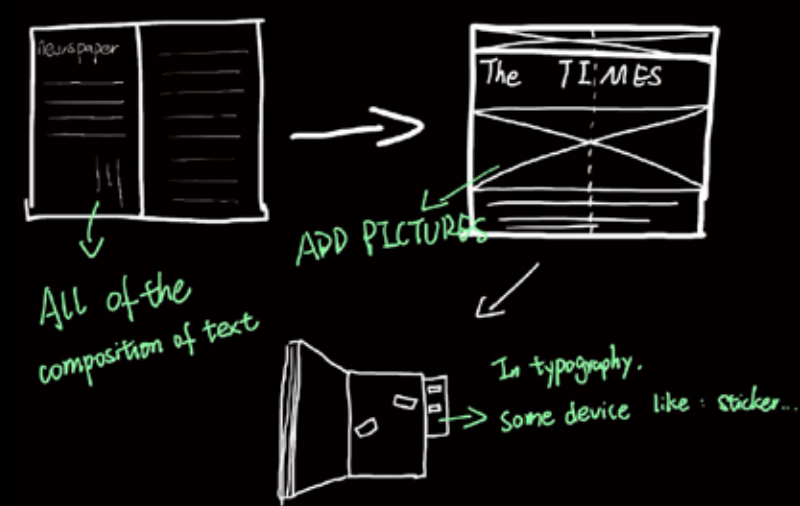
Early newspaper



After improvement



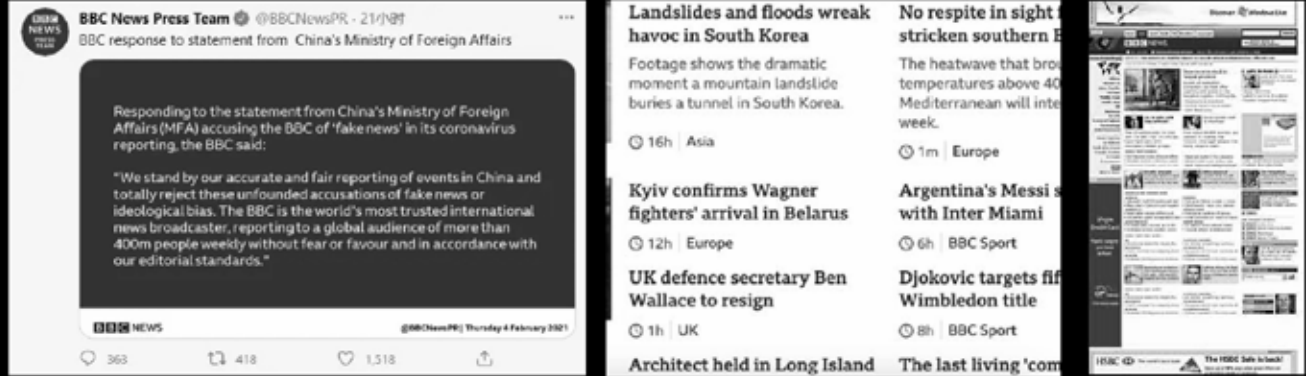
Process of improvement



Through the continuous transformation of visual forms, there are more and more ways of flat output, but it is also based on traditional printing, so traditional printing can not be ignored

Changes In Purpose

Initial stage



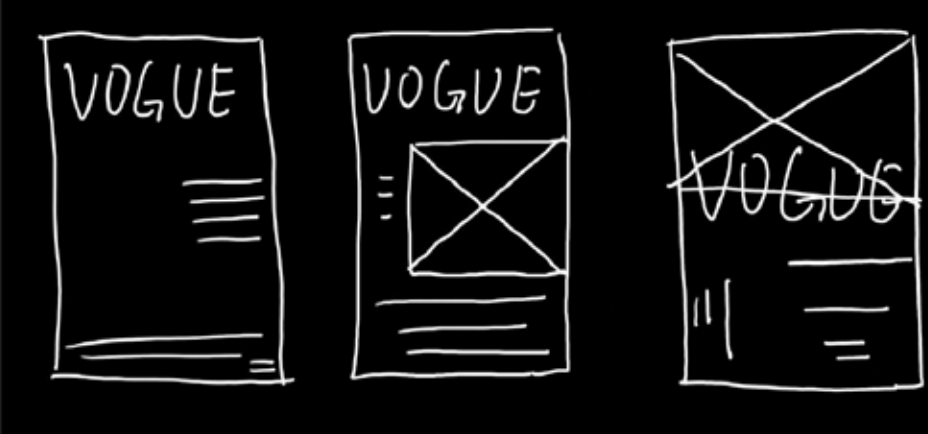
Previous research mainly investigated various text versions of news narration or interview survey, most of which focused on text narration

After improvement



Start to focus on capturing the movement and expression of the character, and make some additions to make a memorable visual effect

Contemporary popular picture poster typesetting



This video mainly summarizes two points, the first is the change of visual presentation mode, and the other is that the communication for the public is more and more inclined to spread the voice of the public and make the audience resonate. First of all, from the changes in visual presentation, from ordinary printing, such as posters in different typesetting forms, and the stick figure tutorial mentioned in various magazines or videos to show the audience to make masks by themselves, in order to achieve the purpose of helping people to help their health. Although with the progress of science and technology, there are some very mature personnel in many software aspects, it does not mean that the traditional visual presentation techniques like printing can be weakened or ignored because it is necessary to consider the way of receiving information from different audience groups. In addition, from the perspective of the second part, the richness of visual forms makes the content no longer convey the author's ideas to the outside but better combine the ideas, tone, emotion, and so on to form a complete story chain, and make the audience resonate through the storytelling. And another approach mentioned in the video is through new research methods similar to shifting from the study of news events or text to the study of action or expression in photos, and then improving and designing on the basis of these pictures because pictures are somewhat more attractive and easier to recognize and remember than words.

The innovation of the Avatar Robot Cafe is that through the use of robots, disabled people can also remotely control robots, get job opportunities, and let them slowly find the meaning of life and value to the society. This concept is worthy of affirmation, and such a project will help improve the brand image of the enterprise, which is also the beauty of the design. From a design point of view, the design of a cafe should highlight its social significance, for example, by displaying stories about disabled people controlling robots to enhance customers' social awareness. However, the dependence of the entire coffee shop on technology will be very high, and the failure of some places will affect the quality of service and efficiency. In today's era of rapid technological development, technology-related occupations face a higher risk of instability and layoffs, which can be a problem for people with disabilities seeking long-term, stable work. In addition, robots react the same when facing different groups of people, so they cannot better analyze human emotions and react differently, lacking sufficient flexibility and judgment. If you combine this with art, robots can learn and adapt, but they lack a human-like artistic growth process. Despite their potential in artistic creation, robots have limitations in creative thinking, personalized expression, technical complexity, human interaction, and moral responsibility. So we can't completely let robots replace humans in some aspects.

Advantages

Enhance the brand image



To a certain extent, increase the number of such stores and increase sales and customer volume

Improve store social responsibility



Cafes should be designed to highlight their social significance, for example by showing stories of robots operated by disabled people to enhance customers' social awareness

Disadvantages

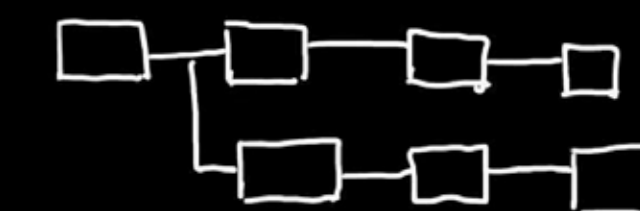
Working instability



Due to the rapid development of science and technology, technology needs to be updated quickly. People with disabilities may not be able to catch up with ordinary people in learning speed, so the job for them may not be stable

Lack of human thinking

Robot Mind Map



Human Mind Map

