

Task 1: Informing your practice

After watching videos about a visual editor about Tracy Ma's views at The New York Times and Avatar Robot Cafe, I was deeply inspired by novel ideas and creative design concepts. So, I will analyze some opinions and summarize how they help me better apply them to my design.

Film 1:

Narrativity

She emphasized that design is not only to give people a visual effect, but more importantly to achieve the effect of information transmission. A good work needs to combine design and content to better express the theme content. She encourages to use the untraditional design techniques to reflect the core of the theme. By comparing two different layouts, I learned that bold and creative visual expression is easier to attract readers' attention and increase the impact of content. Figure 1 shows compares two different layouts. In the right picture, the designer uses traditional design methods to arrange the overall layout, the whole picture is simple and boring. But in the left picture, the designer deeply integrated them through the image and fonts, which increases the sense of substitution for the work and achieves emotional resonance with the work. Therefore, this high point makes me realize the combination of content and design in the future design, break the conventional thinking, and use creative and bold design techniques to make the content richer.

Fig1: A screenshot from Youtube's video



Source: www.youtube.com

Creativity

Tracy believes that even in the era of resource shortage or slow development of design, designers can still seek creative design methods. It is not a barrier and even becomes stimulating for interesting ideas in my brain. She encourages designers to adjust the typography between design elements and text many times and dare to find ways to express their personalities. Figure 2 shows a creative layout. In the rigorous news layout, the font and layout have strong design principles, and designers use unusual text arrangements and bright colors

to attract people's attention. In my opinion, creative expression does not deviate from the theme, but reflects the uniqueness of the theme content. Therefore, in my future design practice, when I am troubled by the theme, I can first draw a framework and write keywords to better find a breakthrough.

Fig2: A screenshot from Youtube's video



Source: www.youtube.com

Film 2:

Comprehensive

People with disabilities can realize their value through science and technology, creating new employment opportunities and increasing daily interactions with people. Figure 3 shows a humanization design. The robot is controlled remotely by disabled people. I think it removes the barriers caused by the disabled due to physical reason and reflects the inclusiveness of society. The disabled can also serve the society. So, it tells me pay attention to observe people's behavior, and then provide help to special groups. I should think about how to better apply design to society, pay attention to the needs of different groups, and achieve inclusive results.

Fig3: A screenshot from video



Source: www.dandad.org

Influential

By observing how disabled people control and operate robots, the Avatar Robot Cafe project has attracted attention and discussion on the Internet. More than 500 articles have been written about the project so far, and the exposure value has reached \$7.6 million. It can clearly see the importance of network media to people. It breaks the prejudice against the disabled, gradually changes the social concept, and bring commercial communication value. I will evaluate the impact of design on society. I actively think of novel ideas to create design works with social impact and promote the development of society and business.

Fig4: A screenshot from video



Source: www.dandad.org

Emotional

In the movie for Avatar Robot Cafe, I also found that remote operation was a way to build relationships between customers and people with disabilities. Although customers can not interact directly with people with disabilities, they can communicate with customers through online voice communication, which also enables emotional communication. Figure 4 shows the interaction between the customer and the robot. I think this is an emotional design, and this interaction deepens the customer's attention to the disabled and experiences a kind of humanized emotional service. So, I hope make design truly serve the customer in the future design and strive to achieve the goal of design beyond function. I need to pay more attention to human needs, convey emotional communication and satisfy people's happiness.

Fig5: A screenshot from video



Source: www.dandad.org

List of Illustrations

Figure 1:

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

Figure 2:

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

Figure 3:

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

Figure 4:

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

Figure 5:

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