

Project Reflection

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Project1

This project stemmed from my personal experience hiking the Three Mountains Trail in Chongqing and gradually evolved into a critique of how platform-based **mapping systems shape urban perception**. Through fieldwork, I realized that **traditional navigation tools simplify the complex spatial experience to measurable data such as time and distance**, neglecting the **emotional, sensory, and historical dimensions of the city**. What initially seemed like a technical limitation evolved into a political question about visibility, optimization, and whose knowledge takes precedence within mapping systems.

This process also changed my understanding of communication design. I no longer viewed maps as neutral representations but as infrastructure for **actively constructing spatial understanding and navigation**. This influenced the development of anti-map and speculative interfaces, particularly the decision to restrict access through the "Are you a local?" interaction. Therefore, **the interface no longer focuses on usability but rather questions the assumptions of universal accessibility and platform neutrality**.

If the project continues, I will further expand the speculative and critical dimensions through more experimental visual systems and a stronger contrast between official maps and resident-drawn maps. Overall, this project helped me understand that design is not just visual communication but a critical practice capable of revealing neglected spatial and social realities.

Project 2

This project explored how museums construct visibility and how interactive design reveals hidden narratives. Using artifacts photographed at the Victoria and Albert Museum (V&A), including teddy bears, paintings, and identity-related images, I developed the concept of **“X-ray Invisibility,”** aiming to question what museums choose to display and what is overlooked.

Throughout the process, the project evolved from initial research and observation into a speculative interactive system. I experimented with various elements, including **interface design, spatial application, animation, and sound, to create a more immersive museum experience.** One of the main challenges was striking a **balance between visual complexity and clarity, particularly in designing the user interface and interactive scenarios.** I found that minimizing unnecessary elements often yielded superior, more professional results.

The most compelling part of this project was **combining physical museum collections with digital interactions.** This process helped me understand that **communication design is not just about presenting information, but more importantly, about shaping interpretation and emotional resonance.** Overall, this project enhanced my skills in research-driven design, visual storytelling, and experience design, while also encouraging me to examine museum narratives from a more critical perspective.

Project 3

In Project 03, I explored the possibility of privatizing and subscribing to natural

resources in the future, using the concept of **Sell the Earth™**. The project initially stemmed from the idea of **"selling air, water, and shade,"** but as it developed, I realized that simply packaging it would resemble ordinary branding. Therefore, I shifted the focus to a complete environmental access system, **using interfaces, public information, spatial signage, identification cards, receipts, and access zones** to represent how nature is managed and allocated.

The biggest challenge of this project was avoiding merely focusing on visual style and truly embodying the systemic nature of communication design. I established **EARTH+™ membership levels, daily quotas, and public notices to make information flow the core** of the project. The most interesting part was designing a seemingly professional, calm, and rational visual language, while actually concealing inequality and control beneath.

Through this process, I gained a clearer understanding **that communication design is not just about creating visual objects, but about designing how information influences behavior, space, and social relationships.**