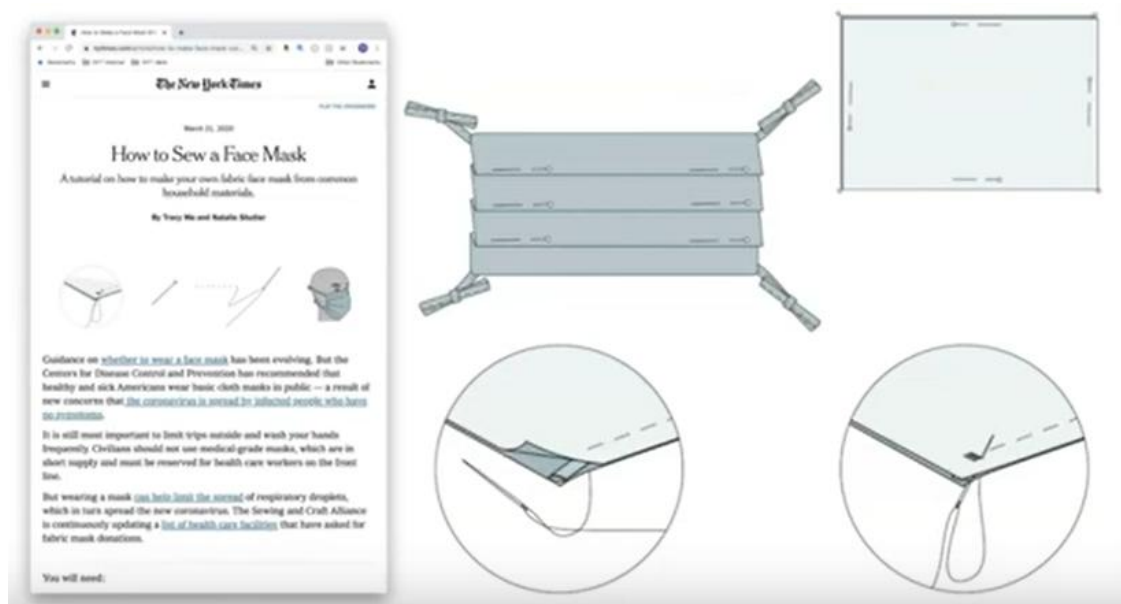


VIDEO 1



In her first video, 'Nicer Tuesdays: Tracy Ma', Tracy Ma argues that visuals that take months to research and design can be as impactful as visuals that take days to create, giving an example of a simple graphic and article she created in just a few days! teaching people how to make and sell knitted masks and it worked so well that it was a New York Times best-selling article. So by understanding what she was talking about, I believe that the simplicity or complexity of the visual design has nothing to do with the size of the impact, the point is to be able to pinpoint the subject matter and help the viewer to understand the content of the article. I used two images, one complex and one simple image for comparison.

44.5
HOURS



140 options

3
HOURS

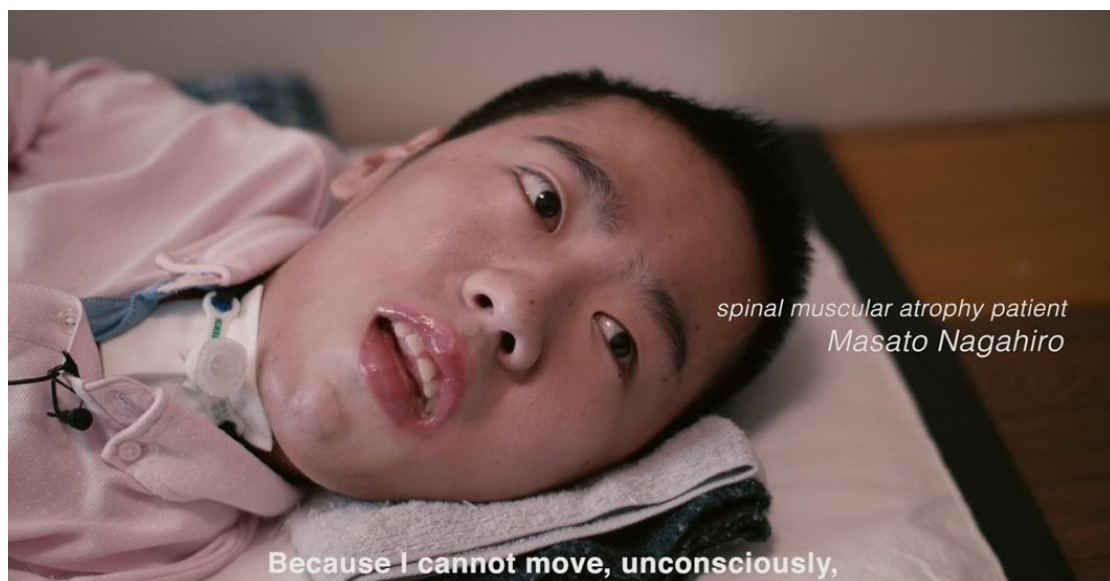


1 option

At the same time, Tracy Ma compared pages that took more time to create with those that took less time, and she questioned the effectiveness of the pages that took more time. From her experience, in the publishing industry, the faster you publish, the more fun you might have. I think this might be because you can think about more interesting topics in a short time, which makes your thinking more active.

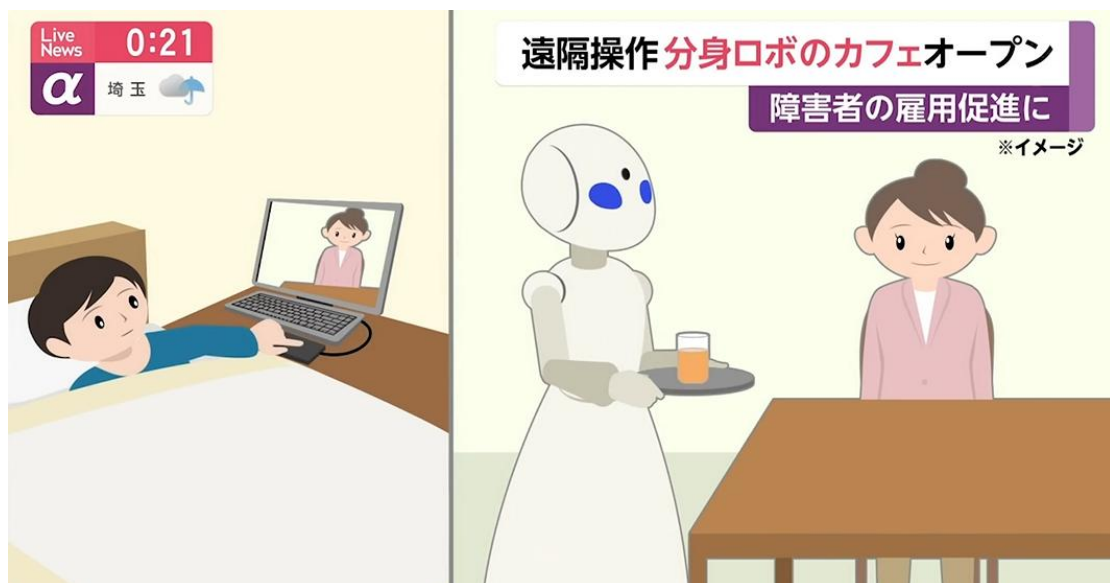
When there are many interesting topics and you're not sure where to start, maybe a word or phrase can help to convey the meaning better. This not only catches people's attention but also makes them want to understand the details.

VIDEO 2

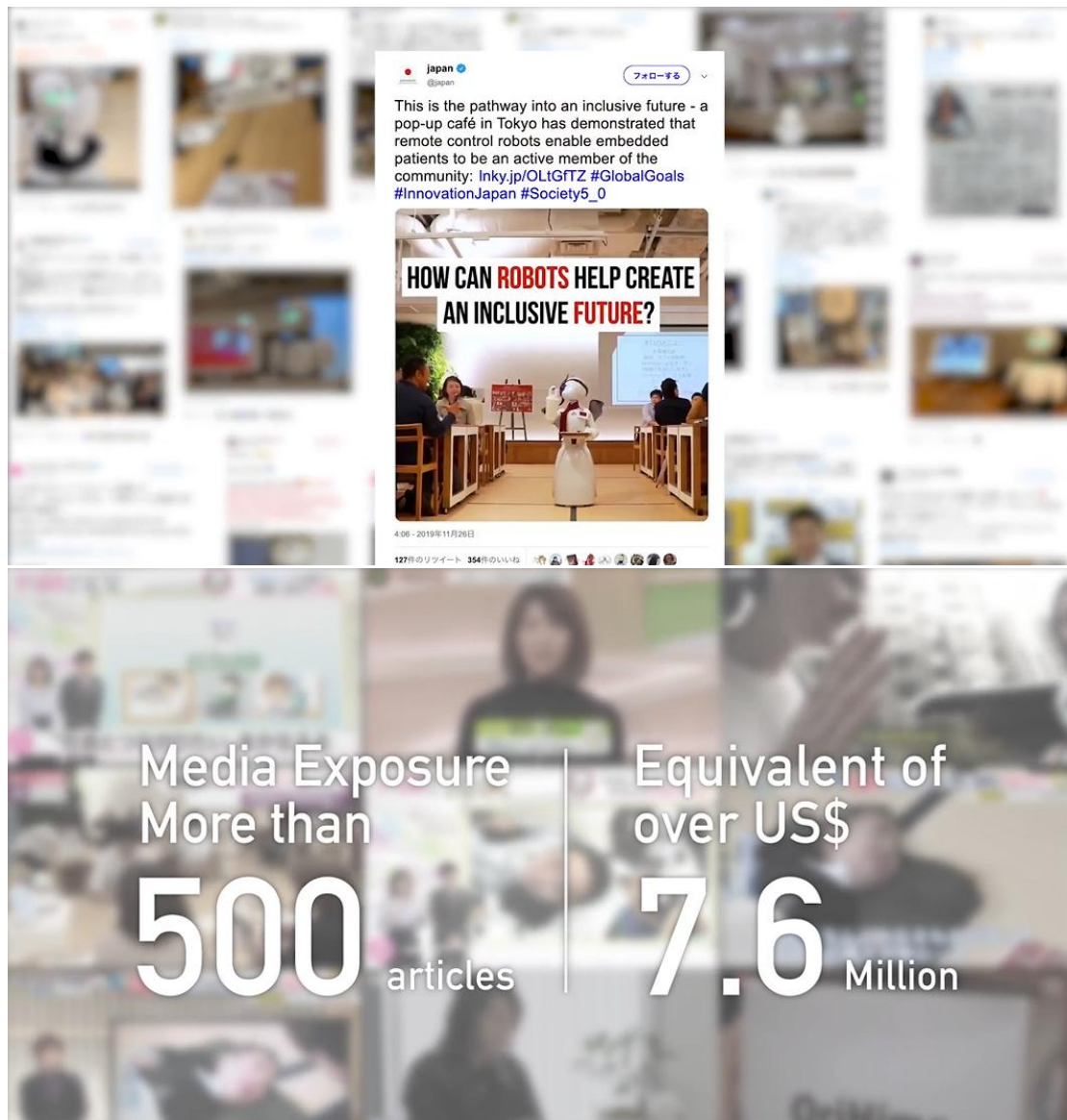




In Avatar Robot Cafe's promotional film we can know that 1. they invited disabled employees of the cafe project to be interviewed, asking them about the details of their work as well as asking them about their attitudes towards the work of the cafe, the changes in their psychological state before and after their participation in the work, which serves as a very good illustration of the film and proves that the project's job opportunities for people with disabilities are Success. From here I can learn that using simple and realistic information might be better to name the theme and catch the audience's attention.



2. They use simple animations to simulate the daily work of disabled employees, these animations are flat and easy to understand, which allows the audience to better understand how they usually work, this is a good demonstration. This is a good demonstration that I can learn that when designing I need to try to make the information more simple and easy to understand so that the audience can visualise it more easily, this will help to improve the audience's understanding of the information being shown.



3. They inserted more reports from other media to demonstrate the wide impact of the event and the strong social and global influence of the project, which also has the effect of increasing the credibility of the message. Here I can know that providing multiple sources of information in the design helps to increase the credibility of the message and show the impact.