Video 1

After watching Tracy Ma share her design experience, I realized that incorporating empathy into web design can make it easier to connect with the audience. Two key points stood out to me:

1.The Fusion of Storytelling and Design

Design is not just about visual presentation—it's also a way to tell stories. By using visual language, design can convey information and help the audience understand complex content. Incorporating storytelling elements into design makes it not only more engaging but also emotionally resonant. One of Tracy's examples was particularly impressive: in a web design, when the cursor hovers over a dog, the dog changes to show a happy, petted expression. This thoughtful detail helps readers better understand and empathize with the message of the webpage.

2.The Use of Visual Metaphors

The video highlighted how visual metaphors can transform dull data or serious content into lively and engaging forms. This approach not only makes information easier to understand but also leaves a lasting impression and fosters emotional connections. Tracy provided several examples, such as using red, jagged lines in news graphics to symbolize tension or utilizing repetitive pop-up windows to evoke the feeling of being bombarded by information. These metaphorical designs are intuitive and impactful, offering audiences a deeper and more meaningful visual experience. Designers should leverage symbolic or metaphorical visual elements to make their designs both intuitive and profound. This approach not only enhances the aesthetic value of a design but also makes content delivery more persuasive and emotionally impactful.
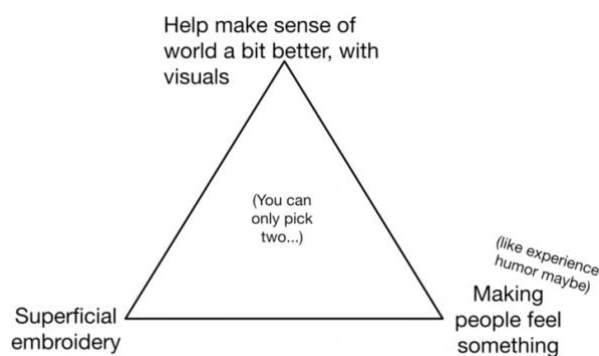

Image1: Editorial Packaging

3. Editorial Packaging

Editorial packaging is a design approach that integrates visual design with content, presenting complex information in a way that is more understandable, engaging, and creative. By deeply merging content with design, it uses elements such as images, charts, typography, and layouts to transform abstract or intricate topics into intuitive and vivid information, enabling readers to grasp the conveyed message more quickly and effectively.

Video 2

The video showcases a socially impactful project that provides job opportunities for people with disabilities through remotely operated robots, while strengthening their connection with society. This design creates opportunities for them to participate in social activities and realize their self-worth.

Here are three key takeaways regarding the design philosophy:

1.Human-Centered Design

The essence of design is to serve people. Therefore, inclusivity is essential. Designers should approach their work with empathy, focusing on the specific needs of different groups. By combining technology with design, we can offer more accessible services to marginalized groups, helping them integrate into society.

2.Emotional Value

Emotional value is a critical aspect of design. As demonstrated in the video, the project uses emotionally resonant design and services to bring happiness to both customers and people with disabilities. It also fosters deeper societal acceptance and understanding of disabled individuals. From the satisfaction of work for people with disabilities to the emotional connection experienced by customers, and ultimately to the respect cultivated within society, this project touches hearts through emotional engagement, creating a profound impact on users and society as a whole.
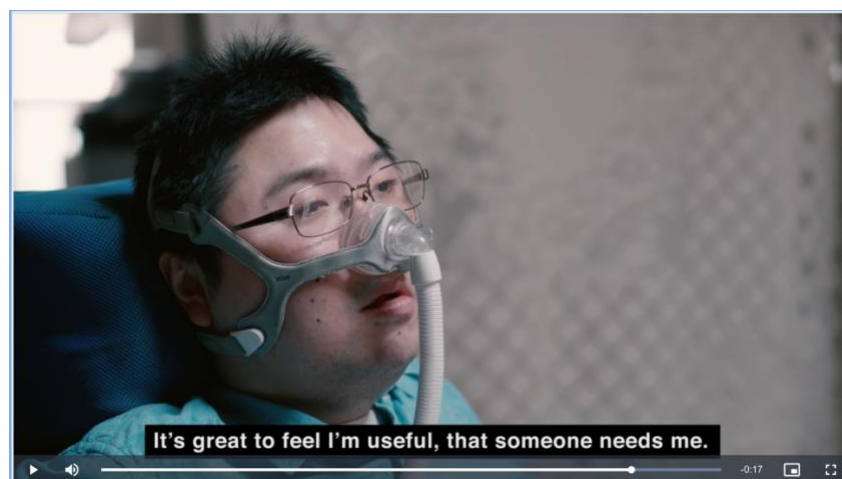

Image2: Self-worth