



9 Choose different forms and colors



7 Adjusting the details of the layout



8 Understand what you're trying to say



6 Production of web pages for wider dissemination



4 Try different ways to express yourself



5 Try different ways to express yourself



3 Try different ways to express yourself



2 Try different ways to express yourself



1 Understand what you're trying to say

Nicer Tuesdays: Tracy Ma

Tracy Ma shared her design process.

The first step is to research and understand what story you want to tell, and then keep trying according to your own ideas, this process may take a long time, and keep adjusting the picture to make sure that the design is interesting and at the same time to ensure that the message is conveyed clearly.

During the process, it is important to understand what ideas you want to convey.

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Tracy Ma
Nicer Tuesdays

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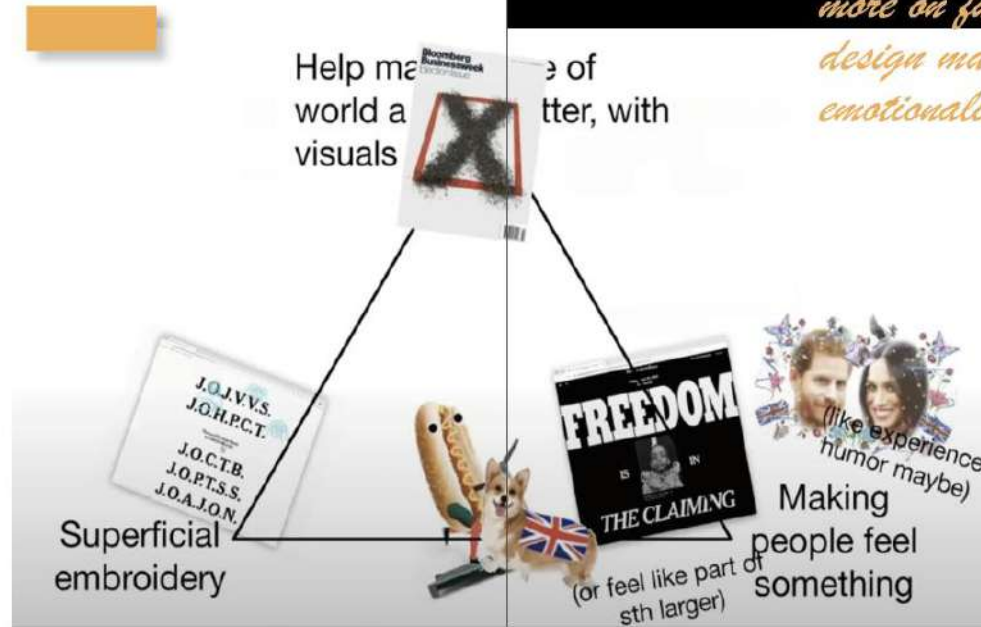
Tracy Ma
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Triangle Theory

Nicer Tuesdays: Tracy Ma

Help make sense of world a bit better, with visuals: This is the functional section on visual communication that focuses on making complex information easier to understand through design. This needs to be highlighted when designing infographics, data visualizations or simplifying complex topics, for example. I think a very important aspect of communication design is conveying information and making it easy to understand through graphic design

Making people feel something: This is about the emotional part of the design, conveying emotions through the design and making people empathize with the work.

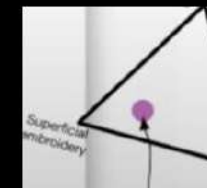


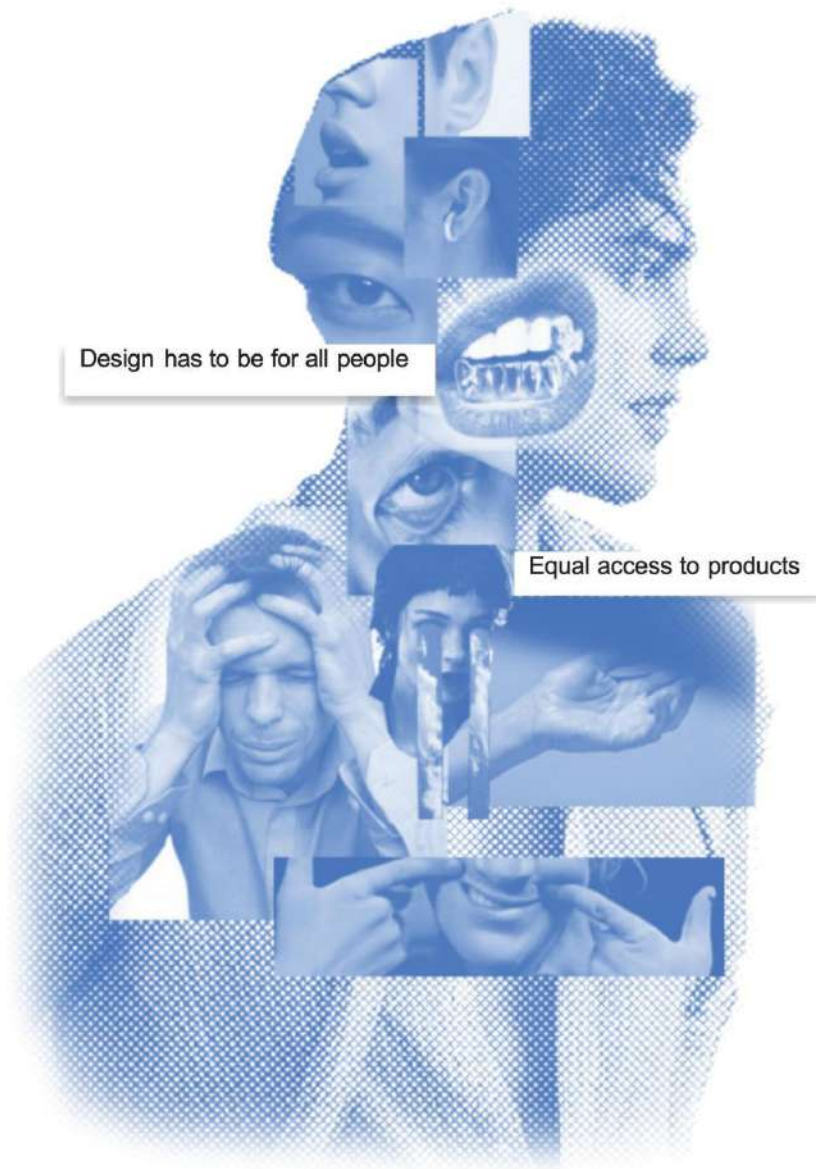
For example, combining the work with a sense of humor, exaggeration or irony to touch the viewer's emotions. Or empathize and resonate with people through the design.

The last aspect is about the fun and creative part of design, where designers are encouraged to break the mold and explore unusual visual languages. Capture the viewer's attention through innovative or humorous methods.

For example, news design may focus more on functionality, while advertising design may emphasize more on emotionality and fun.

"You can only pick two..." expresses a trade-off in design, where designers often struggle to achieve all of their goals at the same time. Often, they can only prioritize two. If functionality and emotion are emphasized, some fun may be sacrificed. This reflects the need for designers to make appropriate choices and compromises based on the actual situation.



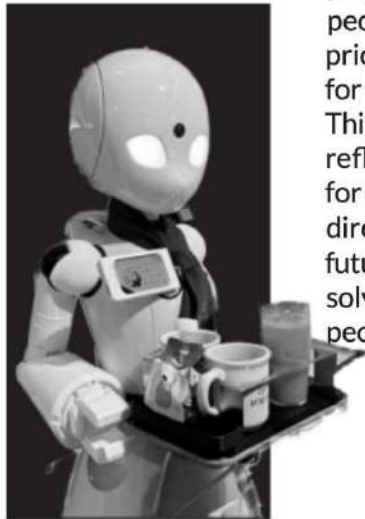


For this feeling of helplessness,
just offering a helping hand is not enough.

Design has to be for people, and there is a line in the movie that says that for people with disabilities, providing help is not enough. I believe that design has to be for all people, including design for people with disabilities. At the heart of accessible design is ensuring that all people, regardless of their physical condition, have equal access to products and services. For example, wheelchair users need ramps and elevators, while the visually impaired need voice assistance or braille labels. Now that the role of design has expanded from the purely aesthetic to the functional and social, the Avatar Robot Cafe is not only a demonstration of technology, but also a successful example of solving a social problem through design. The project enables people with physical disabilities to participate in work and interact with society through a remote-controlled robot. This design not only helps people with disabilities to be employed, but also helps them to build self-confidence and social connections.

Avatar Robot Cafe

The core audience of Avatar Robot Cafe is people with physical disabilities. The project aims to serve the needs of people with disabilities, and its design prioritizes convenience and operability for users with limited physical function. This kind of barrier-free design not only reflects society's tolerance and support for special people, but also provides a direction for similar designs in the future. Designers play a role not only in solving problems, but also in connecting people to the world.



People with different levels of disability control the robot in different ways

The operator can participate without the need for on-site operation

The operating interface is simple and intuitive

The robot is able to interact with customers in realtime