

## Informing Your Practice

Watching the two videos, I've realised that there's so much more thought that goes into the design process than what most people let on.

[Tracy Ma's video](#) provides insights into how one can optimise their time and productivity while working in a creative field.

Here are some takeaways from the video -

- By looking at how society uses and shares images, we can see what it says about how we are living now.  
Ma explains that it's a starting point when she's working. How society uses and shares images reveals a lot about contemporary values and behaviors. Images reflect our priorities, identities, and social dynamics, often shaping public discourse and cultural trends.
- Research, feedback, collaboration and iteration are essential during the design process.  
Before creating any visuals, it's vital to first do some research on the topic to know what's relevant and see what would be most impactful. Based on that, iterations can be made. After, depending on feedback and collaboration, more iterations can be made until the final version is ready.
- Empathy plays a significant role in storytelling.  
Ma mentioned that while creating something, she thinks of story she's trying to tell, and aims to do it in an empathetic manner. This helps ensure that it resonates emotionally and authentically with the readers.

With the [Avatar Robot Cafe](#), we see how innovation is fostering a more inclusive workforce.

Some key points from the video are -

- With technology, there are now ways for persons with disabilities to take part in the workforce.  
There is still a lot of research and development needed, but this experiment proved that it is beneficial, as it gives people a feeling of hope. Some of the people that were interviewed mentioned that they felt like a burden, so being able to work made them happy and gave them a sense of purpose.
- Experiments like this can create real social change.  
The Avatar Robot Cafe garnered a lot of attention. It was covered in over five hundred articles, equivalent to US \$7.6 million worth of media exposure. It also gave persons

with disabilities a chance to take part in society. This experiment could be presented as a case study when discussing changes in employment laws. This also creates a discourse on the future of service industries, and it raises questions about the future of work and how new technology could affect human labour.

To conclude, the insights from Tracy Ma's approach to design and the Avatar Robot Cafe experiment will inform my own design practice by emphasizing the importance of research, empathy, and inclusivity. I will focus on and aim to create work that people can resonate with, is informed by relevant research, and fosters impactful change.