



01 Visual, thematic, contextual, Interactive



02 Athermal AI Contributed to Design Bonfire



3R

eadings, research, reflections

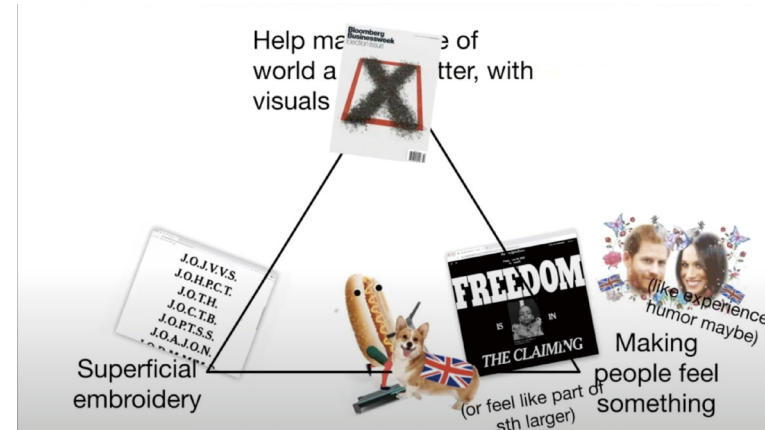
Design and New Media ARTD61 15  
Yijie Chen 336027618  
Task 1

<http://www.youtube.com/watch?v=HuwrGxCgZVc>

<http://www.dandad.org/awards/professional/2020/233151/avatar-robot-cafe>



# Context reorganization

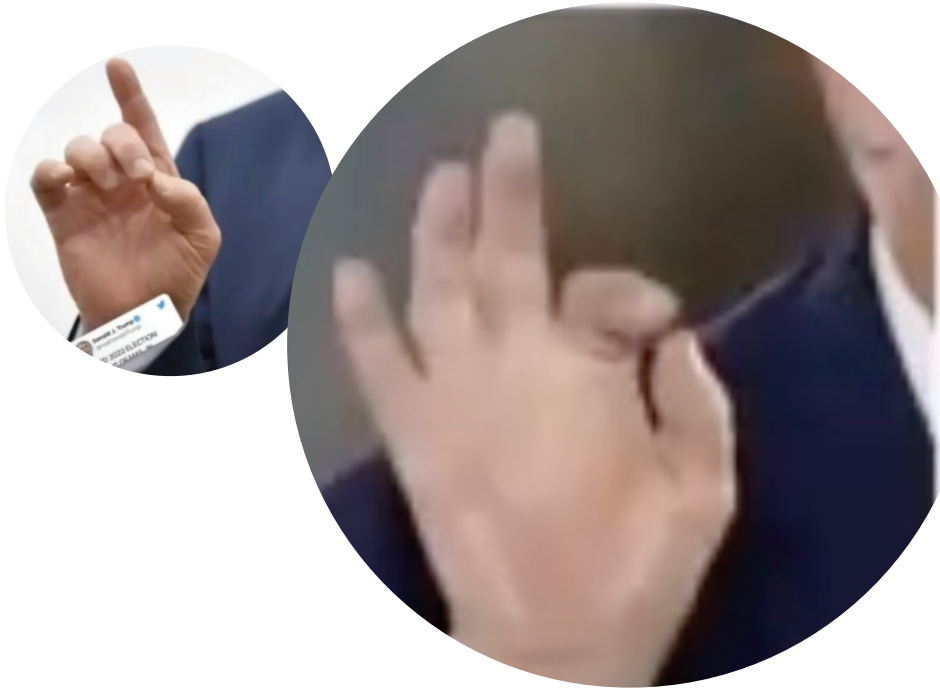


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The topic of the story can focus on a hot topic in society, maybe the rich class or political facts, but these seemingly unrelated things have similarities, that is, different types of people will be involved to create interactions. The narrative nature of the story is to bring ideas, contexts, and arguments together in a cohesive way, rather than singularly focusing on the artistic expression, to make clear to the audience the stories and emotions that are either immutable or the metaphors behind them.



# Experimental & interactive visual effects



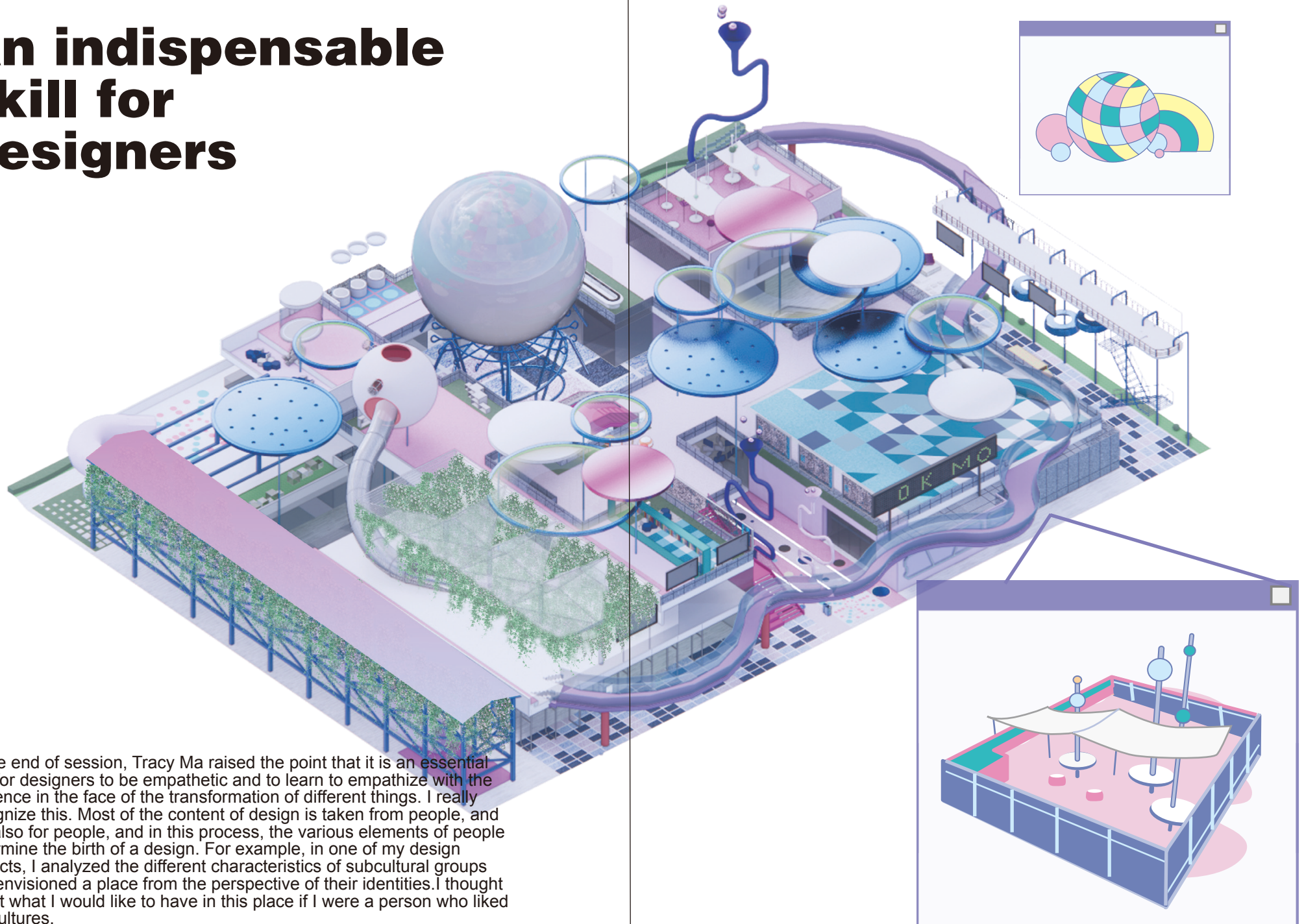
Visual effects can be achieved through symbols or words, which can be free, large or small. In the video, Tracy Ma makes an experimental attempt to express voter fraud by using screenshots of Trump's tweets, zooming in and out of whitespace and text size. He and his team experimented with visualizations using the interactivity of a web page when scrolling. As people scrolling down to read the article, an animation departs and Trump's tweets keep appearing like trying to attack the viewer.

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# An indispensable skill for designers



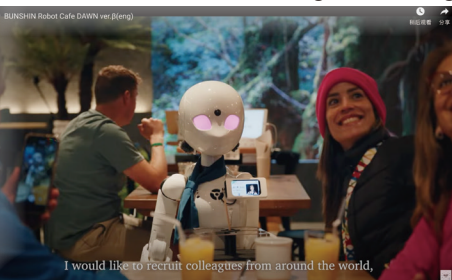
At the end of session, Tracy Ma raised the point that it is an essential skill for designers to be empathetic and to learn to empathize with the audience in the face of the transformation of different things. I really recognize this. Most of the content of design is taken from people, and it is also for people, and in this process, the various elements of people determine the birth of a design. For example, in one of my design projects, I analyzed the different characteristics of subcultural groups and envisioned a place from the perspective of their identities. I thought about what I would like to have in this place if I were a person who liked subcultures.

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# AVATAR ROBOT is consistent with the concept of interactive design

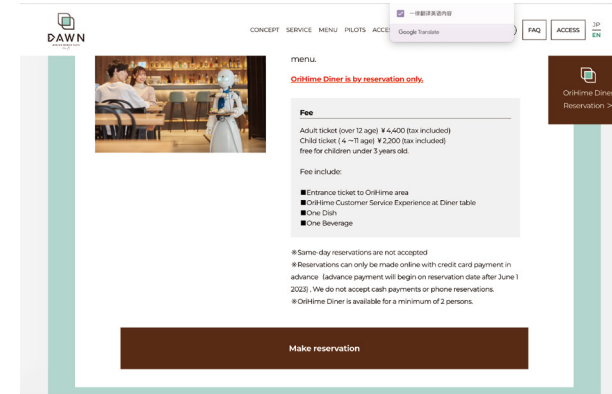
Through the cooperation between robots and disabled people to complete the service process, it provides customers with a unique experience, and also increases the recognition of the ability of disabled people in society. The design of AVATAR ROBOT is consistent with the concept of interactive experience. Through the cooperation between robots and disabled people to complete the service process, it provides customers with a unique experience, and also increases the recognition of the ability of disabled people in society. Such a design gives the temperature between people, a platform and working environment for people with disabilities to be treated relatively by normal people, and enhances the communication between people with disabilities and ordinary people, so as to enhance the sense of social identity, and at the same time gives intelligent technology design a space for dissemination.



## Adaptability of service design

This service design model is replicable and can be extended to more scenarios through modular design. However, the workflow design needs to focus on versatility and adaptability, and the system needs to be easy to maintain and update. For instance, the disabled people with different mobility such as limbs rigid or his invisible vision, so the implementability of the service design should be considered for different circumstances of the group. Helping the disabled operate the robots is the most important task.

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## Brand Empowerment & Business Value

In addition, the AVATAR ROBOT design for the disabled can also be branded as an independent one. Personally, this is a point that can be considered in depth, such as online booking of the robot cafe to buy tickets for users to experience and realize their commercial value, or consider some other forms of cultural and creative product production like telling some stories behind the disabled through a comic book so that it will be more vivid and interesting.

