

Publishing Forms:

"The Birth of Artificial Intelligence"

The publication of "The Birth of Artificial Intelligence" mainly explores "the birth and development of AI, innovation and breakthroughs, and future development" five core contents. The visual language is mainly blue and combined with creative layout, which meets the visual preferences of the young group aged 18 to 30 for a sense of technology and artistry. The publication adopts a folded design and uses AR interactive experience. Readers can scan the code to view the 3D digital model, which extends from paper reading to multi-sensory experience. Therefore, this project integrates print media and electronic forms, which breaks the boundaries of traditional book. Moreover, through the combination of visual narrative and multimedia technology, it successfully meets the diverse reading habits and interaction needs of users in the digital age.



Design plan

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graph TD; A[Design plan] --> B((01)); A --> C((02)); B --> D[Sketchbook 1<br/>Design research]; C --> E[Sketchbook 2<br/>Design process];
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01

Sketchbook 1

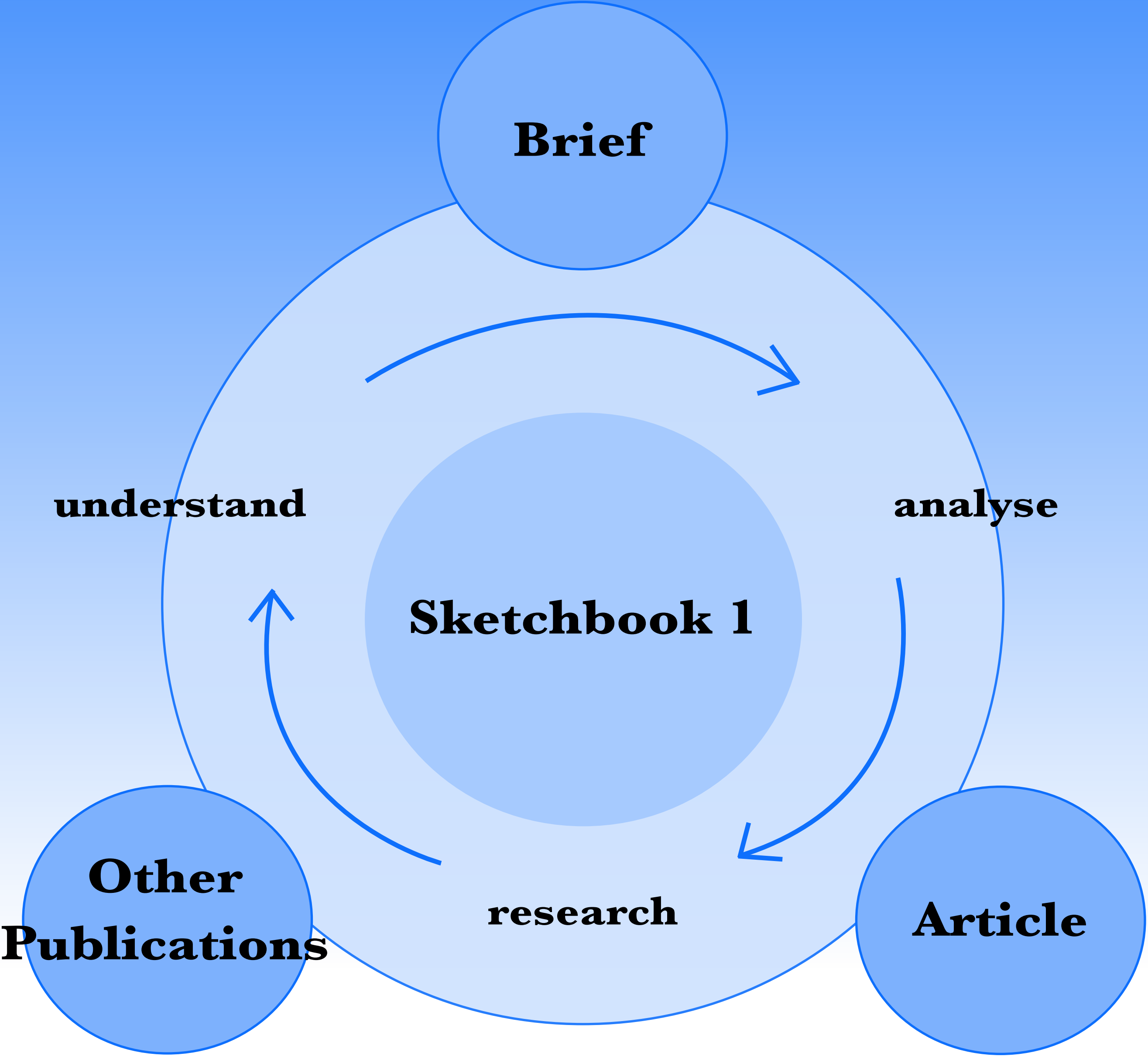
Design research

02

Sketchbook 2

Design process

Sketchbook 1



Publishing Brief

This project rethinks the concept of the book, explores different forms of publishing, considers multi-sensory experiences, and creates untraditionall publications.

Understand

key words
adjective words
article's meanings
narrative structure
topic information
tone of voice

Development

target audience
layout sketches
image and sound
Interactive ways

Outcome

2 sketchbookes
1 publication

motion design or sound; think shape, size and volume. What publication, an e-pub, a web- completely book-like in form b

The deliverables
(1) Your finished Publishing F
Created by you or online repo
Internet Archive; Flickr or Wik
releasing archival content onl
(2) Minimum of 2 x Sketchboo
(3) Evidence of experimentati

Resources
Internet Resources <https://que>
<https://oa.letterformarchive.org>
<https://print.arenanet.net>
<http://p-dpa.net>
– Post-Digital Print, The Muta
– From Print to Ebooks, A Hy
– Collect the WWWorld, The
– Public Domain Imagery <http>

Project mode
This is an individual project, b
critique and test your project t

Considerations
You must decide how you will
considering the beginning and
'journey' through your book.

Making
This will be assessed on your
presenting the design visuals

This project focuses on the
A1 the lab project topic an
A2 theoretical underpinnin
B1 independently select a
research methods;
B2 analyse complex range

C1 communicate the process and outcomes of design activities in a ra
including an exhibition;
C2 collaborate effectively on a group project and manage your time pr
D1 demonstrate exploratory, experimental and critical approaches to d
outcomes;
D2 define a design approach and research focus;
D3 write reflectively and critically debate module's key themes at an ad

The full learning outcomes, aims of the module and the Assessment

books, and photo books, all need to communicate and impart information. Analogue books are interactive — think about turning the page, flipping through forwards and backwards, using an index. What can new digital tools offer us within this communication? You can take these ideas further by de-constructing the book and reconstructing it in your way.

This project actively encourages alternative ways of approaching the book form to explore experimental design methods and bring your original static content to life.

Task/s
Part 1 UNDERSTAND WEEK 01
Explore your given texts fully and think about the following:
- the meaning of the text
- tone of voice
- key words and adjective words
- the narrative structure

Part 2 PLAY WEEKS 02-03
From work undertaken in the Under
to design this into a new publication
fun; it's really about your creative ide
- decide who your audience will be
- consider how your given narrative
our layout and visual design choic
- consider imagery and sound
- consider the most appropriate cha
your content.

Part 3 AMPLIFY WEEKS 04-05
Create the final publication.
You will be assessed on the appro
how this has been elevated beyond
and your overall craft skills in presen

Project Aims
This project aims to engage in exper
research to further your understand
publications as objects of communic
how the alternative book format can
interactive object of information and
ideas can be curated and presented
concepts and content can work toge

We expect you to push the limits of
common preconceptions of the print
object that the reader can pick up, e
short, we are looking for a new type
works in terms of effect and storytell
of ideas that must be aligned with th

Think carefully about what a book de
make it do more by adopting the for
leaves, fold-out pages, supplements
think about incorporating hyper-links

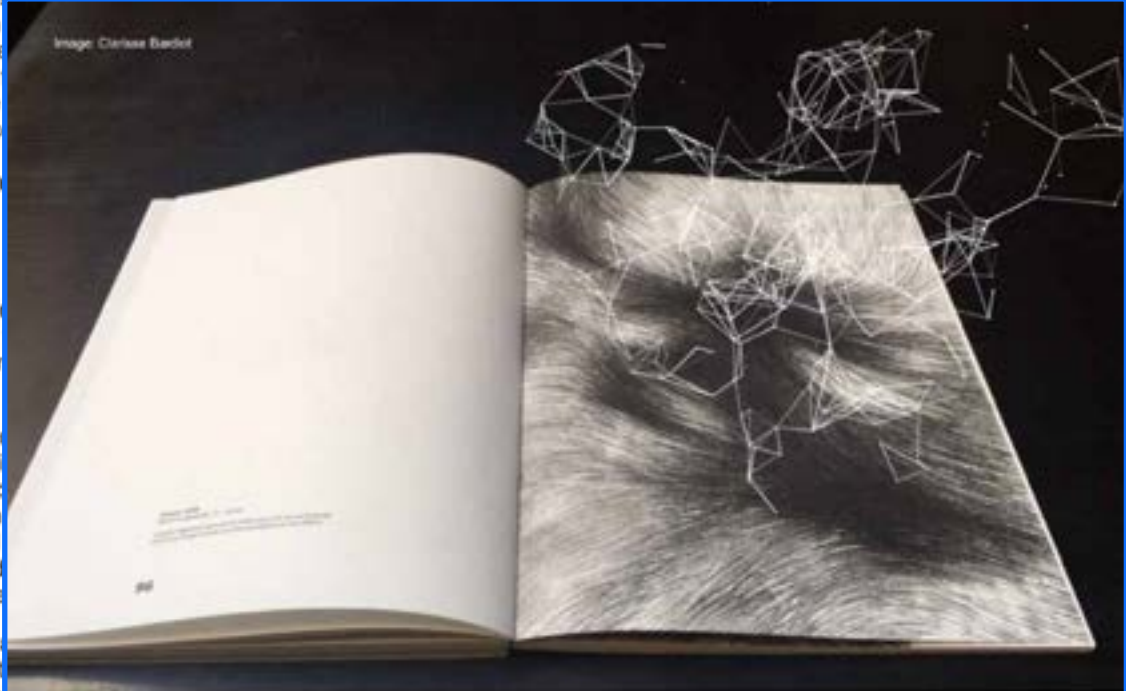
Project Staff
Darryl Aldred
Jennifer McHugh
Tracey Bush
Chris O'Connor

2/3

Academic Integrity:
It is important that the work you submit
for assessment is your own and does not
include material that has been submitted
for previous modules. Any third party
elements must be clearly cited. For
detailed guidance about plagiarism and
the broader Academic Integrity policy of
the University of Southampton please
refer to the document: Academic Integrity
Guidance for Students.

It is the duty of all students to work in
a safe & healthy manner and to have a
duty of care unto yourself and others.
Please ensure that you are aware of the
relevant Health & Safety requirements
for all activities that you undertake during

Image: Context Barfoot



Project 01
Publishing Forms

*"Once the book becomes electronic or hybrid,
the permanence, immutability and stability typical
of physical books is likely to mutate into dynamic,
modular, and participative forms."*

— Digital Publishing Toolkit Collective, From Print to Ebooks:
A Hybrid Publishing Toolkit for the Arts, 2014

The brief
How might we re-imagine content beyond a static page?

Using the given text, create a published object that amplifies the content in new and exciting
ways. This project explores different approaches to organizing, designing, and distributing
information in a published form, online and offline.

Overview
Today, "making [information] public" is not a fixed activity but something that can be hybrid
and connected, offline and online. We share content through interactive channels that
can communicate beyond the page. But is this activity lost within the noise of modern
communication? What are the actual benefits of the digitization of content? Do some forms of
content still work better on paper? Are we genuinely utilizing the full potential of digital formats?

We would like you to reflect on the book as an interactive object and an object of communication;
books — novels, dictionaries, catalogues, instruction books, recipe books, travel guides, picture

The Birth of Artificial Intelligence

Author: Arthur I Miller
an essay from The Artist in the Machine

In this project, I will present the publication from an aesthetic and visual perspective, so I need to deeply understand the content of the article to improve a clear idea for my book design.

First, I summarize the theme and deep meaning of the article, and divide the content into five parts to sort out the structure. Then, I extract keywords and adjectives to find the tone and theme mood. Finally, I summarize the key issues and explore their interconnections.

Author: Arthur I Miller
an essay from *The Artist in the Machine*

The Birth of Artificial Intelligence

Humans, when engaged in problem solving in the kinds of tasks we have considered, are representable as information processing systems.
—Allen Newell and Herbert A. Simon⁸⁰

Newell and Simon's view—that the brain is an information processing system and can therefore be reproduced in machine form and can also be studied—seemed outrageously radical in 1972. They were among the pioneers who laid the groundwork for the first developments in artificial intelligence (AI). Your computer is a box connected to your printer, screen, keyboard, and mouse; you opened it, you would find devices (hardware) for storing information—data—retrieving it to use in problem-solving programs (algorithms), along with CPUs for calculations. This is the computer's functional architecture for processing information.

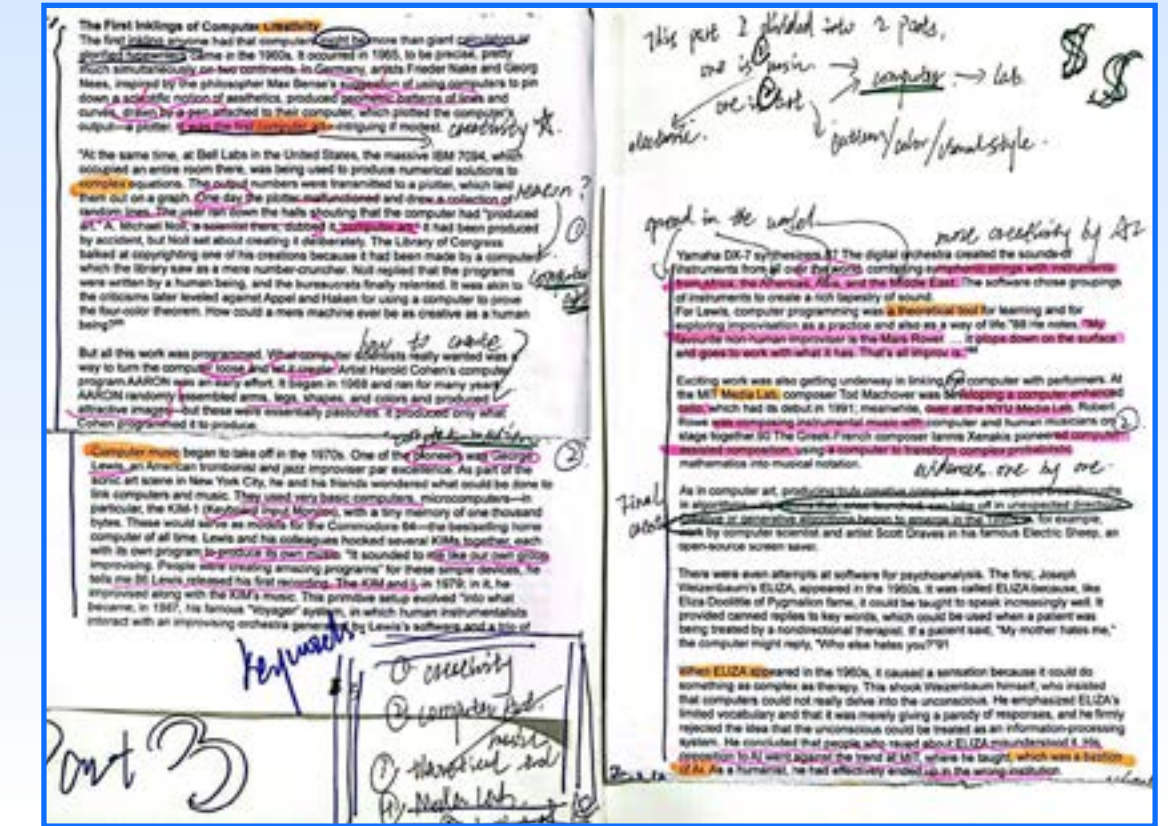
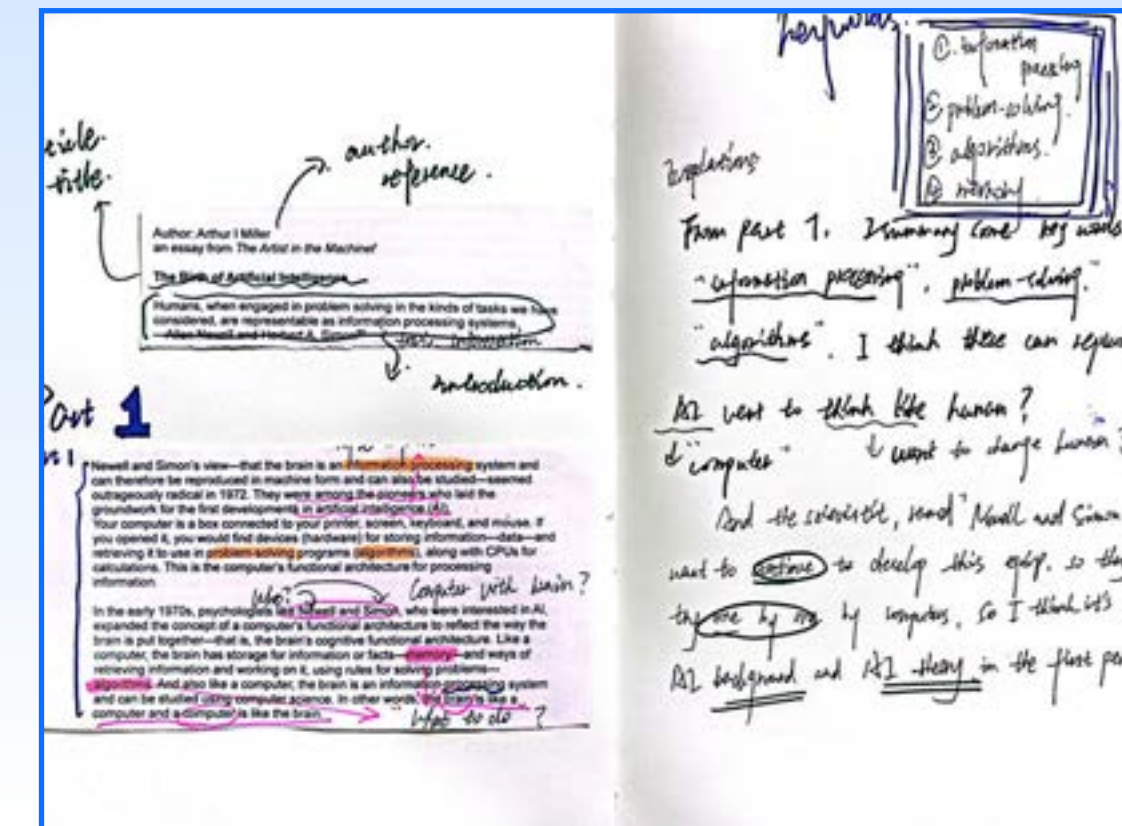
In the early 1970s, psychologists like Newell and Simon, who were interested in expanding the concept of a computer's functional architecture to reflect the way the brain is put together—that is, the brain's cognitive functional architecture. Like a computer, the brain has storage for information or facts—memory—and ways of retrieving information and working on it, using rules for solving problems—algorithms. And also like a computer, the brain is an information-processing system and can be studied using computer science. In other words, the brain is like a computer and a computer is like the brain.

It all began more than a decade earlier, back in the 1950s, when psychology and cognitive science field began to apply scientific methods to psychology. Simon were among the chief contributors. Their method was to ask people to solve problems and explain their procedures step-by-step, the aim being to develop a general theory of problem solving.

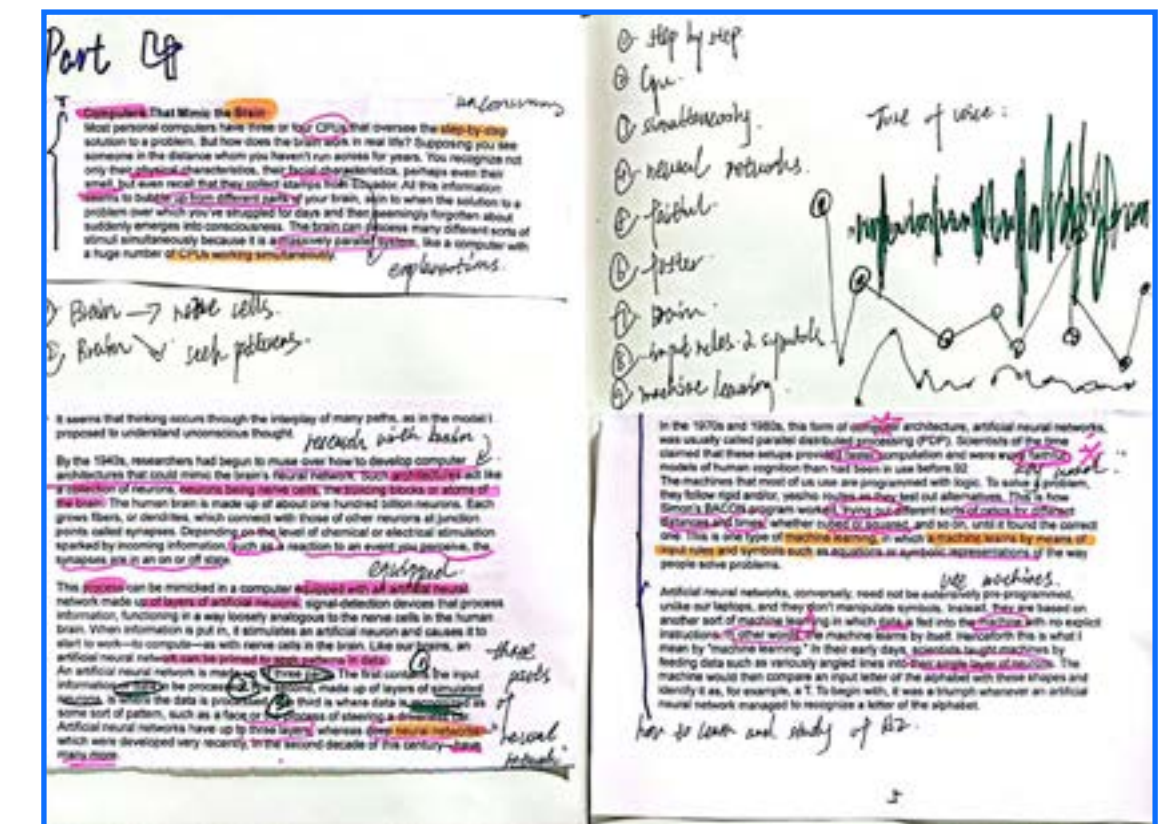
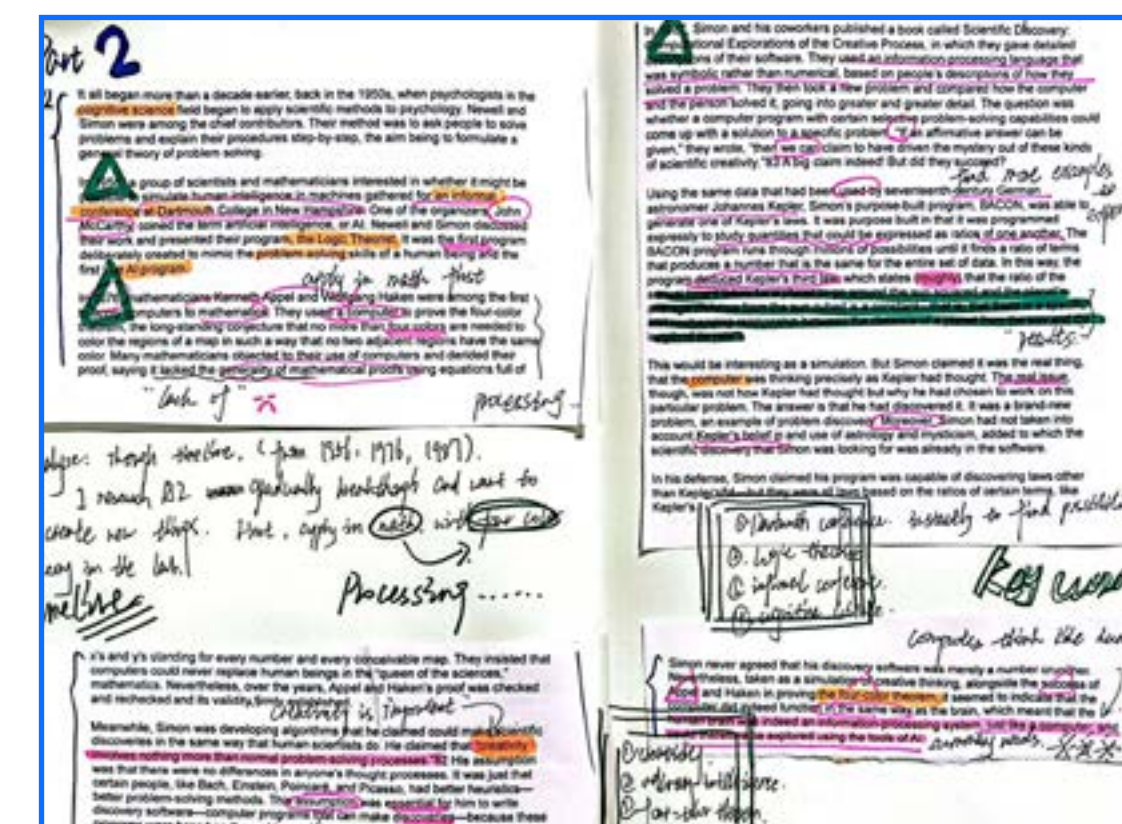
In 1956, a group of scientists and mathematicians interested in whether it was possible to simulate human intelligence in machines gathered for a conference at Dartmouth College in New Hampshire. One of the conference attendees, John McCarthy, coined the term artificial intelligence, or AI. Newell and his colleagues presented their program, the Logic Theorist. It was deliberately created to mimic the problem-solving skills of a human, the first true AI program.

In 1976, mathematicians Kenneth Appel and Wolfgang Haken used computers to apply mathematics. They used a computer to check the long-standing conjecture that no more than four colors are needed to color a map in such a way that no two adjacent regions are the same color. This was a mathematical proof.

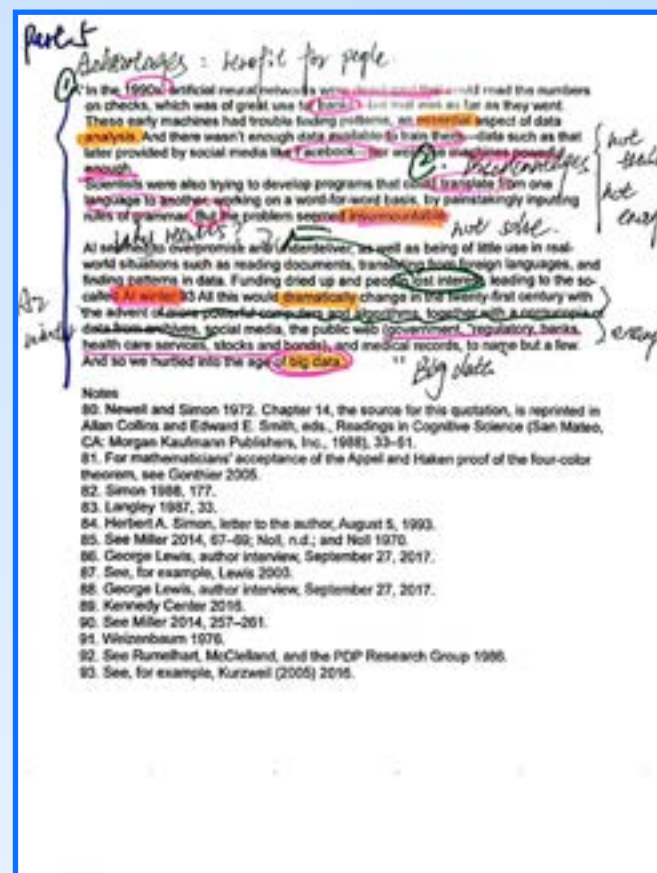
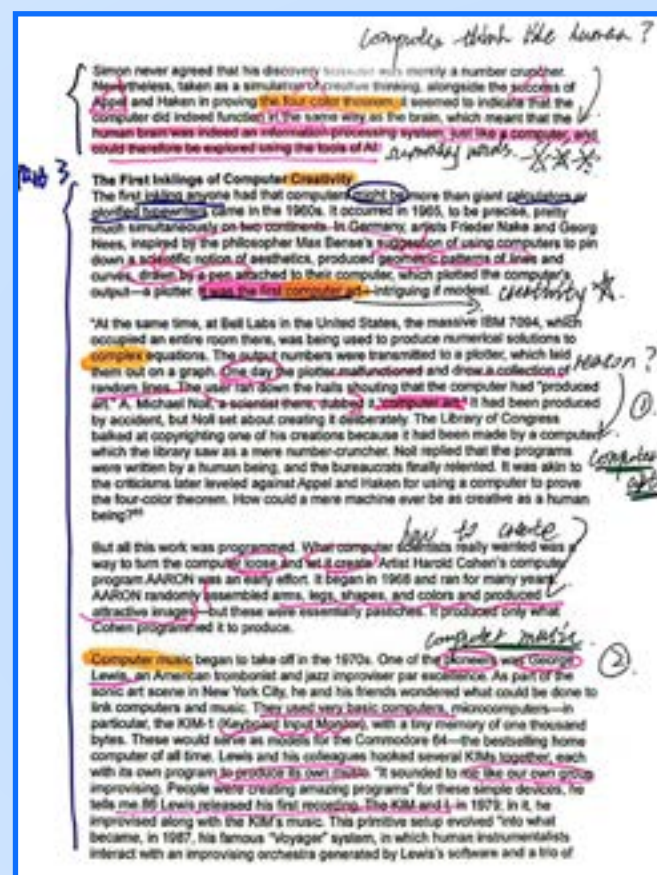
By analyzing the tone of the article, I can better understand the narrative mode of the article and help me understand the overall atmosphere and mood of the article. I think it also helps the reader to understand the content of the book in the first time.



This article focuses on the birth and development of artificial intelligence, and analyzes its development process, key figures, and breakthrough technologies from the 1950s to the present. In addition, it discusses whether computers can learn from the human mind. Through historical cases, the article also explores the innovative technologies of AI in many fields such as computing, mathematics, art, and music, and finally focuses on the drawbacks and challenges of future AI.



In order to enhance the reader's reading experience, I have divided the article into five parts, from origin to innovation, to development and challenges. I think it makes the content clearer and easier to read. Compared with the original boring text, this structure not only optimizes the reading fluency, but also stimulates the reader's interest in reading the article.



Can Computers Think?

The original of AI: Information Processing Theory

Newell & Simon's Theory

AI & Early experiments

AI & Art, Music, Math
AI & Generated Art, Computer music

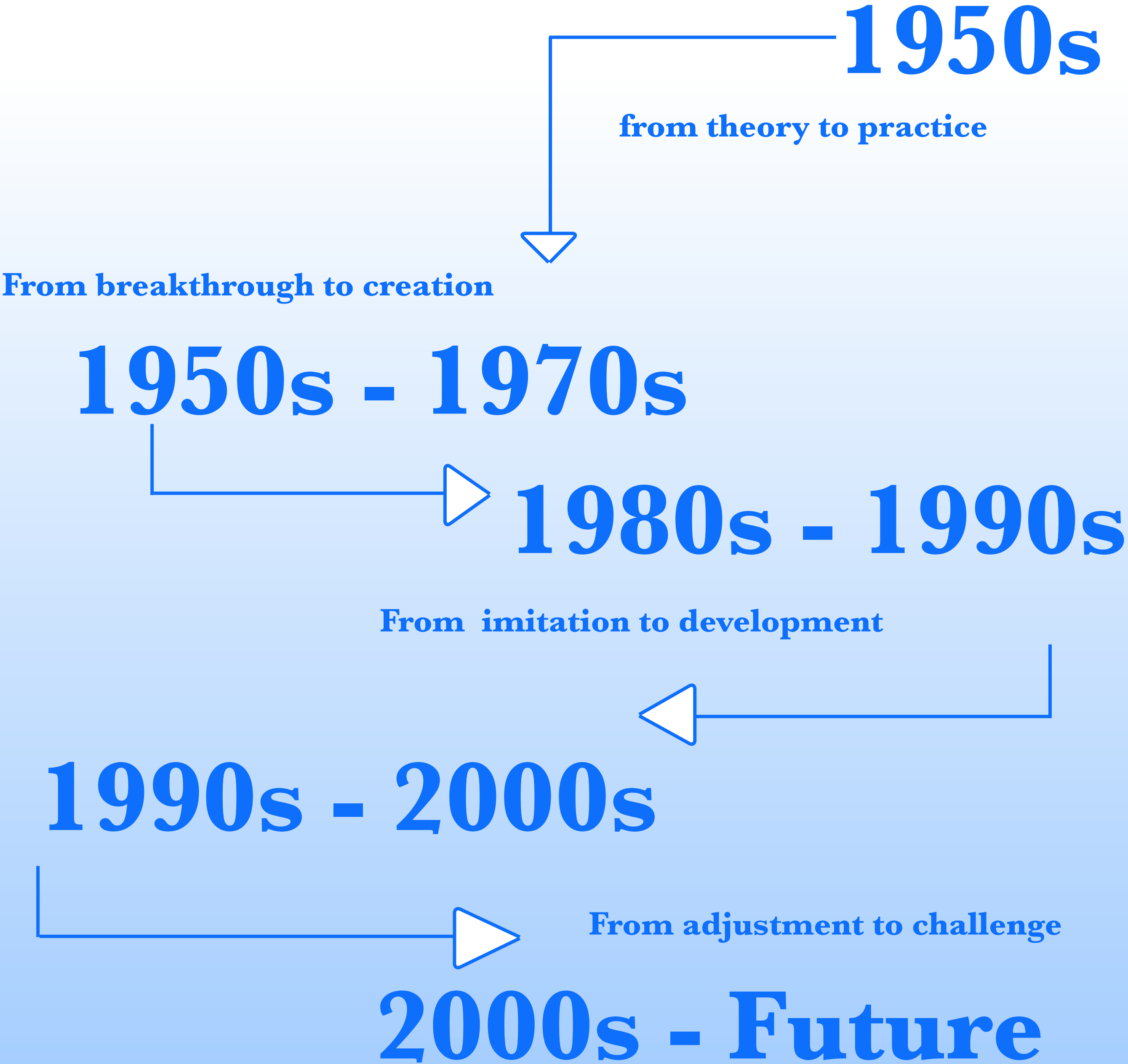
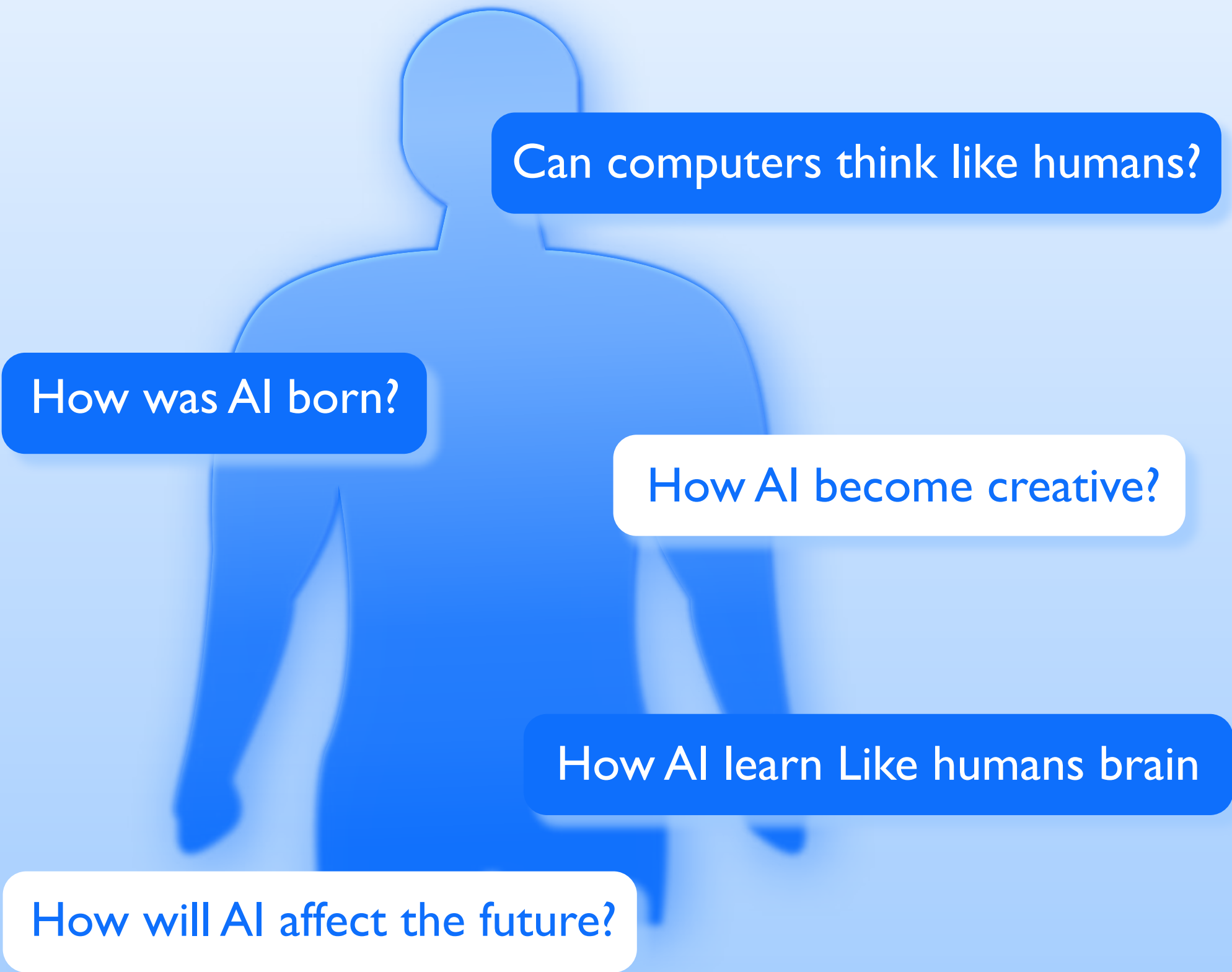
Neural networks

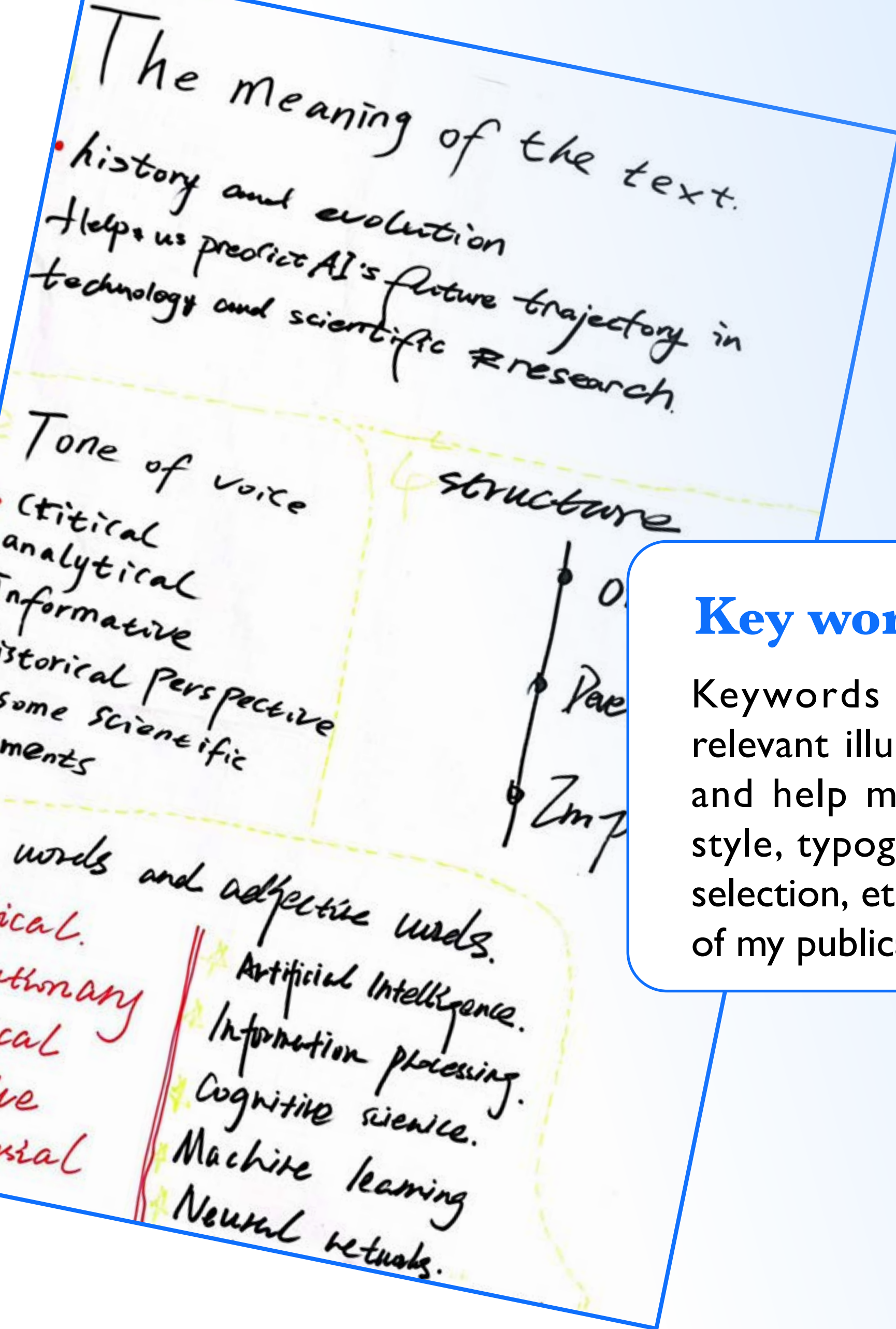
Machine Learning Breakthroughs

AI in the modern world
AI winter
Impact & Big data

Key questions & connection

After dividing the five sections, I identified the most critical issues in each section, and I found that these issues are related to each other. This can help strengthen the connections between chapters and help readers get deeper into the book. In addition, the new structure fits with the AI development timeline, which helps me to add directories based on different time periods.





Key words & adjective words

Keywords and adjectives help me find relevant illustrations when designing books, and help me provide inspiration in visual style, typography, color matching, material selection, etc., which makes the overall style of my publication more perfect.

Algorithm
Cognitive Science
Problem-Solving
Information Processing

Theoretical
Breakthrough
Functional

Dartmouth Conference
Logic Theorist
Machine Intelligence

Historical
Innovative
Revolutionary

Computer Art
Computer Music
Creative Algorithms

Experimental
Controversial
Basic

Neural Networks
Deep Learning
Three layers

Complex
Creative
faithful

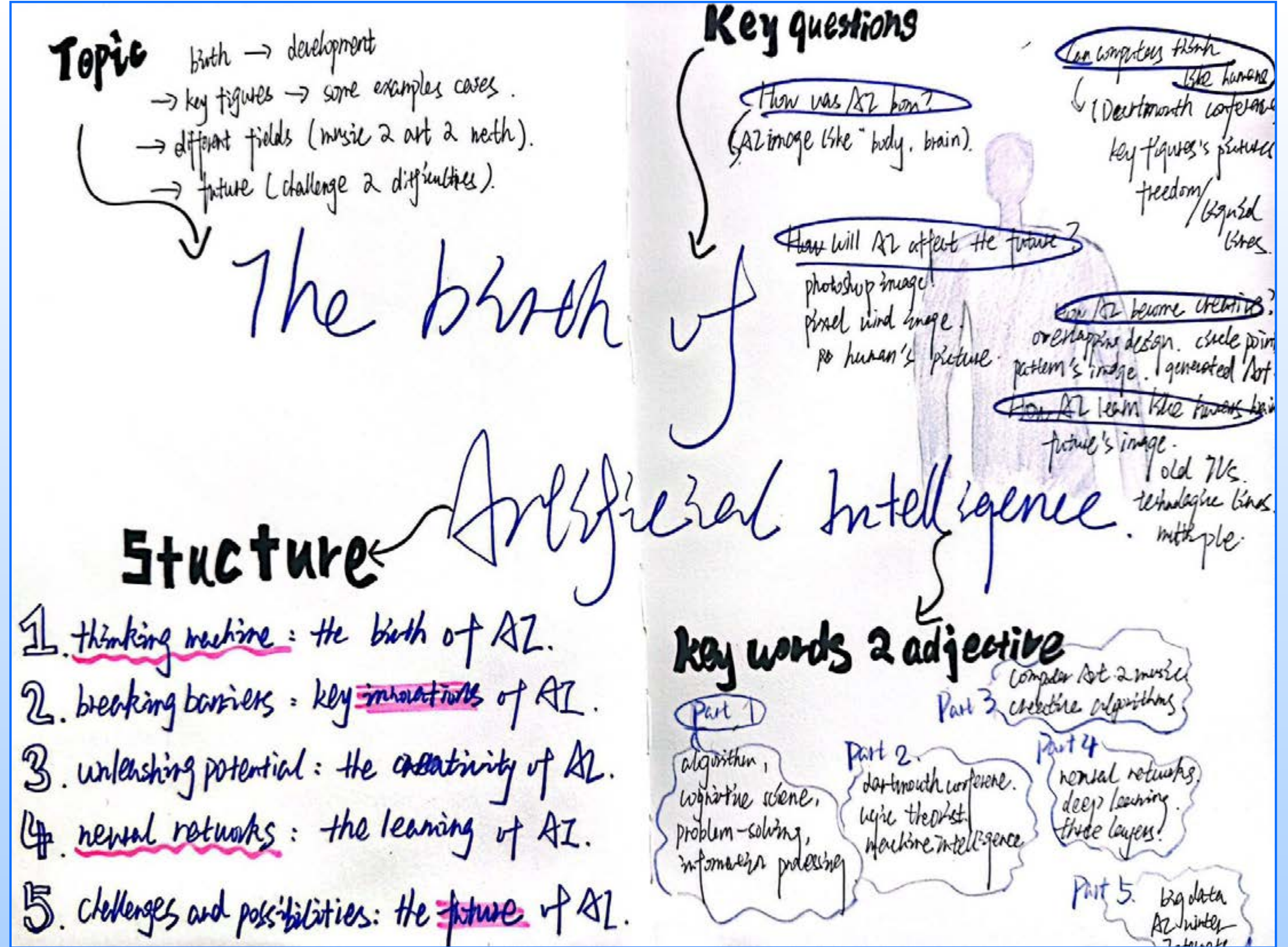
Big Data
AI winter
Interests

Powerful
Essential
Insurmountable

Summary and reflection

After reading and analyzing the article, I summarized the content of the article through mindmap.

First, I divided the article into five main parts and summarized the theme of each paragraph to help readers read logically. In addition, I extracted some keywords and adjectives, and I analyzed how they affected the visual style of the book, and found inspiration's pictures and elements. I also explore the overall tone and mood of the article, which helps me think about the design direction of the book. This provides inspiration for my book's layout, binding, and interactive forms. I think it enhance the reading experience for readers.



Research Publication 1 - "Word & Image"

Introduction

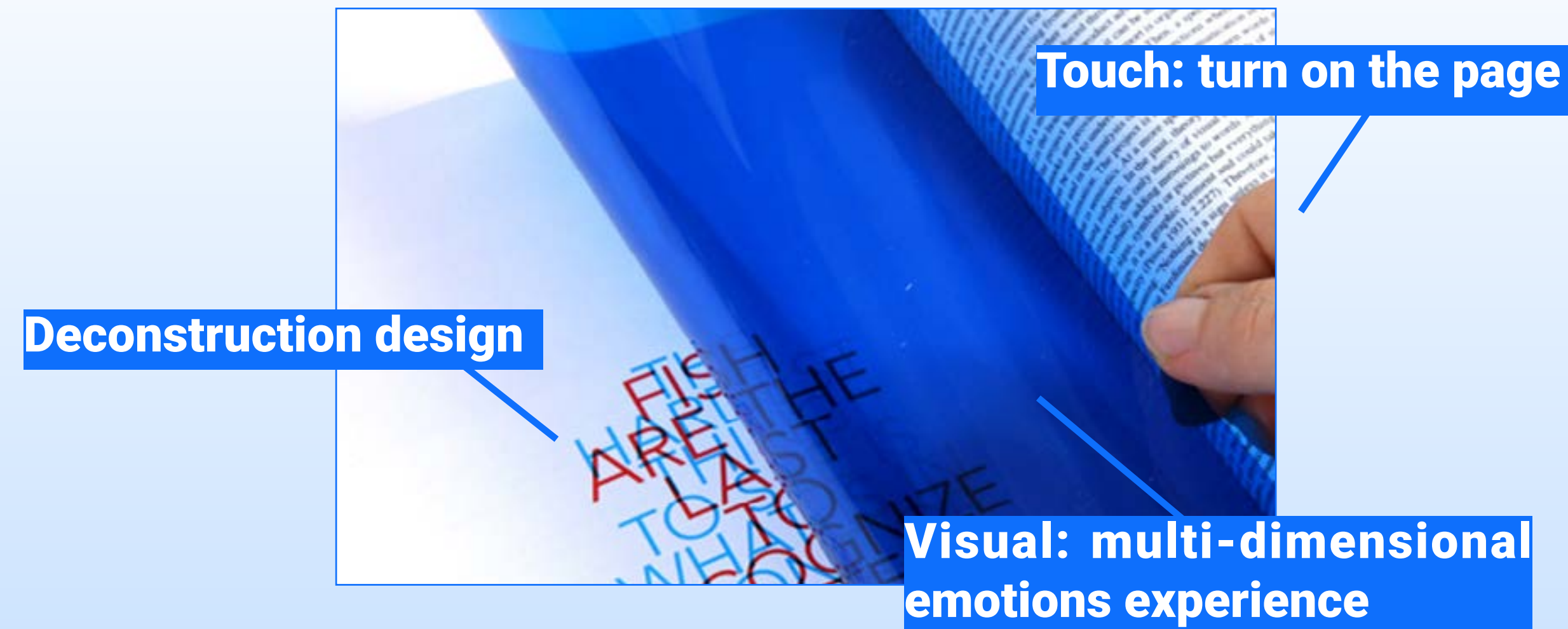
Word & Image was designed by a graphic designer from Uk. He specializes in brand design, publication design and visual identity, and most of his work is designed in a simple and functional style.

This book aims to explore the interactive relationship between text and image in visual communication and graphic design. The project analyzes how graphic design affects text content, and analyzes advertising slogans and images to reveal the hidden meaning behind the text, encouraging readers to understand social issues at multiple levels.



The core of concept:
Words and images are interdependent, multi-level communication effect

Analyse - Publication form



Deconstruction design

Touch: turn on the page

Visual: multi-dimensional emotions experience

This book breaks with traditional book design. It transforms the book from simple information into a multi-dimensional design work, emphasizing the interactive relationship between words and images, focusing on the combination of form and content.

The author highlights key information through minimalism style and intuitive experimental fonts. The author combines typography, color and touch to increase the interaction between readers and books.

Analyse - Color Usage

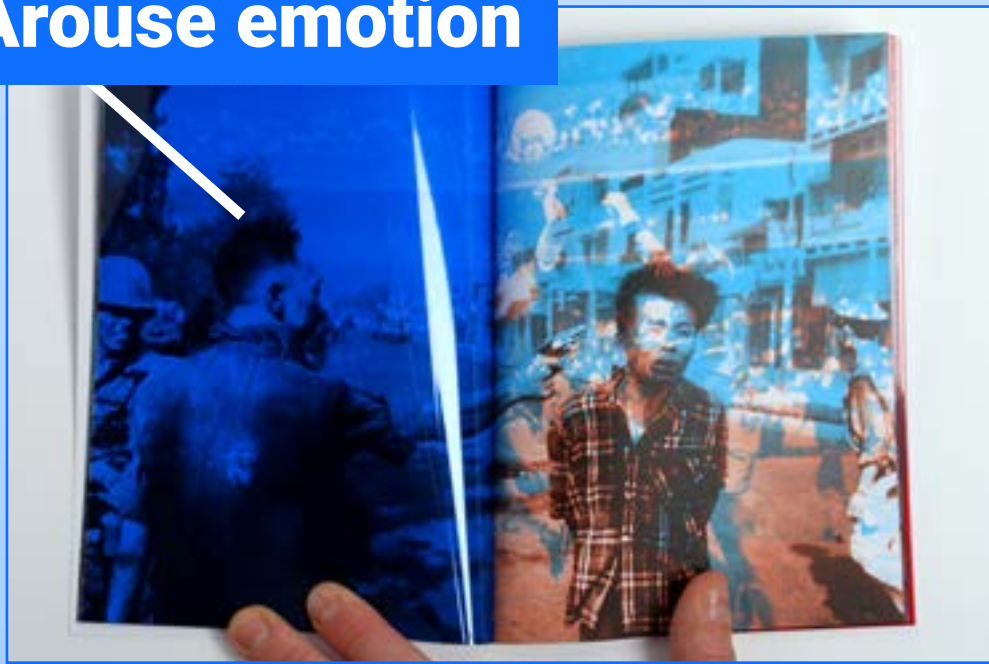
The book uses a minimalist style to attract readers' visual attention, combining black and white with bright colors to convey visual impact and **emotional tension**. The authors use bright colors (such as red, blue, yellow) to emphasize key messages, reflecting an experimental and contemporary feel. The author uses black and white to form a strong contrast with white space to enhance the **sense of hierarchy**.



Arouse emotion



strong contrast with white space



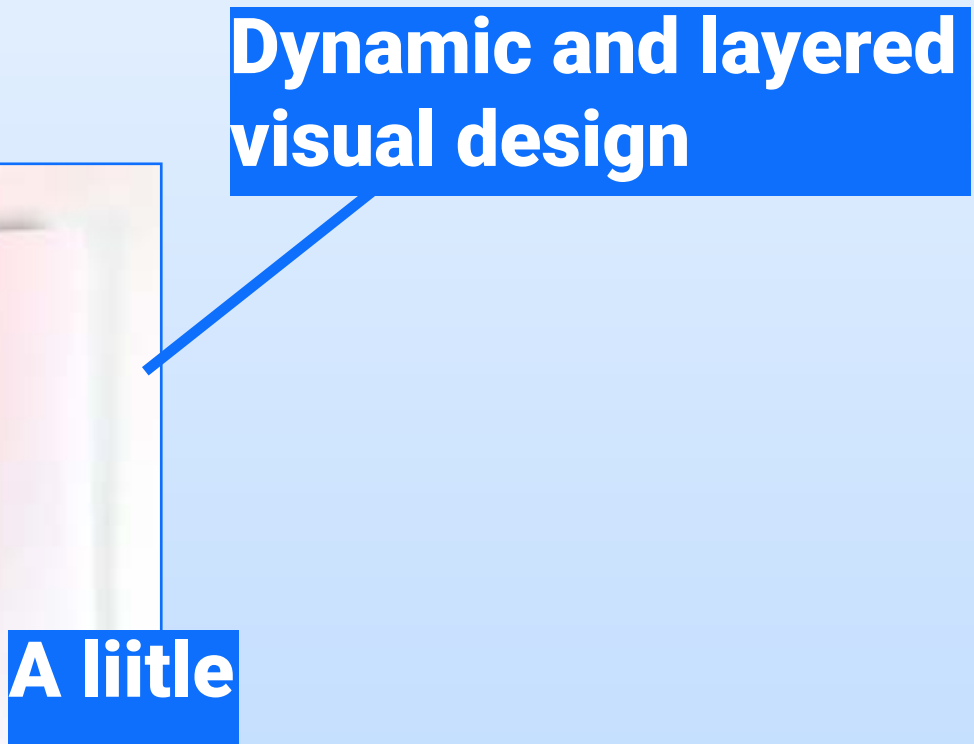
Highlight key information

Analyse - Typography

The use of font breaks the design of traditional publications. This experimental font design is the core visual symbol of the book, and the impact of large font size and deconstructive typesetting can cause the author to think deeply. Comparison of **the amount of** texts and **dynamic and layered visuals** also increase the reader's interest in reading. So, different fonts changes can not only enhances the visual experience, but also provides readers with a new thinking experience.



Many



Dynamic and layered visual design

A liitle

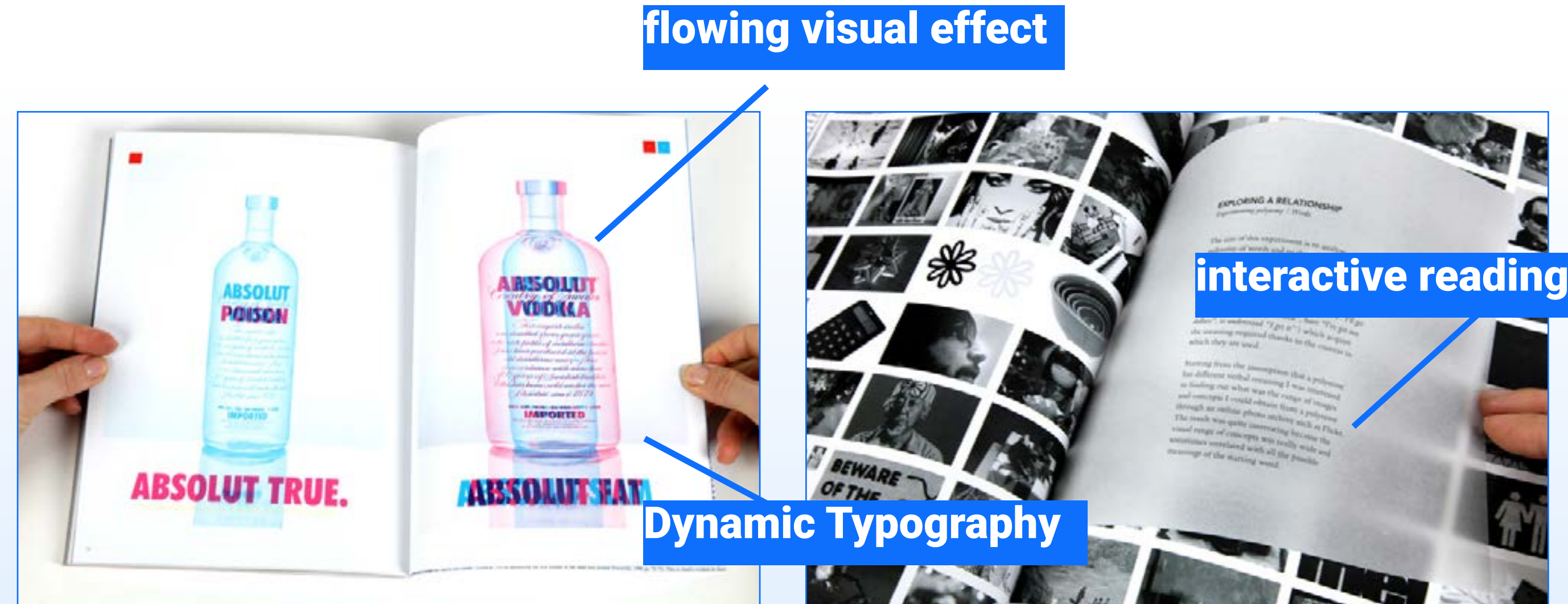


Big Font

compared to regular font

Analyse - Layout and Composition

This book breaks with the design of traditional publications. The author constructs a new visual space for readers through experimental layout, nonlinear structure, dynamic typography and bold white space processing. I think that each page of the book is like an independent visual work, and the reader can understand the profound introversion of the whole book based on the images and experimental text, which stimulates the reader's sense of participation. The author needs to flip the book or read it from a different angle. This breaks traditional reading habits and increases the author's interaction with the book.



Analyse - Other alternative ways to create a better reading experience?

AR technology: Combined with AR technology, readers can scan pages from the mobile devices to unlock more content.

Multi-sensory experience: In addition to visual, the interactive way of touch also adds new experiences.

Interactive design: Move the page freely or secondary creation, form a personalized way of reading.

Research Publication 2 - "A Garden at Night"

Introduction

A publication called "A Garden at Night" mainly expresses the mystical atmosphere of gardens at night. So, the article expresses the natural scene through color.

It also uses special materials of paper to express the change of light at night in the subject of the article. The book uses folding pages to express the interactive relationship between light and shadow and readers. It can enhance the reading experience.

Analyse - Publication form

The publication uses a folding binding method, which breaks the traditional publishing method and gives readers a new reading experience. In addition, it uses reflective materials. Readers can experience the changes of light and shadow as they flip through the books. It also hides and reveals different article contents through folding design, which attracts readers' interest in reading.



Analyse - Color Usage

The publication mainly uses black, white, silver, and green, which is in line with the theme of the article. Black and white convey a quiet atmosphere where the reader can be immersed in reading. Silver symbolizes the change of light, and specular reflection also adds to the interaction. The green handdrawing illustrations emphasize the natural atmosphere and contrast strongly with the silver background, which creates a sense of contrast between the real and virtual world.

strongly visual



Visual contrast

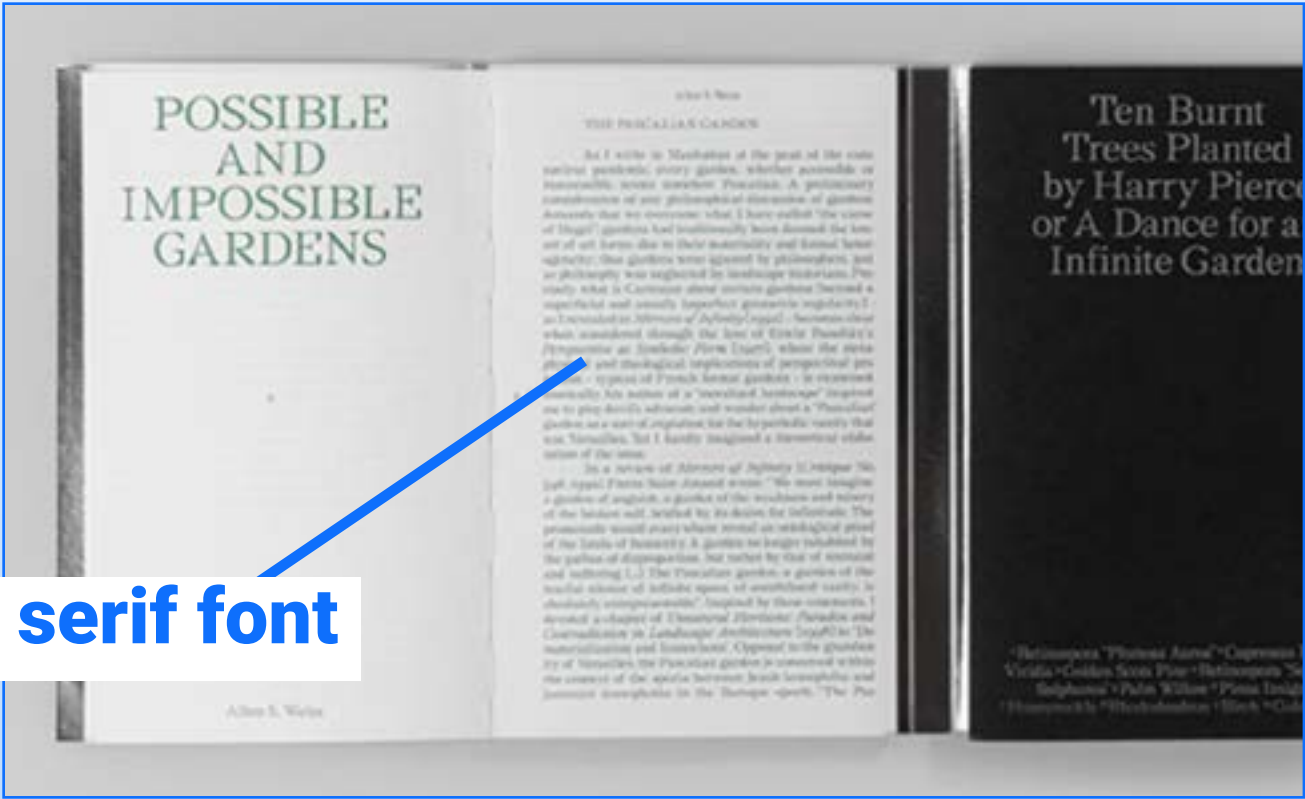
match with theme



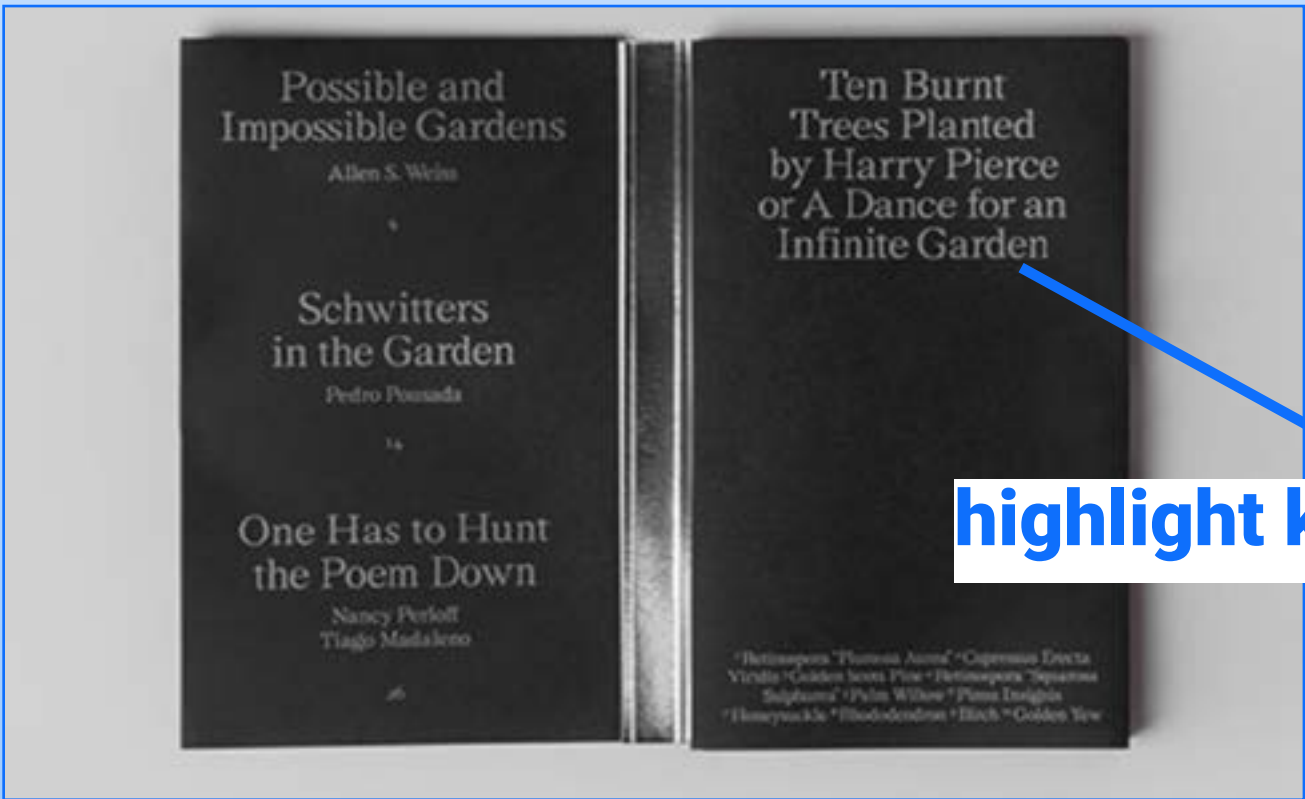
Analyse - Typography

The article use a simple and uncomplicated font, which increases the readability of the reader, which does not make the reader feel visual confusion. Different font sizes enhance the sense of hierarchy, highlight the key points. The text and illustrations are combined with the folding design, which gives a dynamic experience. Illustrations combined with words together to better understand the main idea.

modern serif font



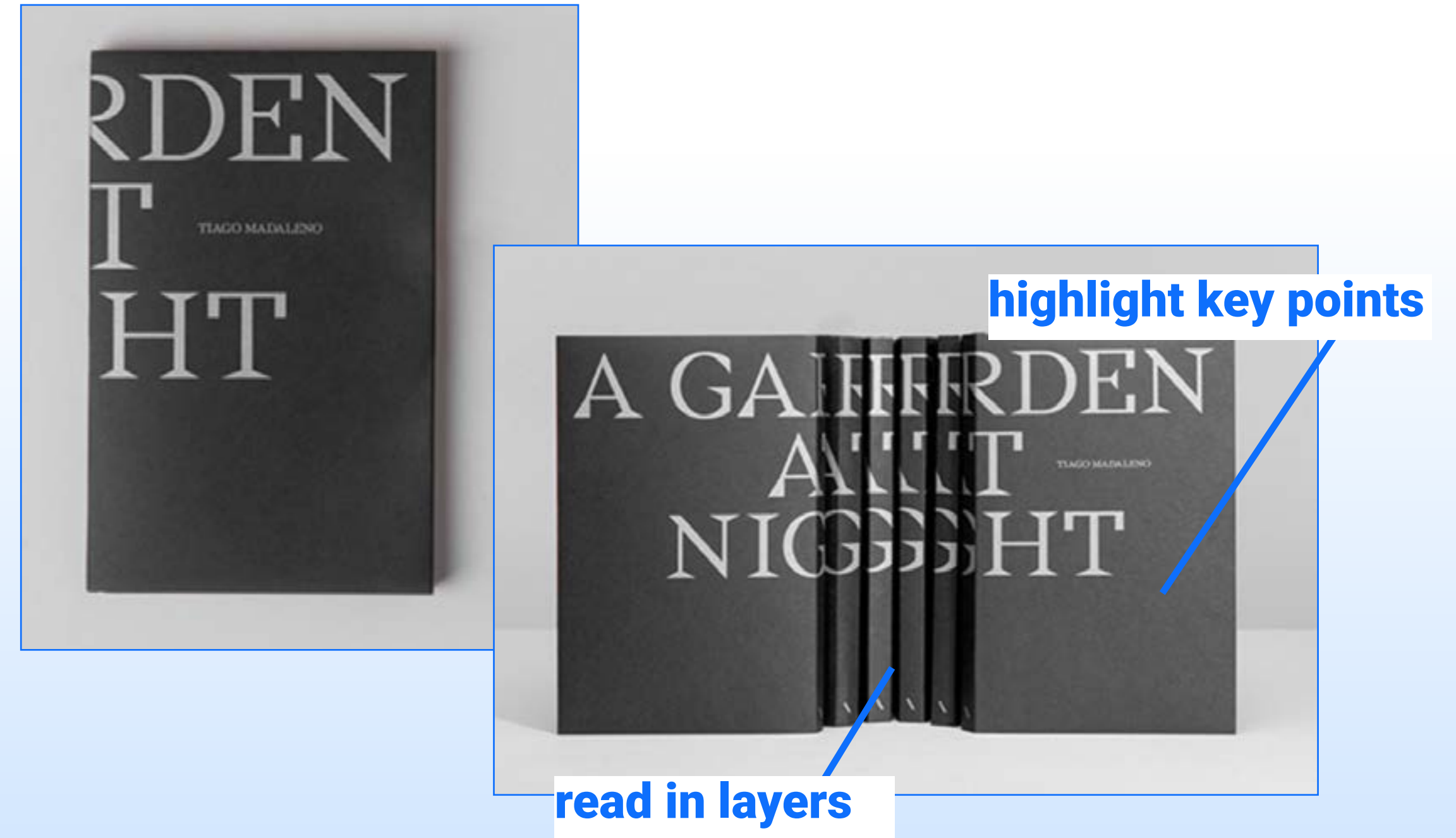
highlight key points



Analyse - Layout and Composition

The overall layout of the article is simple to understand and minimalist design

Most texts can be read in layers, and readers can interpret meanings differently according to their cognitive style. The article uses a lot of white space, and the text and illustrations make a sense of breathing, which brings visual comfort to people. The headline of the article leads the reader to explore different ways of understanding through interactive folding.



Analyse - Other alternative ways to create a better reading experience?

AR technology: readers can use their mobile phones to scan and present art-generated "digital garden" visual effects.

Thermochromic Ink: Use it on key pages for the publication. Book pages appear or disappear as the temperature of the hand changes. This enhance the reading experience.

Research Publication 3 - "Anima"

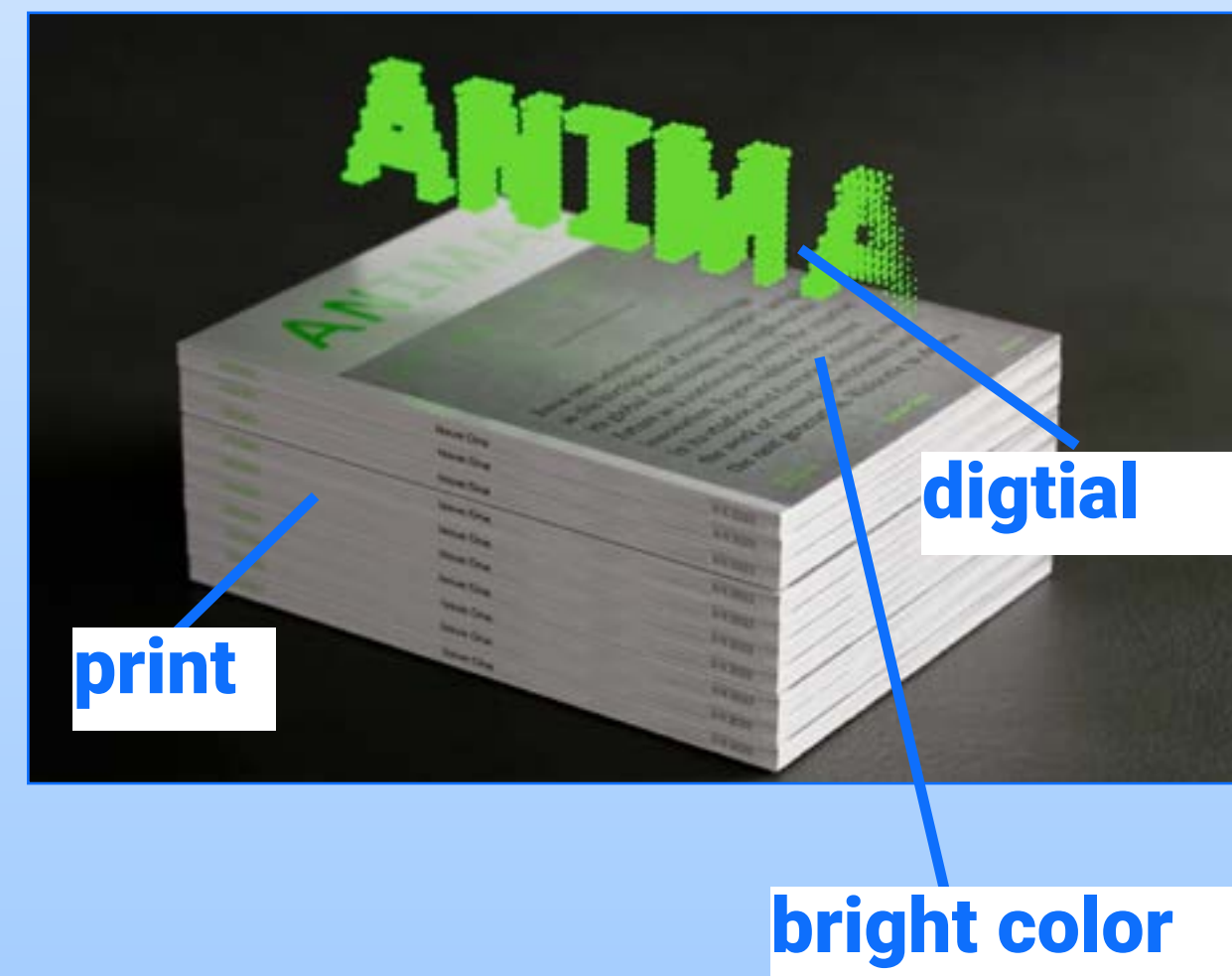
Introduction

The publication mainly uses bright green as its core visual language, which leaves a deep impression on readers and forms a highly impactful visual language. It also uses black or white fonts, and the overall style is modern. Some pages of this publication can be interactive. After **scanning with a mobile phone**, readers will see the particle dynamics and virtual layers. This dynamic design symbolizes the theme idea. This also implies that this is not merely a design work, but also explores the social and cultural significance as well as the urban spirit, which enhances the reading experience for readers.



Analyse - Publication form

Magazines have both print media and books as e-books, which perfectly achieves the effect of simultaneous publishing. This ensures that readers can obtain the best reading experience on multiple media. I believe that both print media and digital publishing can bring in a larger audience, meet the needs of different readers, and at the same time add influence and development to the brand.



source: <https://acre.studio/work/anima-magazine>

Analyse - Color Usage

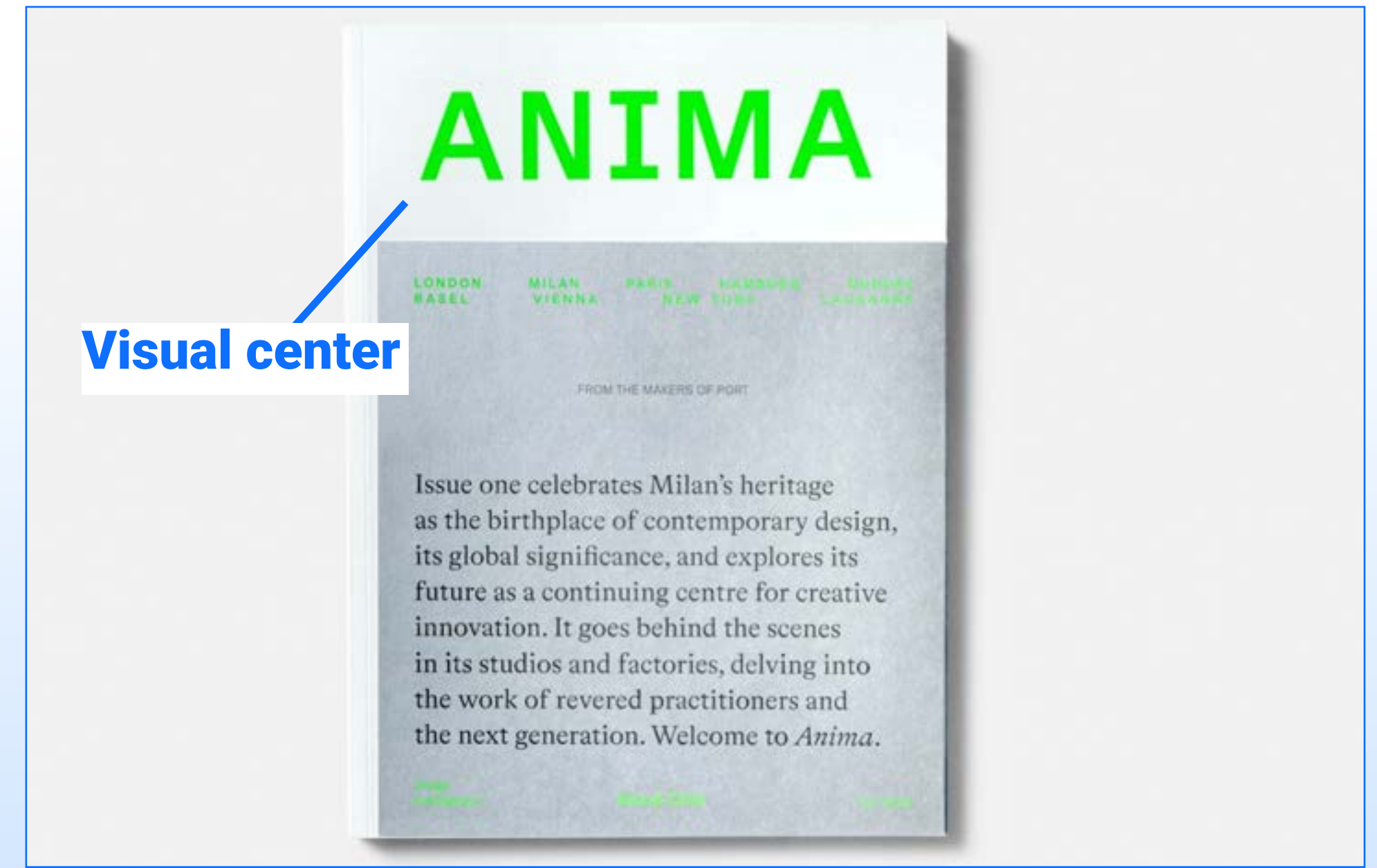
The overall color of this book is bold and bright. The cover of the publication adopts a high-contrast color scheme. The cover of the publication uses a bright green title and silver, which creates a strong visual impact. Most of the pages inside the publication are contrasted in black and white and combined with simple text layout, which is in line with the rigor of the content of the publication's theme.

Analyse - Typography

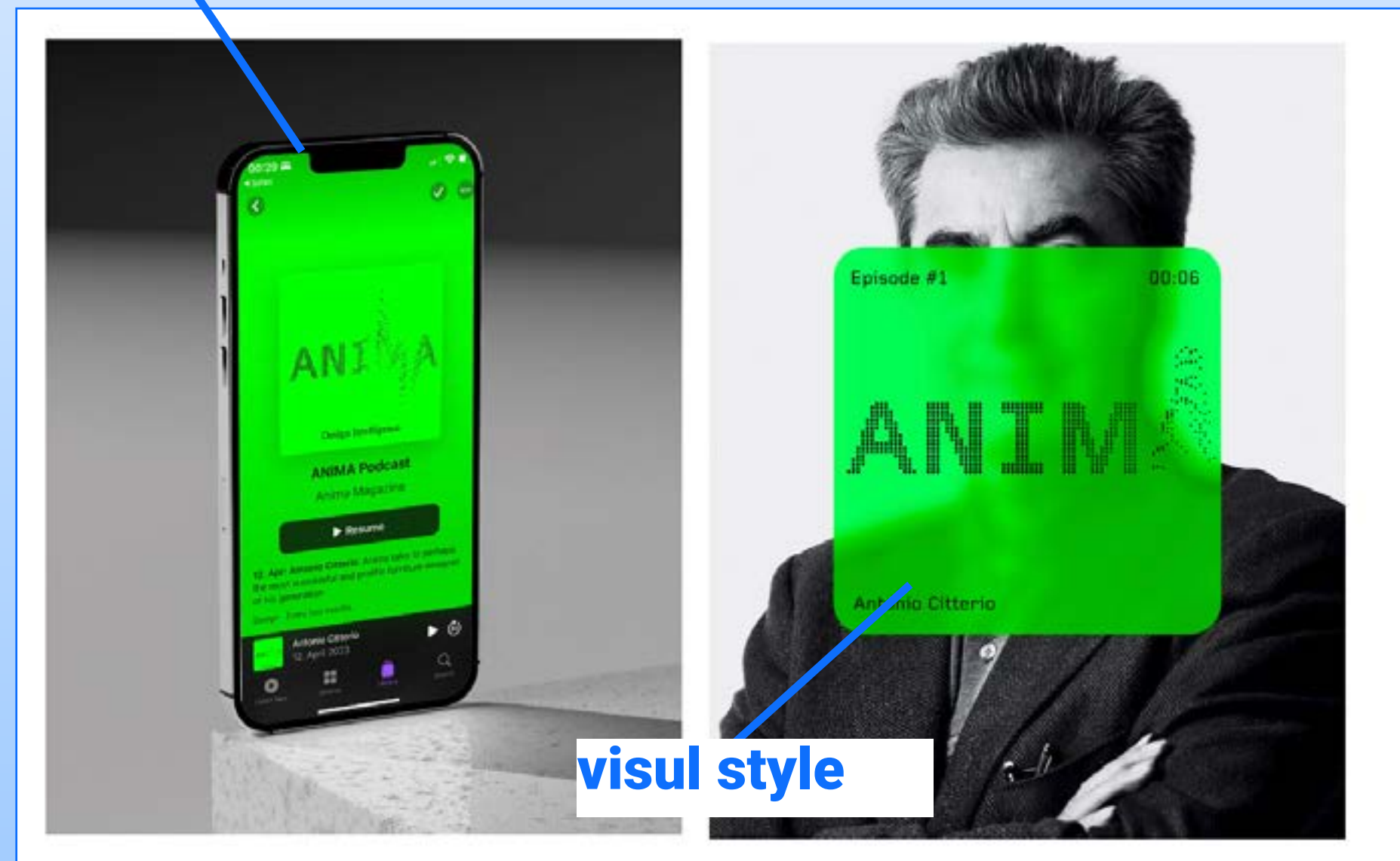
The title of the publication is designed at the visual center of this layout, and the bold font is also easy to recognize.

This visual symbol appears repeatedly in this publication, which leaves a deep impression on the readers.

This design strategy gives the publication a certain visual recognition, and its unique style attracts readers' attention, which is conducive to enhancing brand influence.



Multimedia



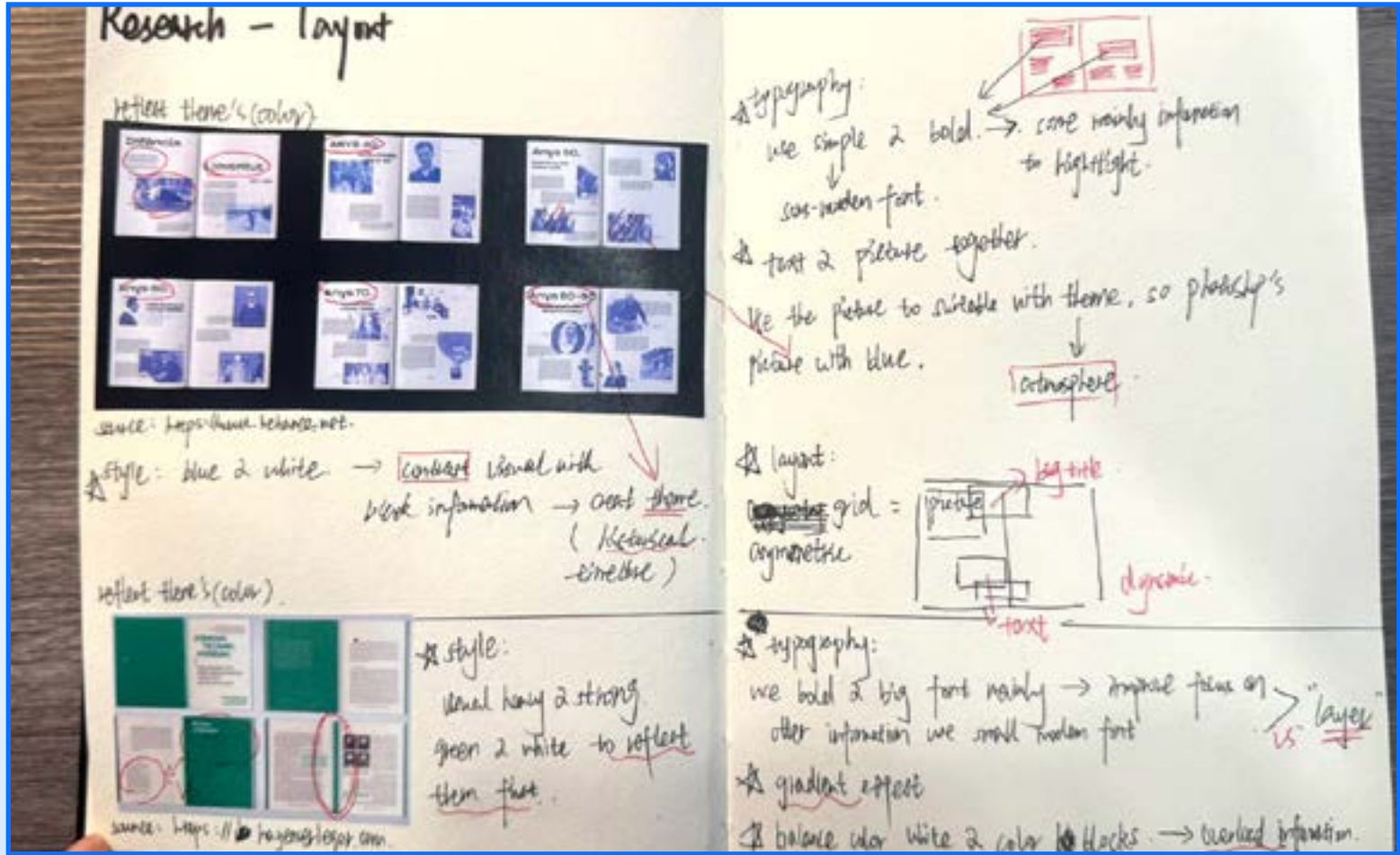
Analyse - Other alternative ways to create a better reading experience?

The green text appears in a dynamic design on the publication, which presents a sense of space. Therefore, I think print media can attract more readers' attention by converting flat graphics into digital interactive design methods through **scanning QR codes or AR**. It also extends the entire reading experience in a multimedia way. And this publication use the uniform visual language, such as bright green and text, which is beneficial for readers to identify the publication. This also enhances user engagement and immersion.

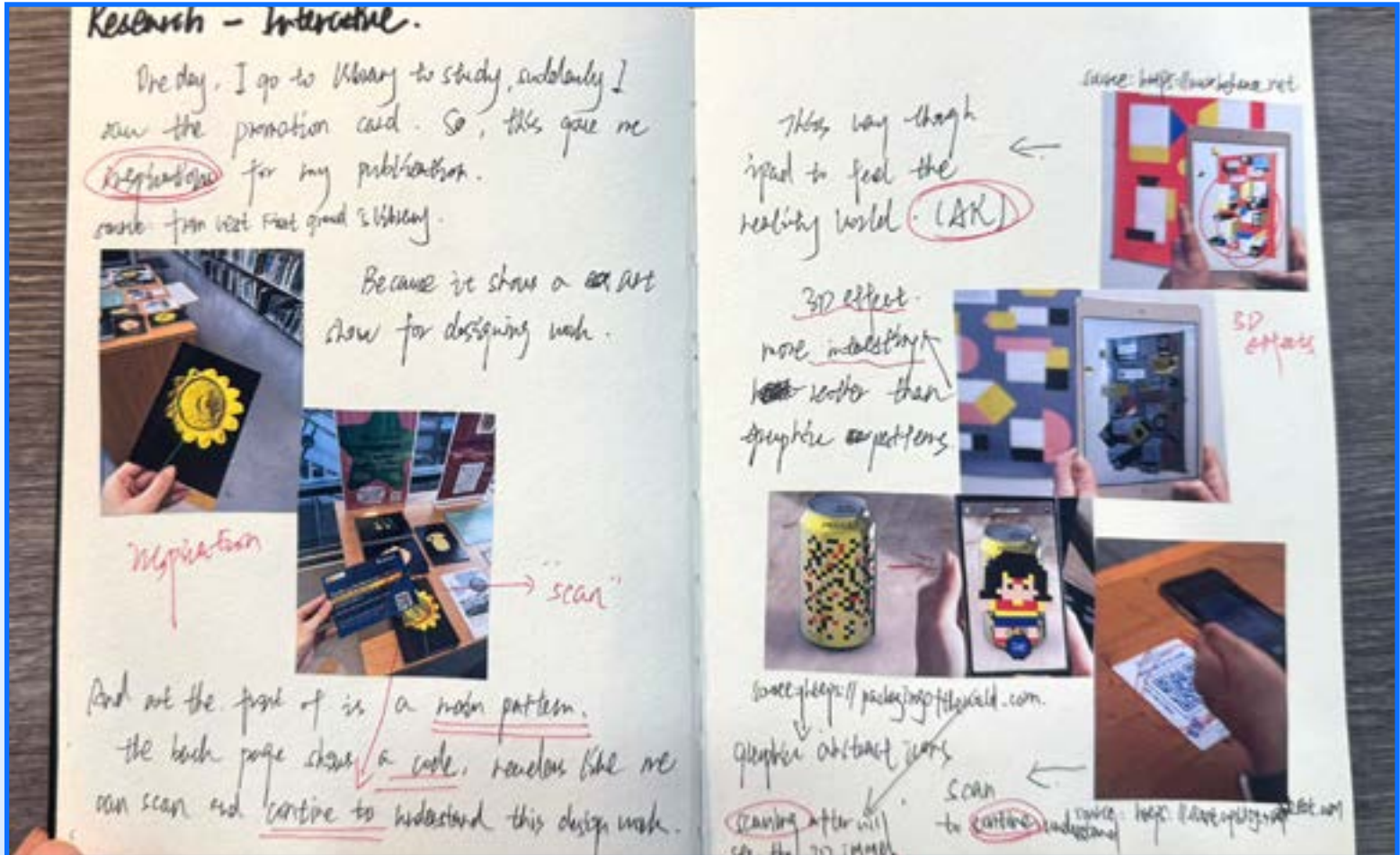
Reflect from research

I also got some inspiration from designing websites. The cover design makes me realize the importance of its first impression on readers. Layout research makes me pay more attention to the coordination of textual information and the reading rhythm. The interactive approach enables me to break away from the traditional design methods and attract more people to read publications through multimedia means. The binding process makes me think about how to enhance the reading experience of viewers through materials and structures. These researches provided a clear direction for the design of my subsequent publications.

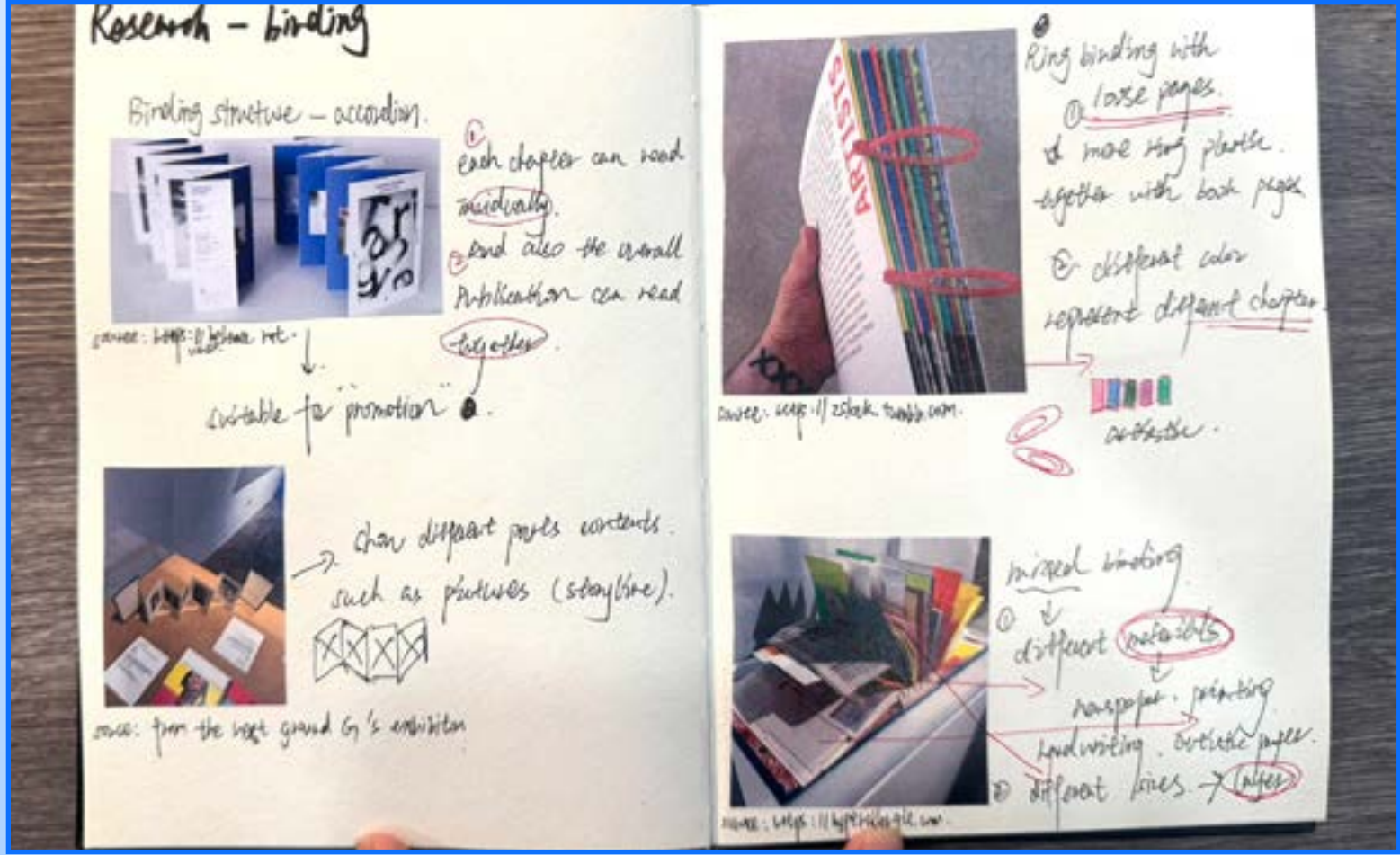
layout



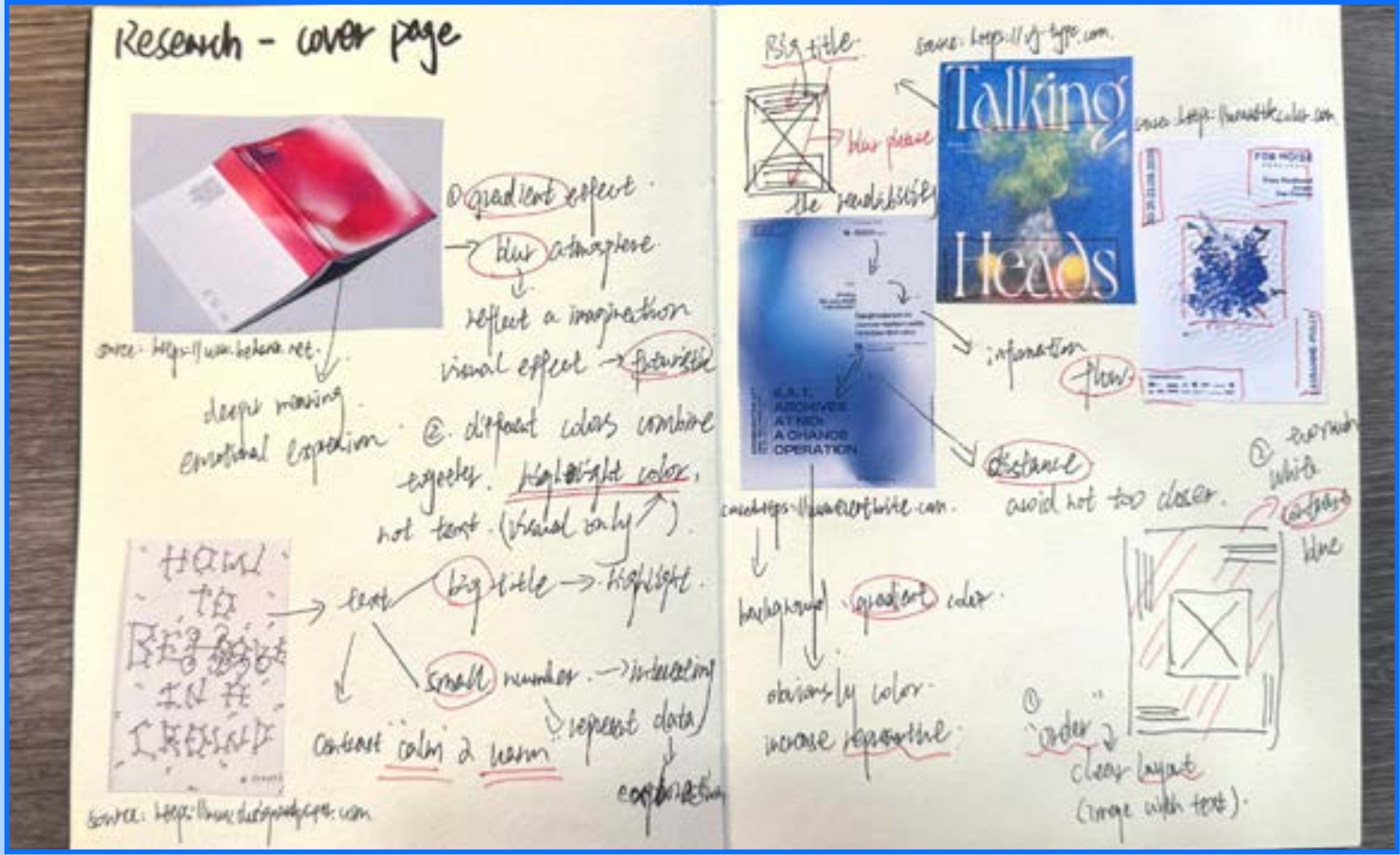
interactive



binding

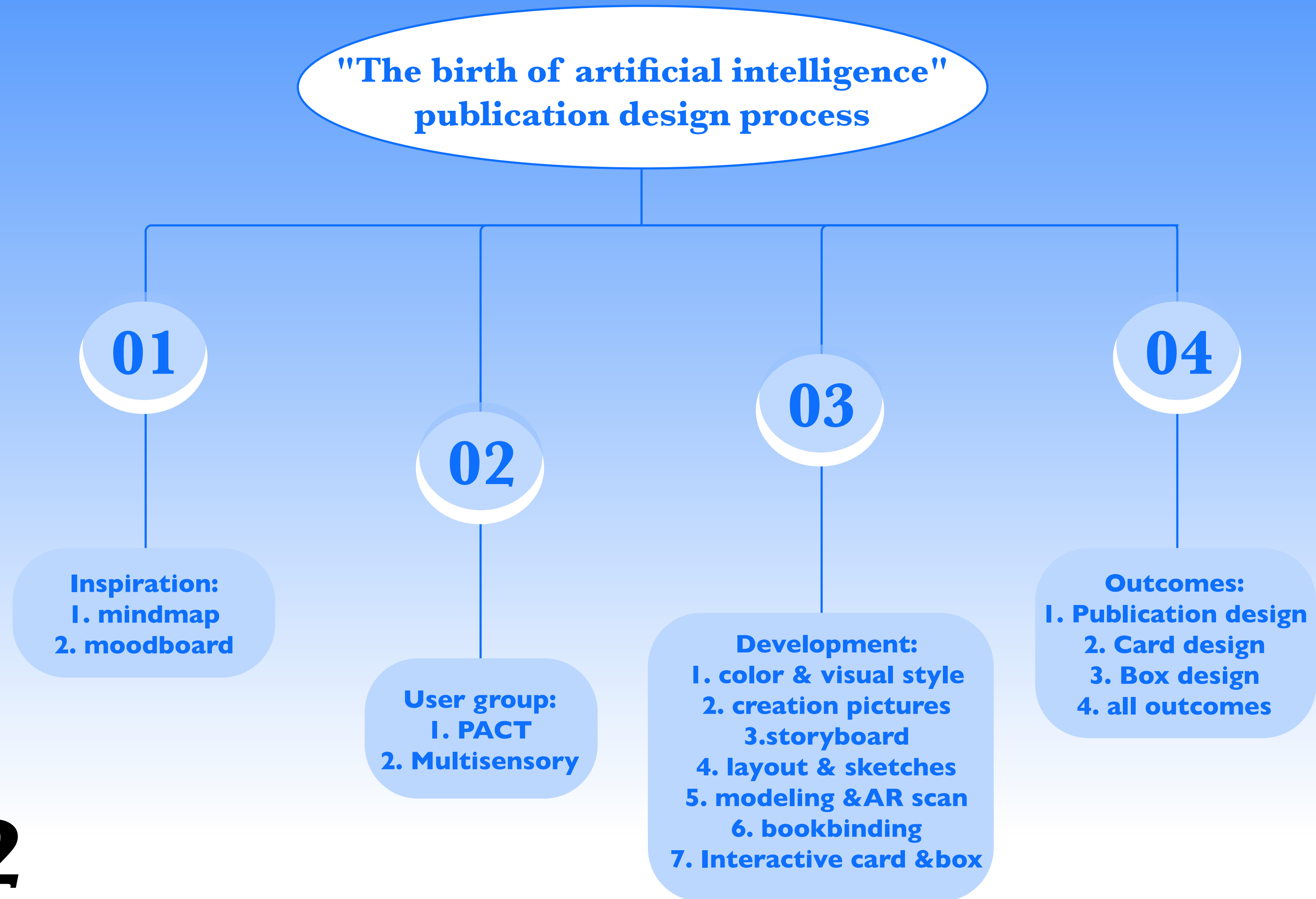


cover page



First Sketchbook's link: <https://youtu.be/sI0pnGF3kwU>

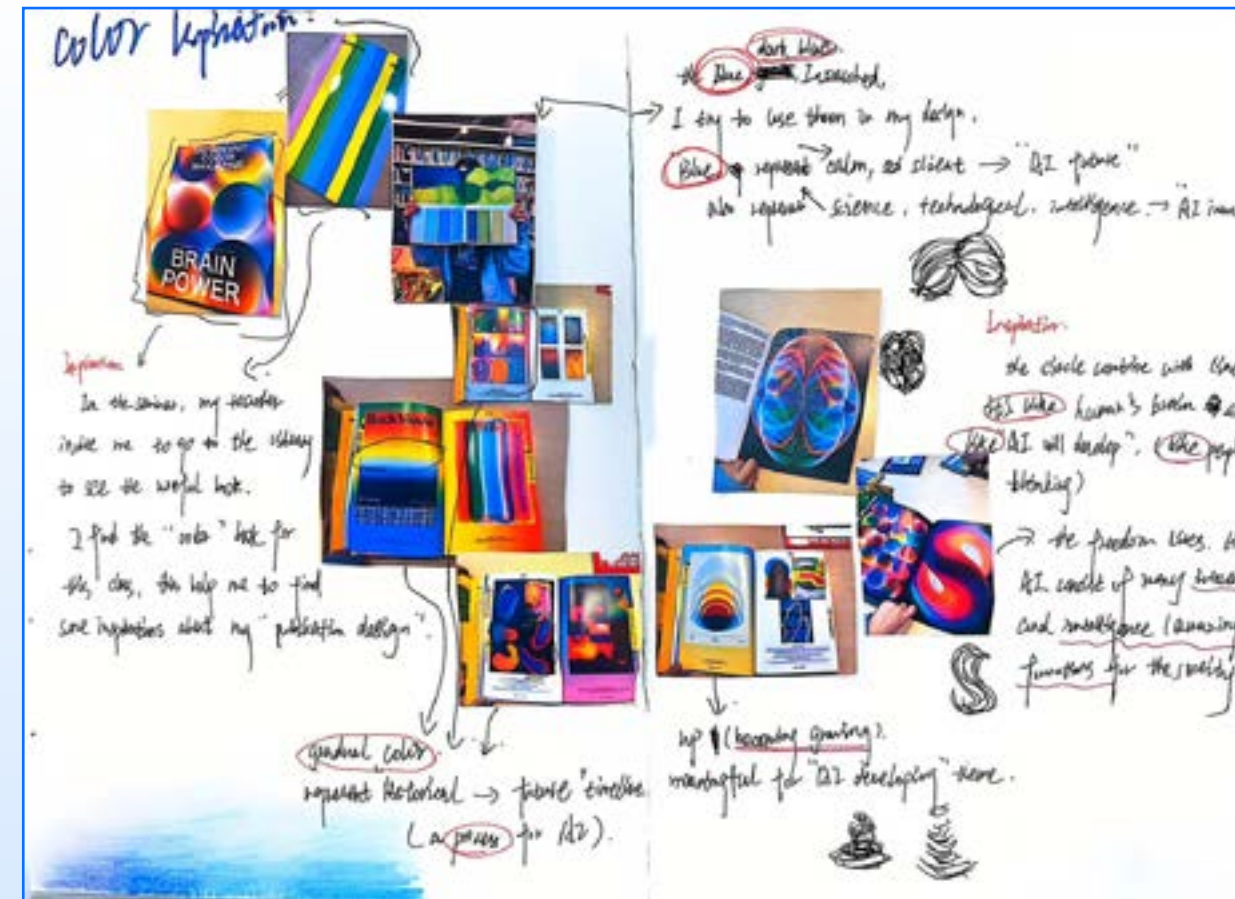
Sketchbook 2





Color inspiration

During the group class, I followed the teacher to research about color scheme in the library, which gave me rich visual inspiration. The combination of gradient colors and bright tones, with abstract and rich lines, successfully inspired my design inspiration. I think this not only has a strong sense of the future and technology, but also symbolizes the dynamic process of the development of artificial intelligence. Bright colors attract readers' attention and curiosity, which helps me think about the process of AI innovation. The gradient color symbolizes the evolution and development of AI from history to the future.

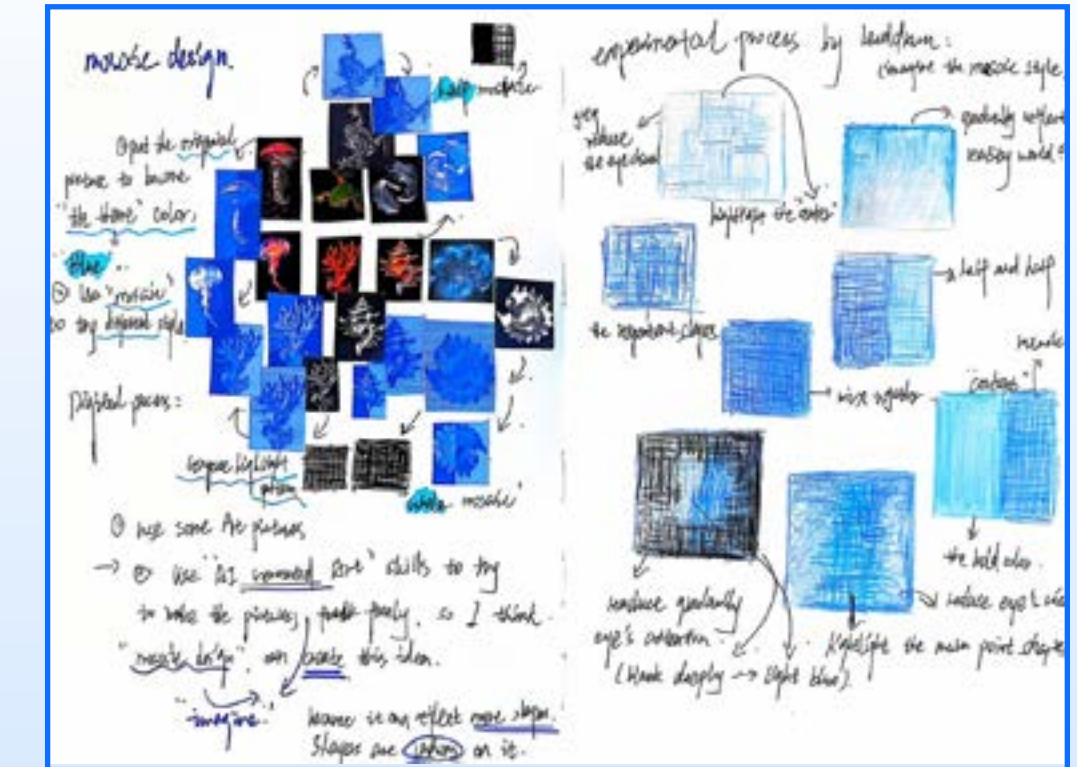
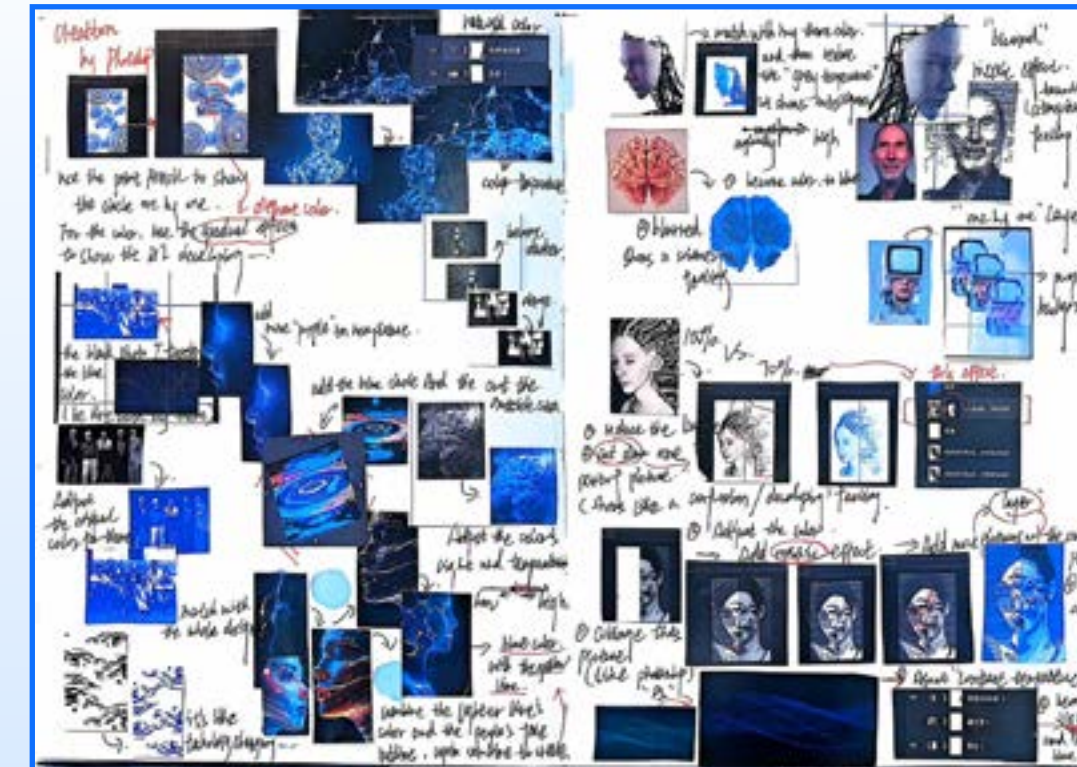


Visual style

I ultimately chose blue as the main color for the publication. Blue represents technology, the future and intelligence, which is highly consistent with the theme of this publication. After I tried many color experiments with blue, the color combination of dark blue and light blue made the reading experience more rhythmic. In addition, I combined a small amount of neutral tones to form a futuristic visual style.

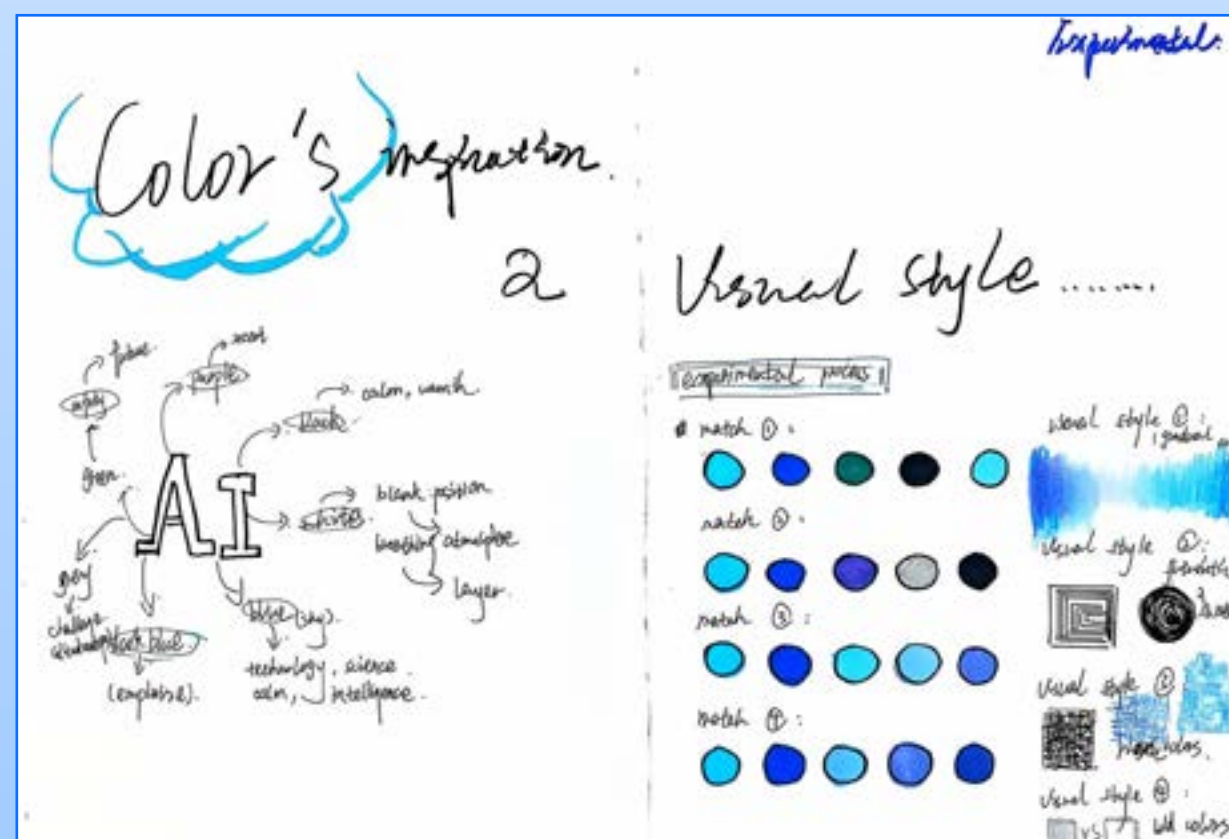
creation

I found a lot of inspiration images related to AI and used the design software Photoshop for secondary creation. I conducted tone unification, layer overlay, gradient processing and blurring experiments for these images respectively. In addition, I created a futuristic visual effect through Mosaic design skills.



Publication's storyboard

To clearly present the layout and structure of the publication, I wrote a Storyboard, and divided the content into five key pages such as cover page, atmosphere page, main page, reference page, and back page. This structure not only helps me sort out the information hierarchy, but also provide readers to gradually have a better reading experience.



Color scheme

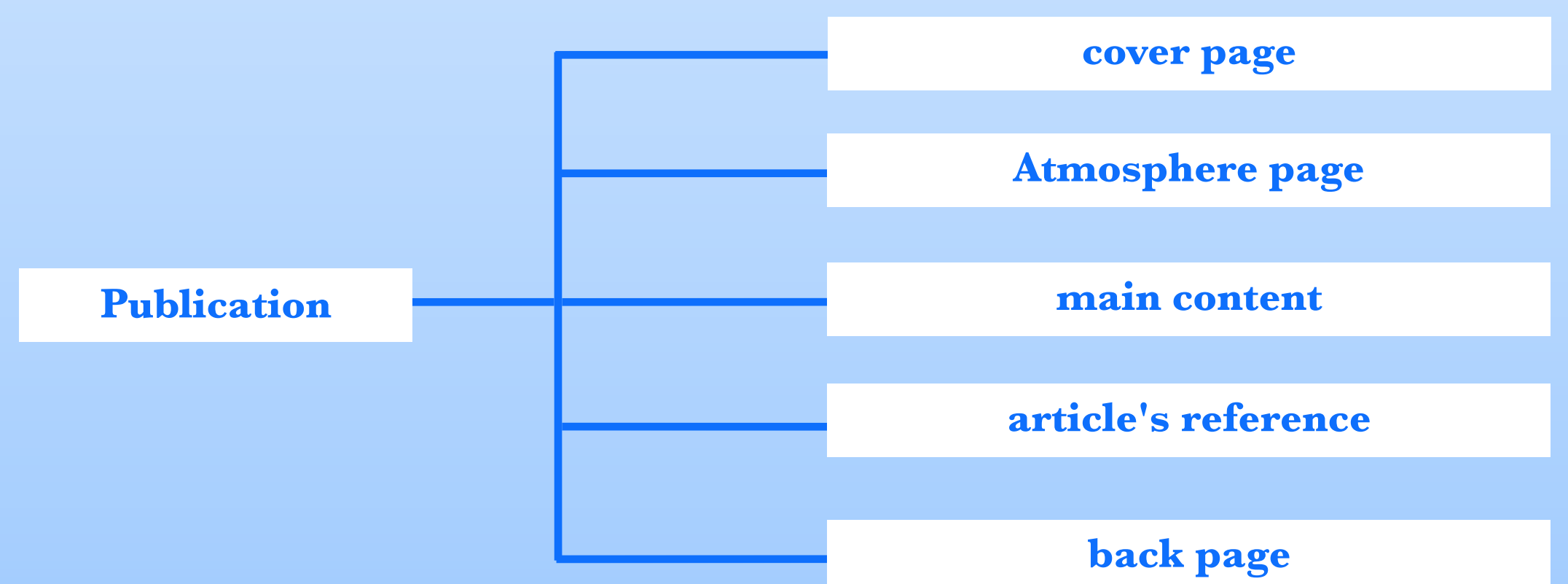


#45ccff

#0d70fc

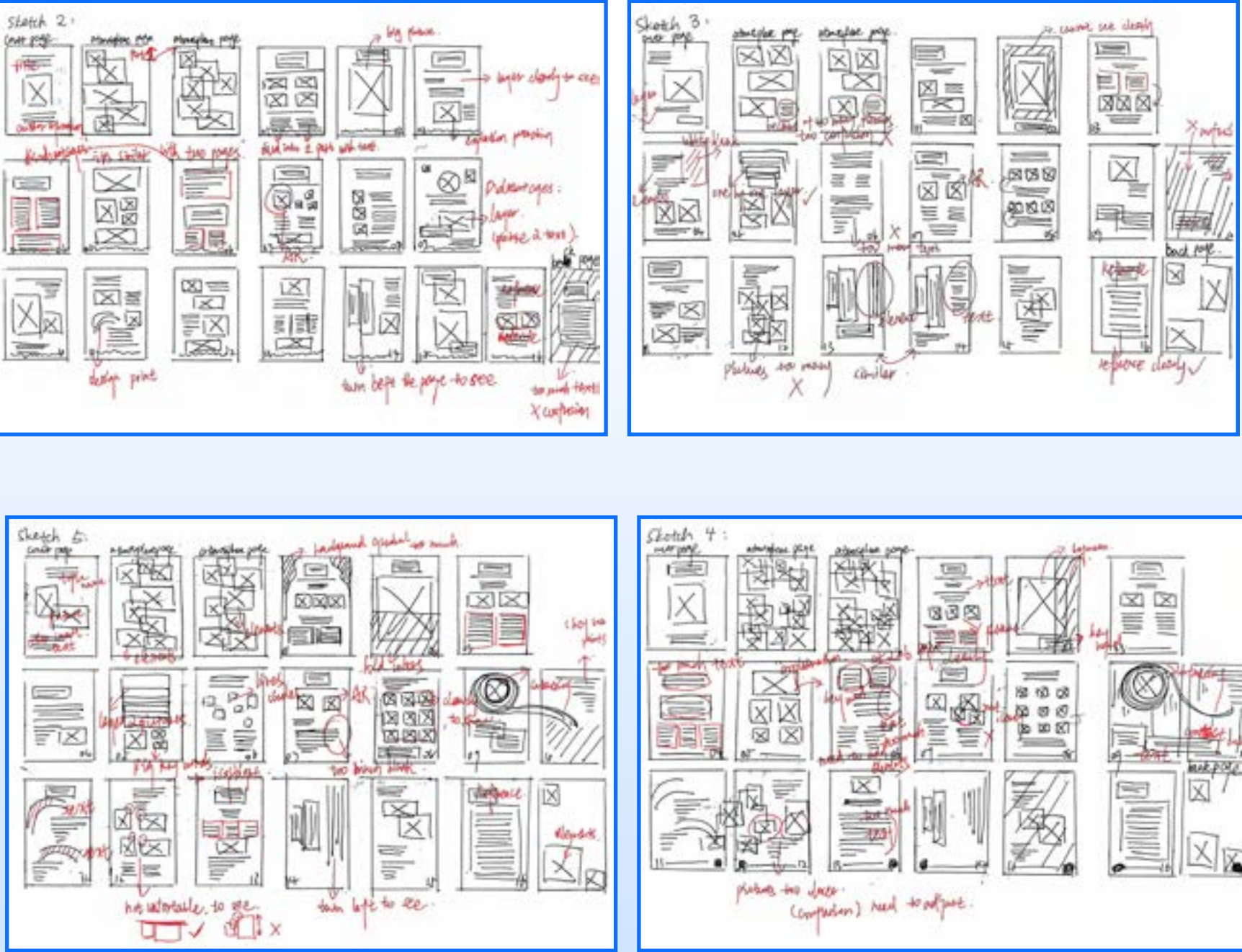
#1732f5

#4a49f5



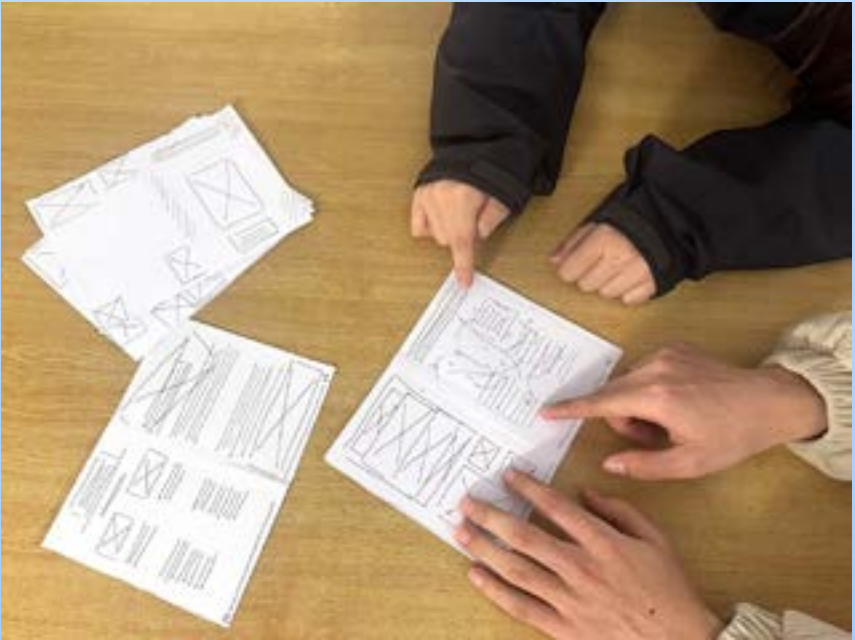
Publication's sketches

To better present the visual effect of the publication, I designed and tried many layout sketches. I attempted to do a lot of detailed processing in the hierarchy of text and images. And I tried different proportions of text and images of different sizes, and also left a lot of blank space to emphasize the sense of rhythm. I have highlighted the key words to hope readers can grasp the main idea of each part at first glance.



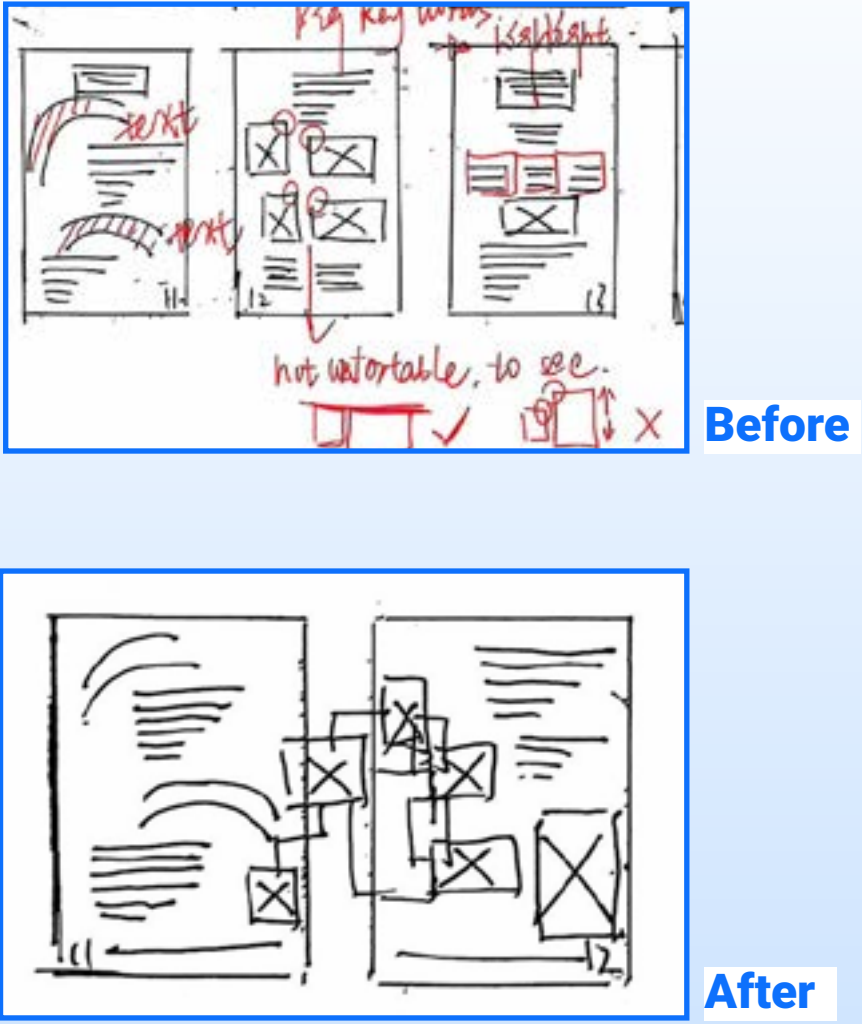
Testing & first iteration

To ensure the layout design is more user-friendly, I made prototypes and invited my friends in to experience and test it. They gave me suggestions for the layout. For example, some pages of the publication have too many pictures, the keywords are not distinct enough, and some layouts are too simple. My friend suggested me to try creative and guiding design.

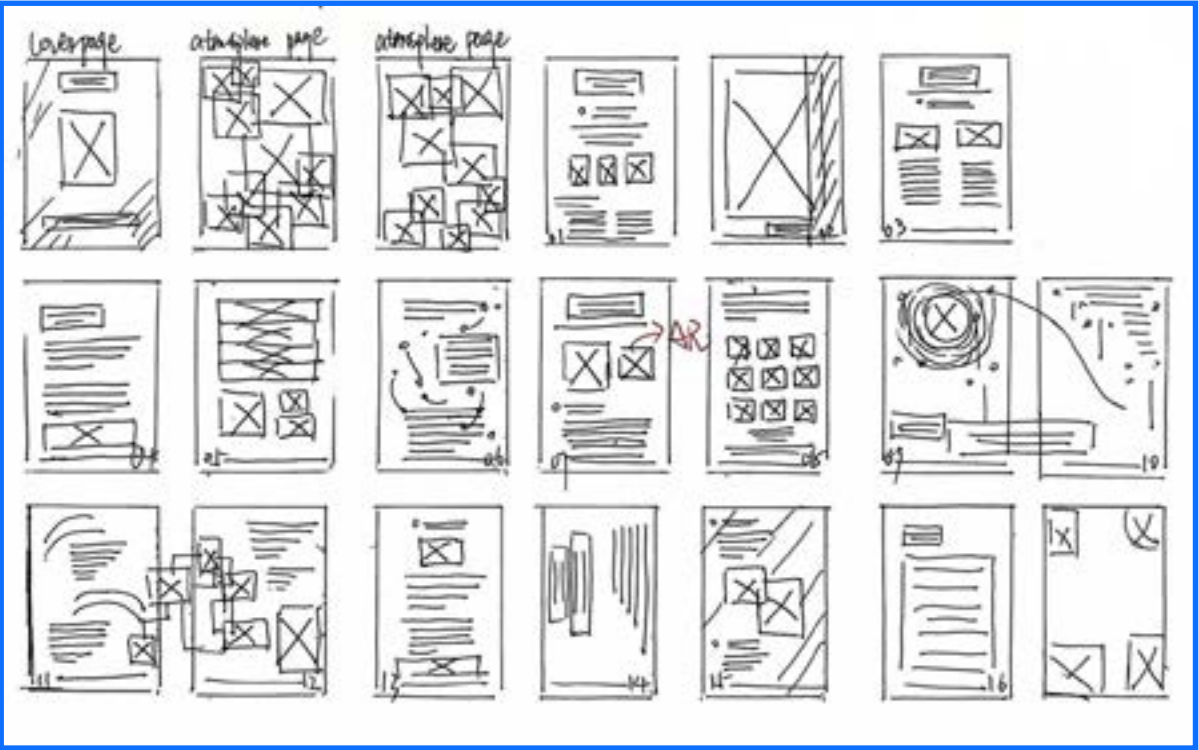


Improvement layout

After testing and getting suggestions from my friends, I deleted many redundant pictures and rejested the layout. I only keep the important images and arrange the images and text reasonably to highlight the rhythm and layering. I add visual small elements such as lines, circles, in the blank spaces, which helps to attract attention.



Final layout



digital final layout

I designed a black and white digital layout based on the final handwrite layout. This black and white digital layout enables me to focus better on composition, check the information structure and the proportion of text and images.



Color layout sketches

Through using my iPad, I tried color matching for the layout. Before that, I had tried four different color schemes. Ultimately, I chose a visual scheme in cool blue tones and paired it with gradient backgrounds and graphic elements. This helps me convey the theme concept and enhances the atmosphere and visual recognition of layout.



Testing & second iteration

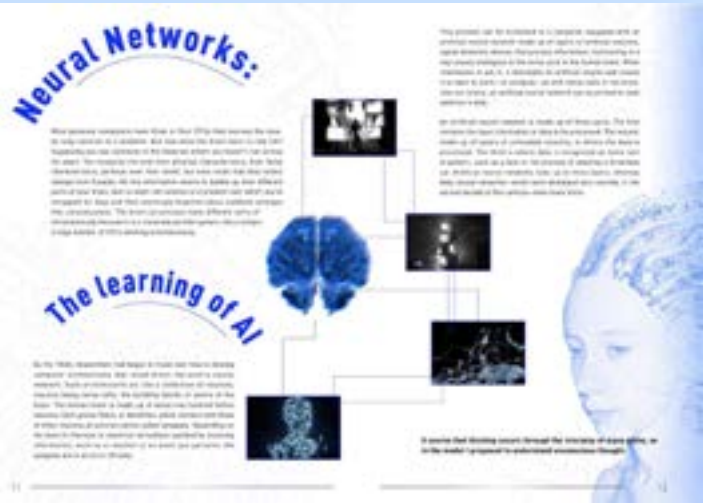
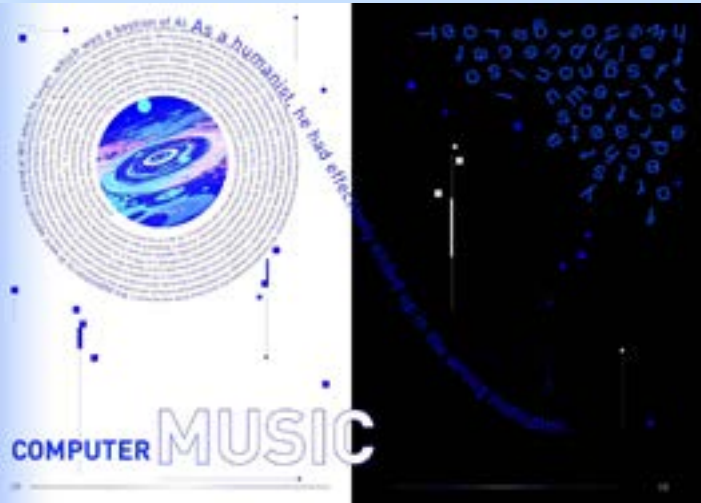
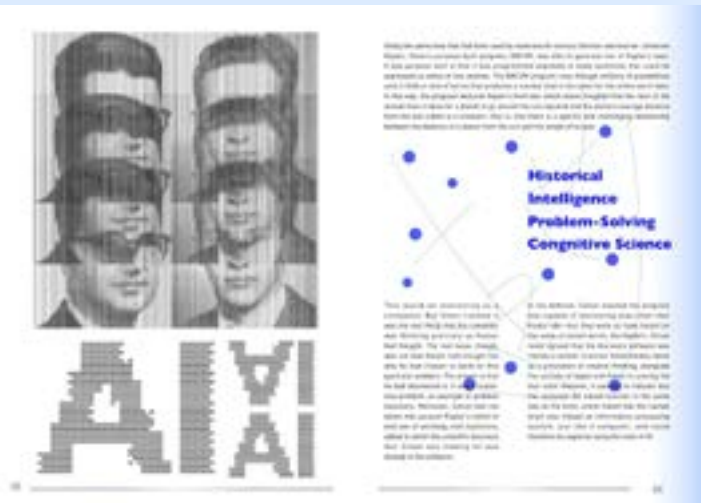
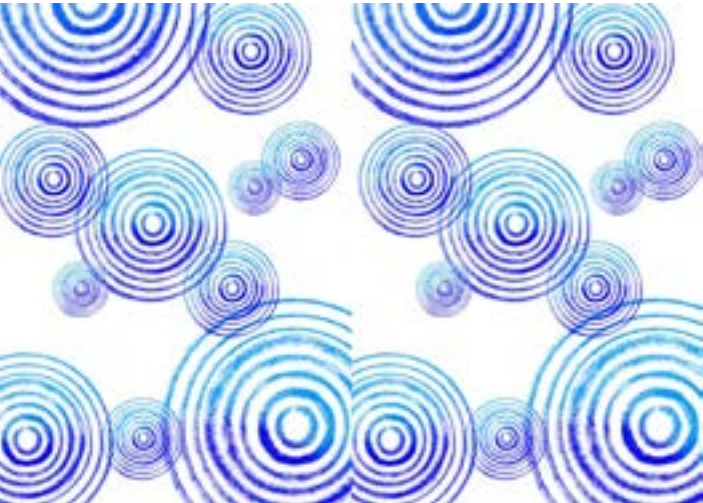
I made prototypes for color layout and showed my friends for testing. I got advice about regarding the page contrast and color gradation. For example, the blue in some pages might seem a bit heavy. I need to adjust the saturation of the color appropriately to enhance the overall visual effect.



Final publication layout

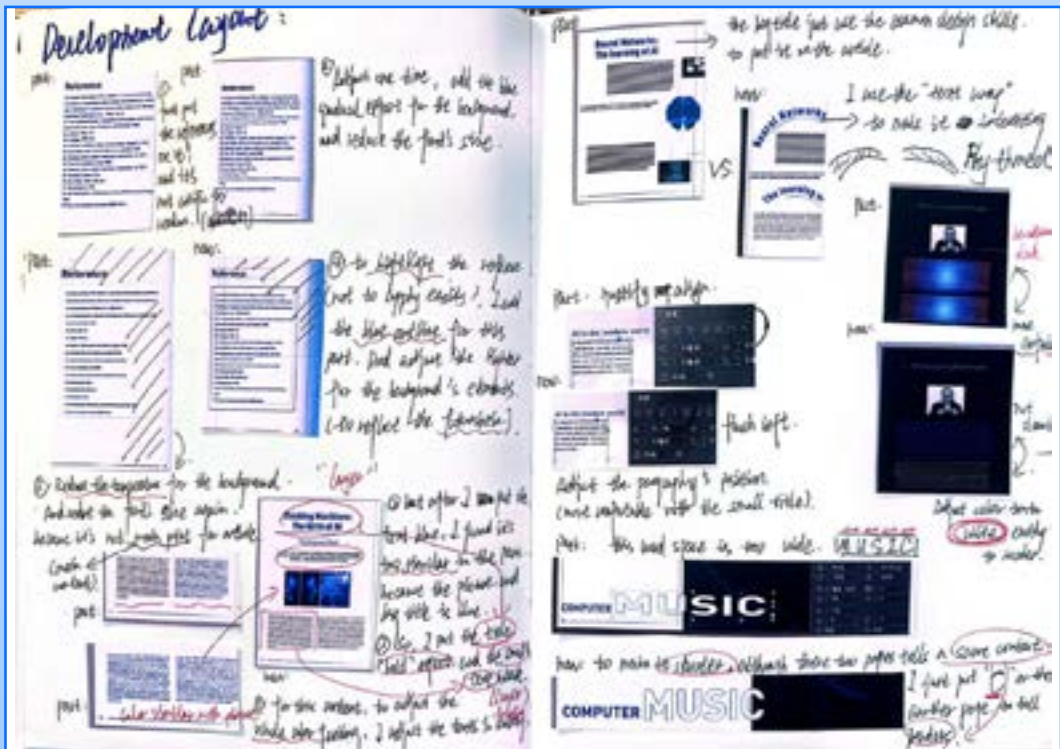
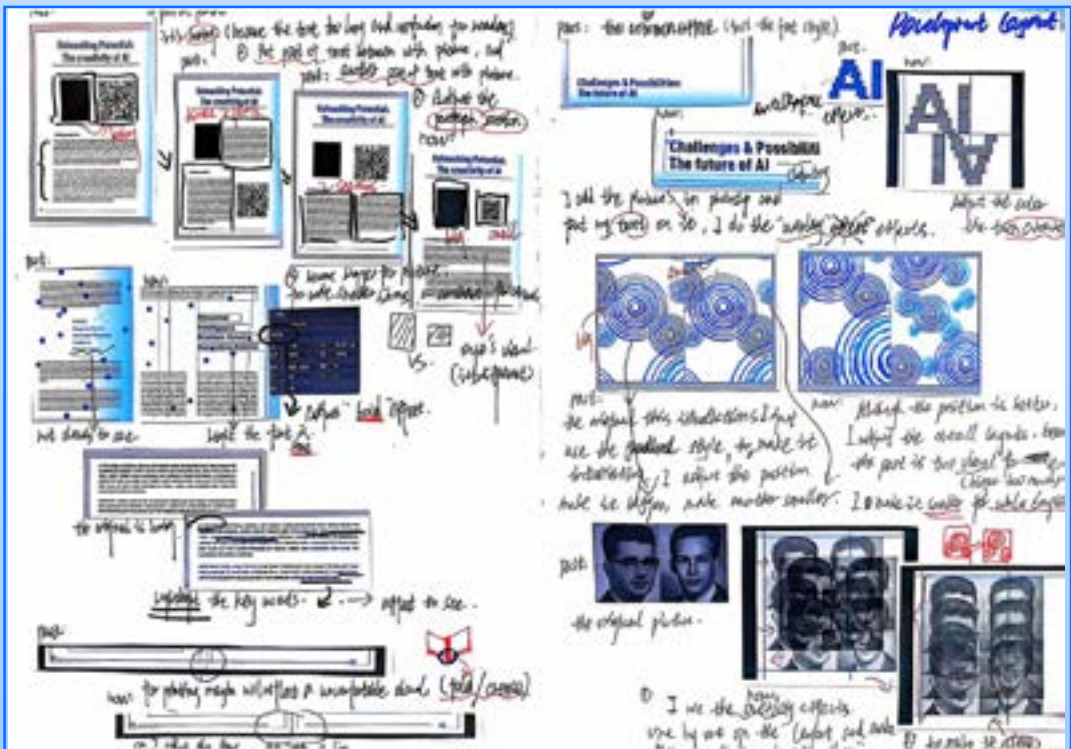
This is my final layout design of the publication.

I adopt a visual style with a futuristic technological feel, and mainly use cool tones of blue, combined with gradients, lines and geometric shapes, which creates a flowing, intelligent and imaginative visual atmosphere. For the layout, I have divided the article into five parts, which can clearly enable readers to gradually establish their understanding of the article.



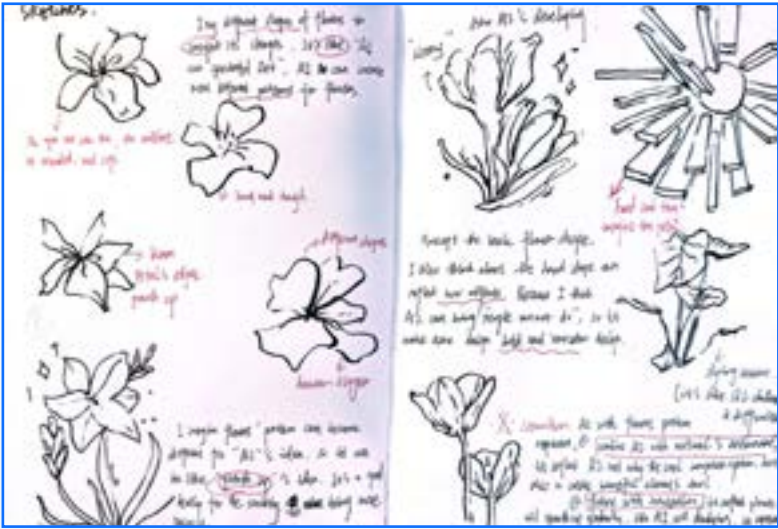
Improvement process

These two pictures show my design process. I use "Indesign" design software" to continuously optimize the layout structure. Besides, I adjusted the color contrast again in photoshop design software. I have adjusted the layout many times. For example, the original text was too long and affected readers visual effect. So, I tried to divide the content into paragraphs.



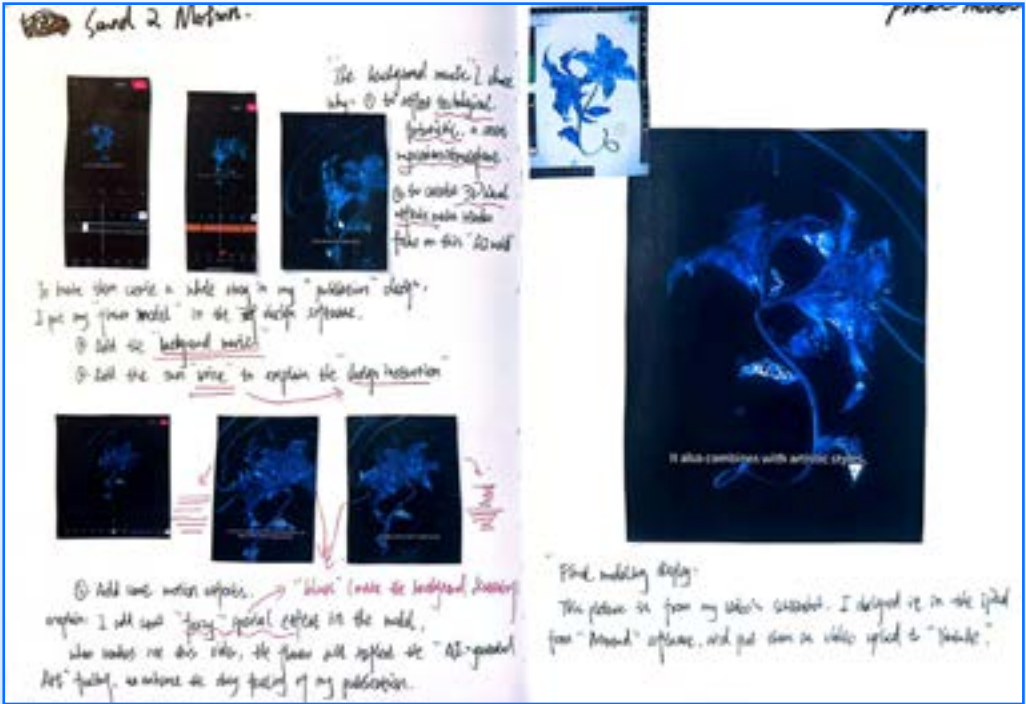
Interaction & modeling

Because the article contains information about describing "AI art", I chose "flower" as the visual modeling inspiration to enhance the interactivity and imagination. It's like "Digital flower". Flower symbolize "growth" and "change". It's similar to AI's development process and also implies "complex development structure". AI is like a constantly blooming flower, and shows diverse forms.



modeling's voice

To provide readers with a profound visual narrative experience, I added background music with an atmosphere of intelligent technology in the modeling video and recorded my own narration to explain the design concept. I also added blurring and dynamic special effects to make the flower present a sense of fluidity

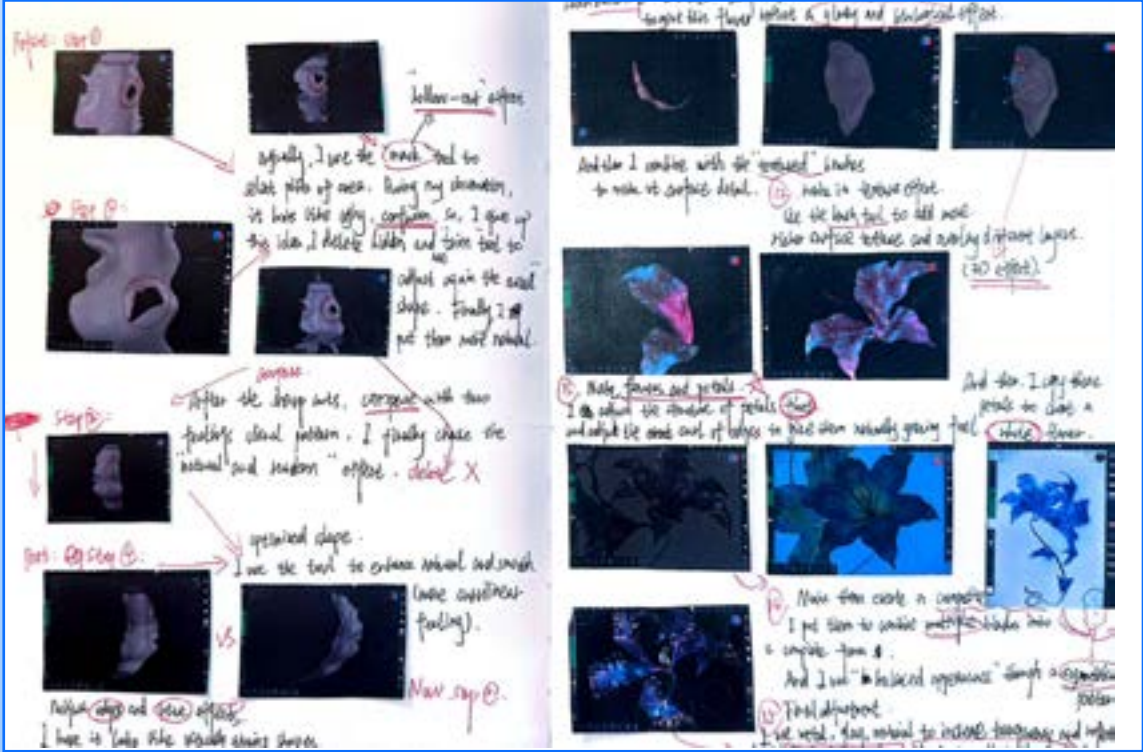
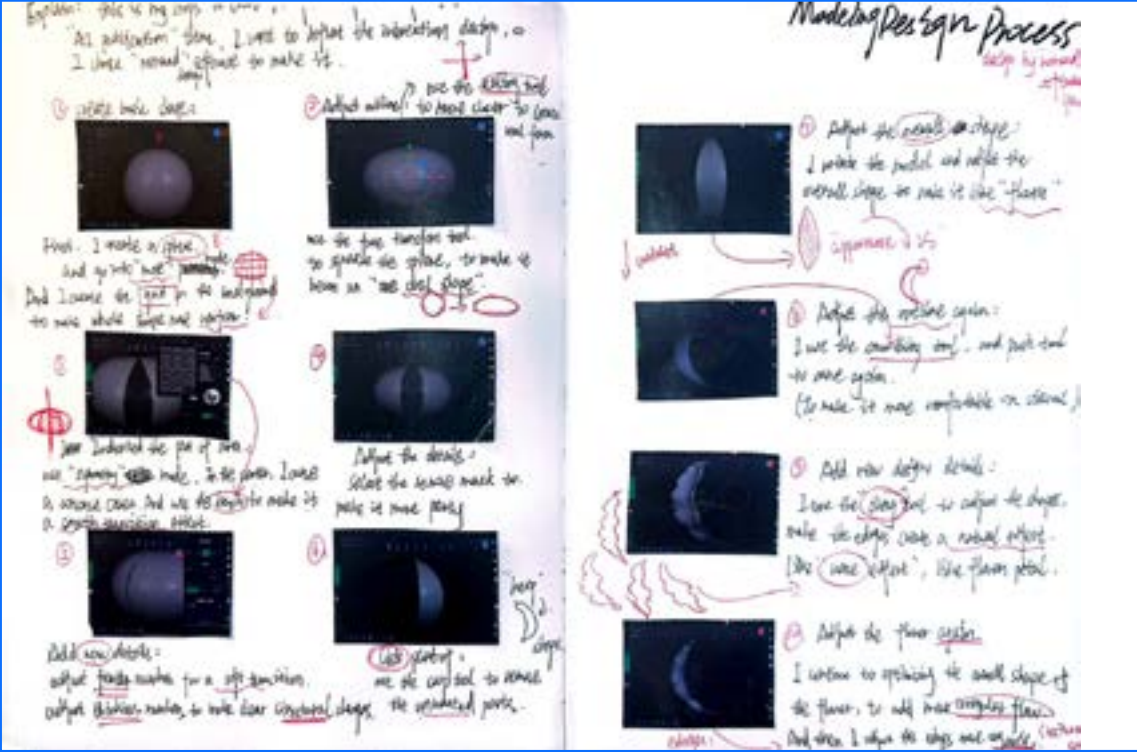


Final modeling



Modeling process & adjustment

I designed this flower using the "Nomand" modeling software. "Flower modeling" process and improvement process can be clearly seen from the following pictures. I designed the forms of flowers from blooming, flourishing to predicament, which also indirectly expresses the development process of AI. I still use the main blue color of the publication. By adjusting the edges and adding the materials and textures of this flower, the key points of my design are the natural curves and transparent texture of the petals. I hope presents a sense of the future and technology.

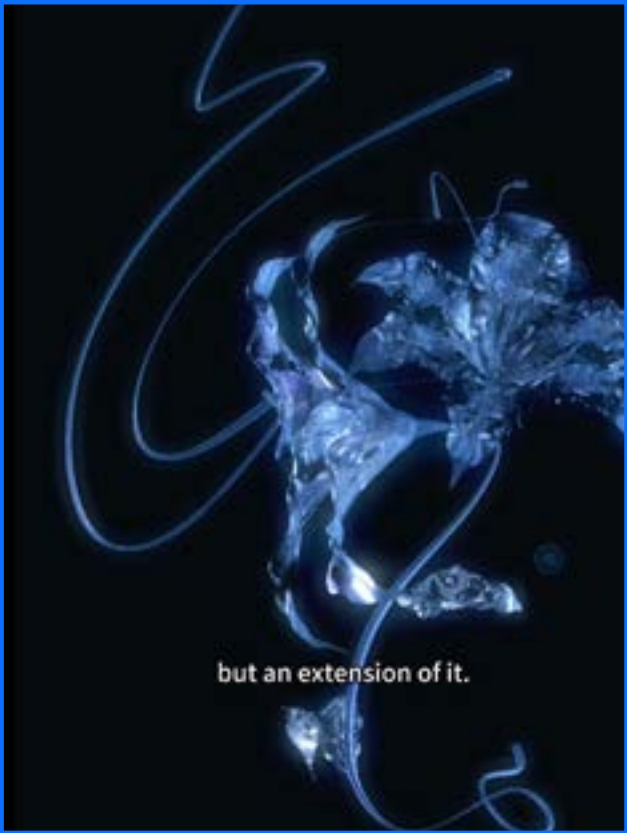


AR & scan code

To enhance the interactivity for readers, I placed the "Digital Flower modeling" in the layout of the publication through a QR code way. Readers can scan the code to enter the AR interface, observe this virtual flower in 360 degrees, and experience the digital flower world in an immersive way. This enables publications remain on traditional print media but also to extend to digital interactive experiences.

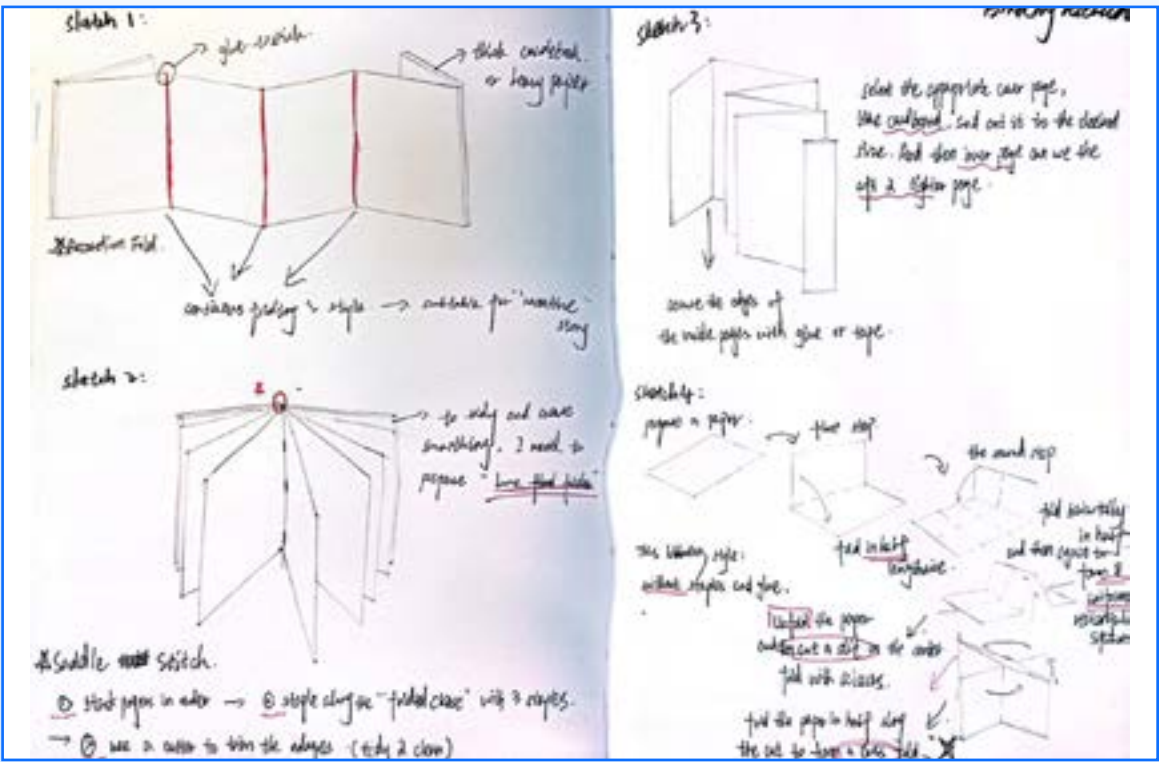
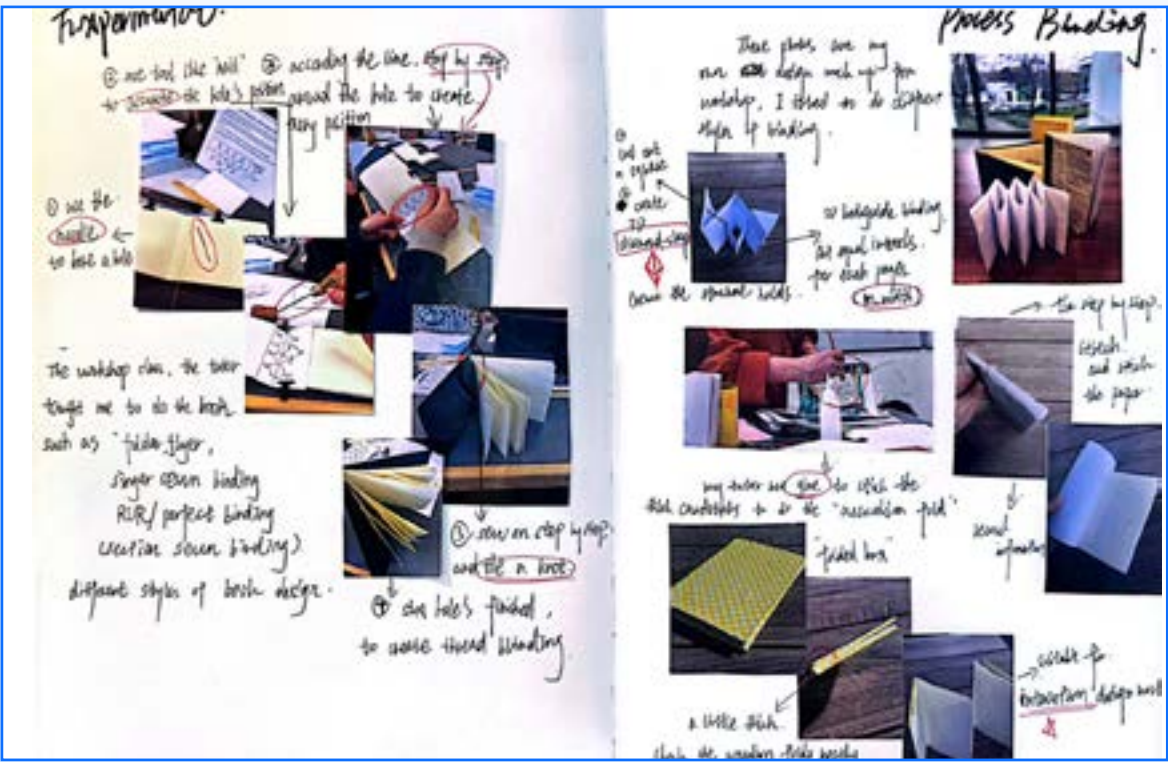


Modeling video's link: <https://youtu.be/6GLxkGB0mAs>



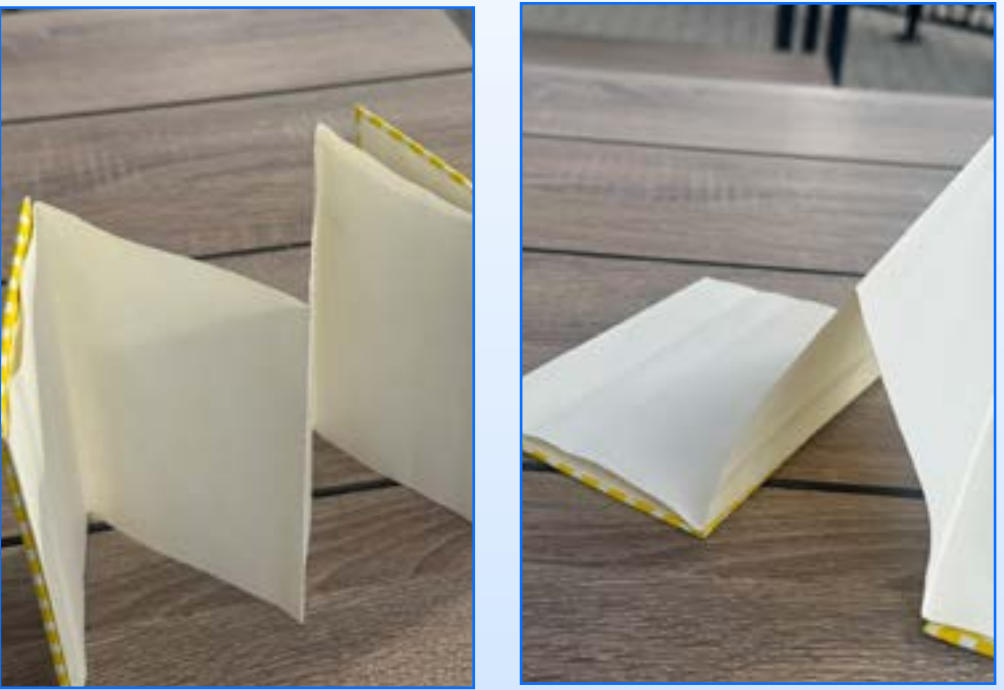
binding sketches & experimental

In the workshop, teacher taught me to try various binding methods, including sewing, gluing and folding binding. Based on the research, I have learned about the advantages and disadvantages and application scenarios. Ultimately, I chose "Accordion Fold" as the structure of my publication. Because it can be unfolded page by page, this directly reflects the timeline and development process of publication. The folded binding is more interactive, it brings readers a new visual experience. Readers can stand and flip through directly.



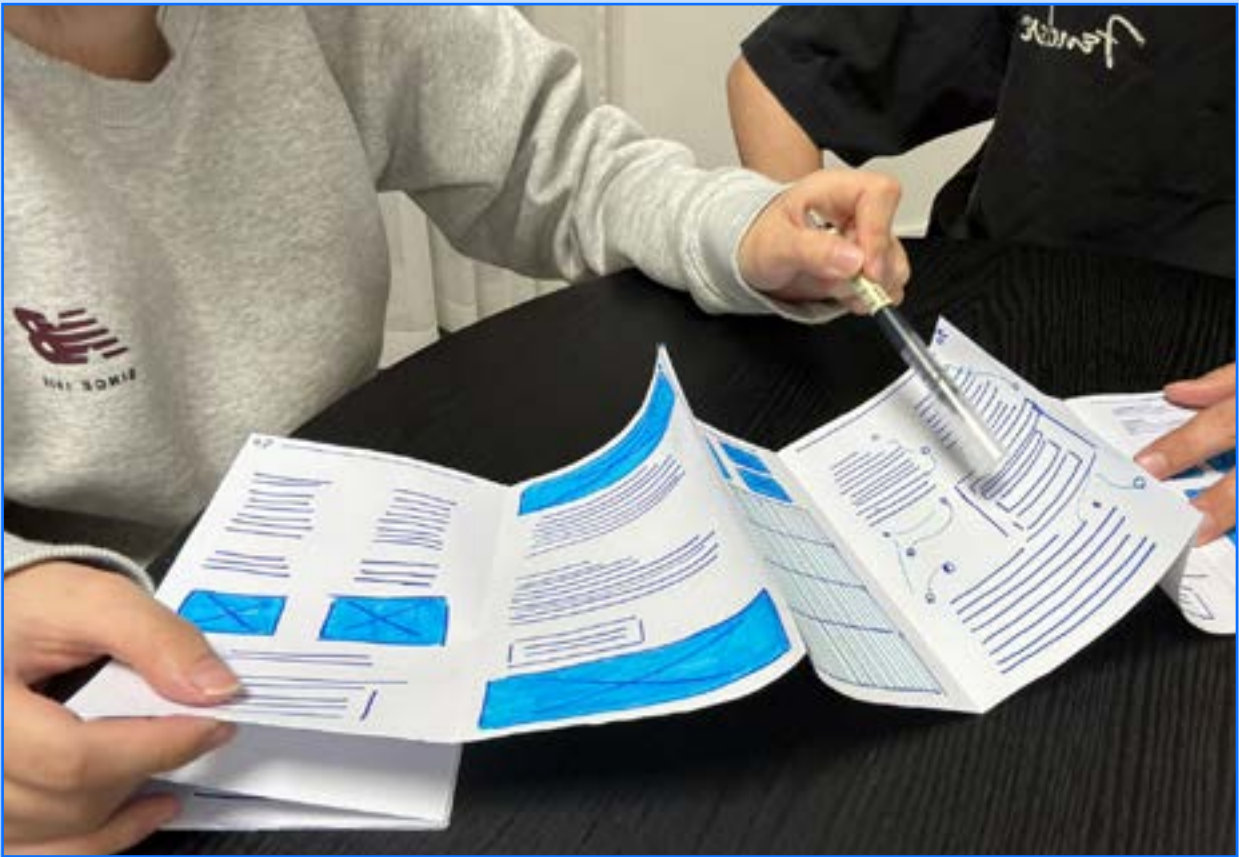
Testing & iteration

Therefore, I made sketches for binding structure. The folding structure is convenient for presenting the article information clearly, and it presents the content continuously. In addition, this structure form has a sense of dynamics, and I think it can enhance the interactivity and exploratory of reading.



Accordion Fold's inspiration

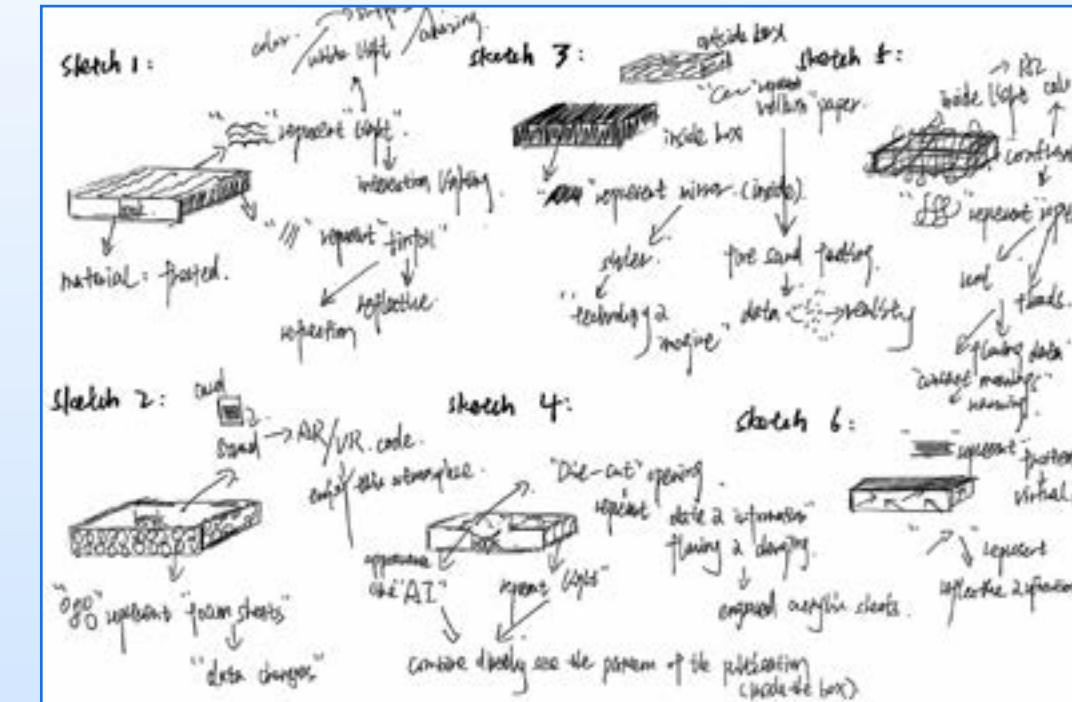
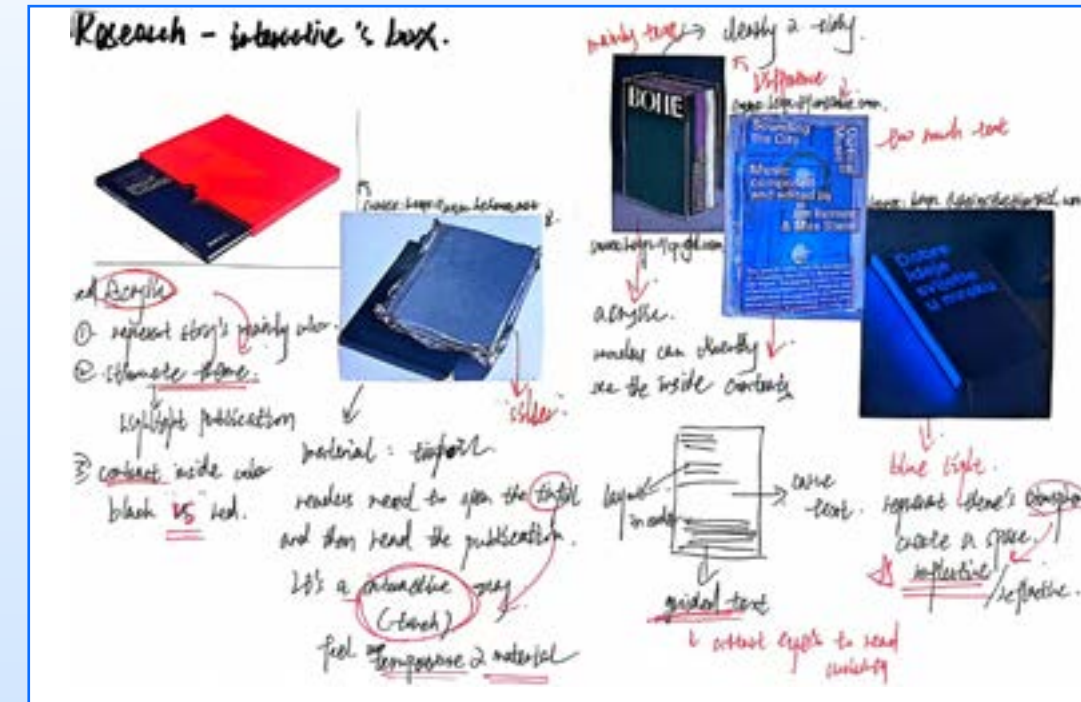
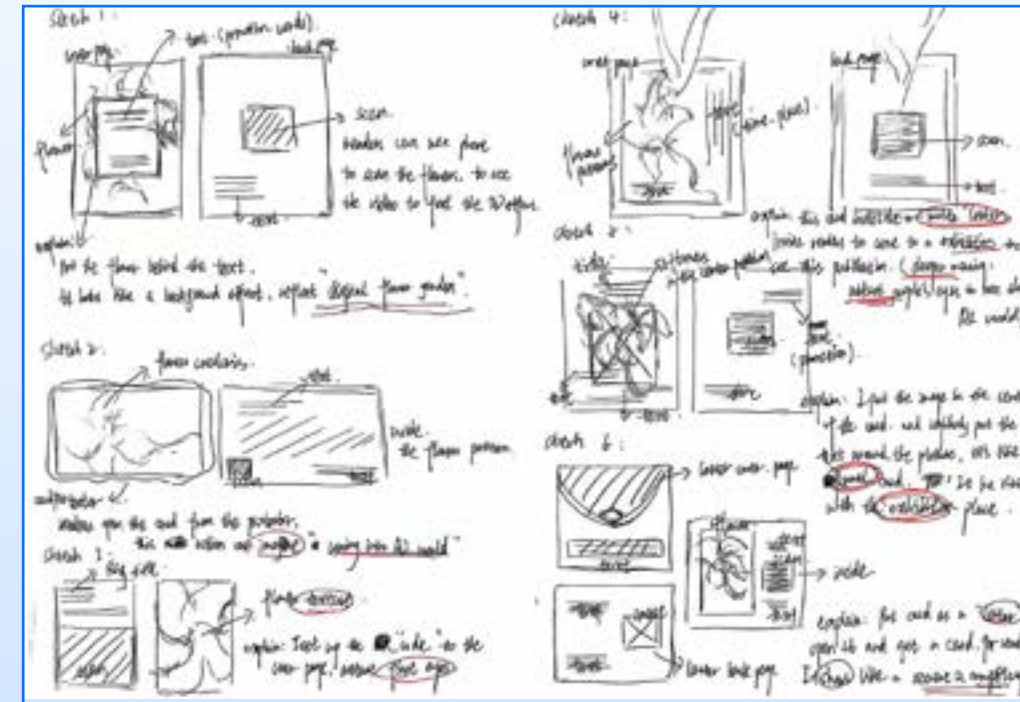
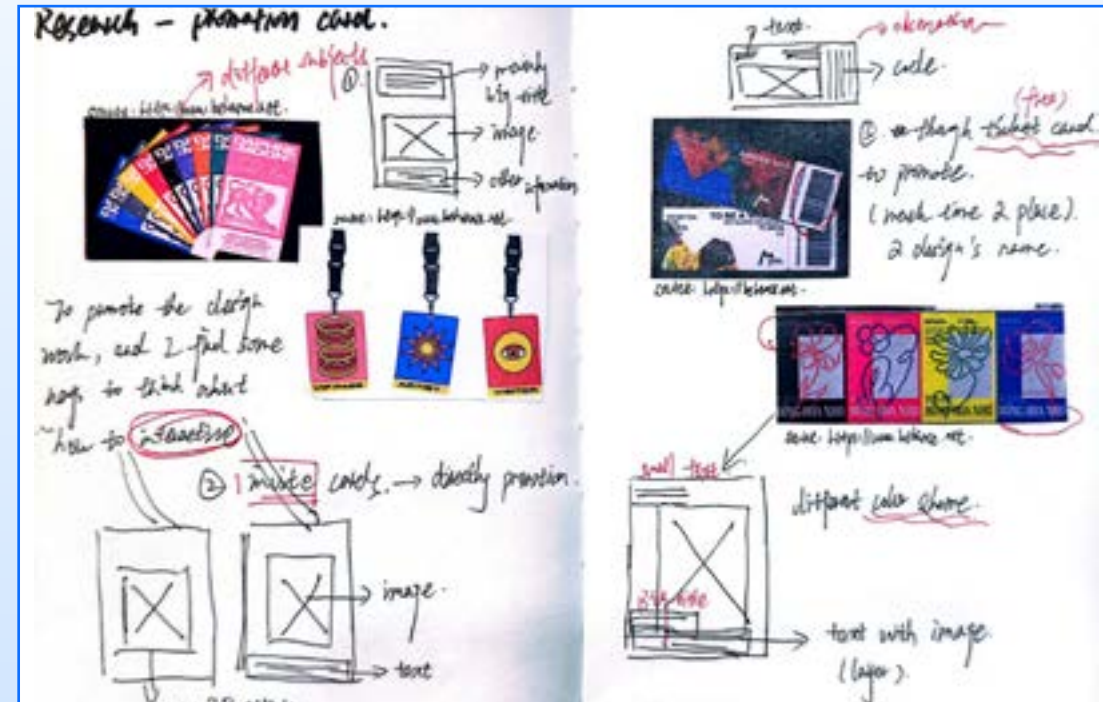
I made prototypes for "Accordion Fold" and showed it to my friends for testing. My friends can freely browse through the content from multiple angles, which enables them to more intuitively feel the rhythm of the layout and the visual layers. During the interaction process, I observed their reading feelings. They like this "Accordion Fold" form. It reflect a unique visual effect.



Derivative: Card & Box

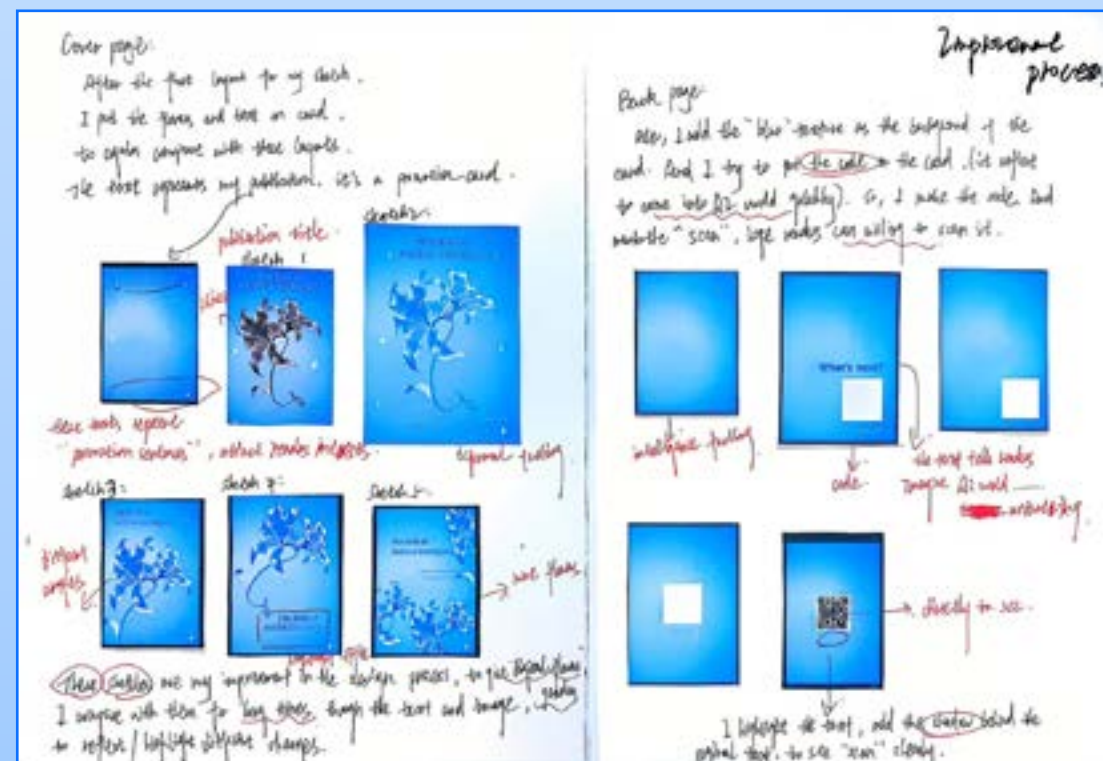
Card's inspiration & sketches

To increase people's attention to the publication, I decided to design the "digital flowers" as promotional cards. This card is convenient for distribution, and enables interactive experience through QR codes. By scanning the QR code on the card, people can understand the visual style and theme concept. I think this card can break the limitations of traditional reading and enhance the influence of publications.

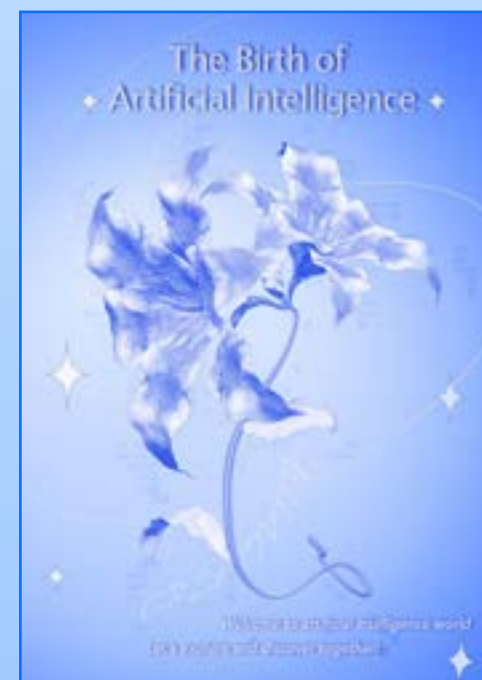


Card's digital process

I used the "Photoshop" design software to layout the cards. During the design process, I constantly modified and compared the layout of the cards, and adjusted the color tones. I hope to create a visual effect with a sense of technology and futuriness. The card's cover is mainly blue gradient, combined with flower elements. And the QR code displayed on the back cover enables the audience to quickly see the card, which enhances interactivity for readers.



Final card design

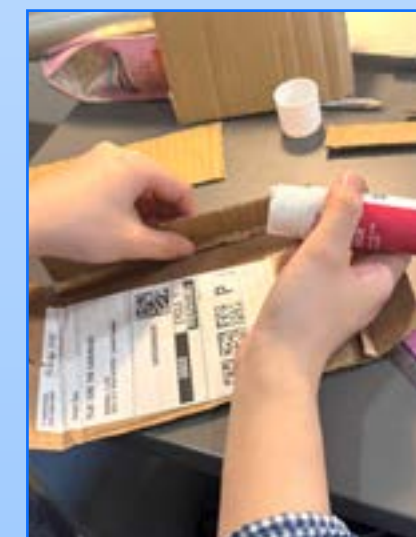


Box inspiration & sketches

The box is inspired by the "AI intelligent world". I have researched packaging forms of different publications. This creative idea can attract more people's attention to the publications. So I drew some sketches to compare it. I hope when the audience opens the box, they can enter an unknown space, and enhance the sense of interaction experience.

Making box & Testing

To present the "AI world", I made prototypes by myself and use tools such as glue sticks, tin foil, sandpaper and light bulbs. The frosted acrylic box gives people a hazy feeling, presenting a real yet virtual effect. Finally, I show the box to my friends, share my creative concept. I hope to express the virtual and real worlds of AI through the appearance and material of the box, and guide the audience's ideas on opening the box.



Outcomes

Reflection:

Through this "Publication" design project, I truly realized how to visualize complex academic content. Through my practice of folding page structure and material selection, I learned reasonable binding not only enhances the aesthetic appeal of the publication but also expresses the main content. For layout, I repeatedly adjusted the layout of text and images to enhance the reading experience. In addition, I combined AR with experimental publications and learned to generate QR codes and implement interactive experiences, which gave me a new understanding of interactive experience design. This broke the traditional design techniques. I not only improved my ability of information organization and visual expression, but also mastered the transformation method from print media to digital.

In conclusion, this project not only enhanced my comprehensive ability in visual design, but also gave me much confidence. In the future, I will continue to study layout design and explore more interactive designs.

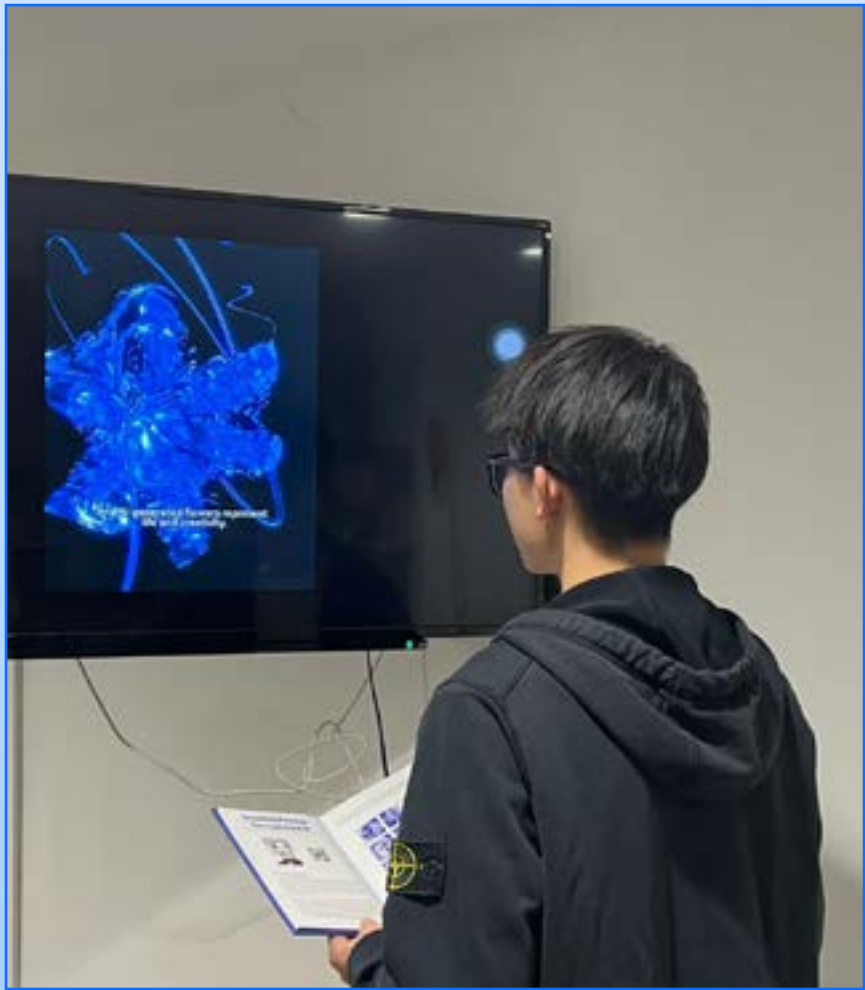
Publication



box



showing



card



scan



E-book video's link: <https://youtu.be/-swAuqwGW5Q>

Second Sketchbook's link: <https://youtu.be/VXHMRLpEPxI>

QR code's link: <https://youtu.be/6GLxkGB0mAs>