



我是秦栋廷,视觉传达设计专业在读学生,在毕业后将继续聚焦于交互设计领域。我擅长运用设计思维,将复杂的设计挑战化繁为简,并提出独特而有效的解决方案。我追求将设计与情感、理念巧妙融合。通过视觉语言,我力求传递丰富而深刻的情绪,引发受众共鸣。我具备独立完成用户界面设计,品牌设计,视觉海报设计的能力,并在创作过程中不断突破媒介和技法的桎梏,力求为每一个项目注入创新活力。

- + 用户调研
- + 用户界面设计
- + 网页设计
- + 设计思维
- + 推测设计
- + 3D 建模
- + 品牌设计
- + 书籍排版
- + 动态设计
- + 交互装置

Qin
Dongting

COMMUNITY MARKET DAY 社区集市日

+品牌设计
+用户调研
+手机应用界面

2024, 个人

在城市的一角，许多老年人从农村搬到城市，为了更接近他们的子女，成为随迁老人。但由于语言、文化和社交差异，他们常常感到心理安全感的缺失。为了应对这一问题，我构建了这一设计项目，帮助他们融入城市生活。通过研究老年人的生活方式偏好、城乡环境的差异以及特定的地理因素，我们确定了菜市场是这些移居老人的最佳解决方案。菜市场是中国社区生活不可或缺的一部分，不仅提供日常必需品，更是充满活力的社交互动和文化交流的中心，并深深植根于当地传统。受菜市的启发，我以数字和实体相结合的方式设计了一个鼓励老年人参与的活动。这一模式使他们能够作为商贩或顾客参与其中，利用市场空间促进他们融入新的城市社区，从而提高他们的生活质量。这一方法体现了创新的设计思维，从服务蓝图、移动应用程序、品牌和周边设计中展现，探究设计为当代社会发展的可能。





Solve The Alienation Between Migrating Elders & The Community
Project / 1 Individual 2023

项目灵感, PEST 分析



PEST ANALYSIS

Political Factors

The introduction of the 'Healthy Aging Plan' indicates that the government has started to pay attention to the mental health of the elderly.

In 2021, the Chinese government proposed to 'improve a preventive healthcare service system that equally emphasizes physical and mental health, enhance basic public health services to promote elderly people's health, perfect preventive healthcare service systems for seniors, carry out psychological care services for older adults, and advance integration of physical education and hygiene.'

Guangzhou accelerates plans for elderly migration into cities

Guangzhou city proposes flexible human-centered household registration migration policies and gradually adjusts standards for family reunion-type personnel moving in.

Economy Factors

Economic growth continues, and the pension standard increases year by year

In 2022, the basic pension for retirees increased for the 19th consecutive year. Economic development has brought better living conditions and material security for the elderly.

Social Factors

New Generation of Women Pursuing Career Development

Under traditional gender role concepts, the care of infants and young children is mainly undertaken by women. However, with social progress and improved education levels, this role is changing. Some families rely on the elderly to take care of infants and young children for career development.

Increase in Migrating Elderly Population

According to the 'China Floating Population Development Report 2019' by China's National Health Commission, China's floating elderly population reached 98 million in 2018, accounting for 72% of the total floating population. Among them, nearly 70% of the elderly migrated to cities with their children, 43% moved for the purpose of taking care of younger generations, while 50% migrated for family reunions and retirement.

Traditional Concept Of Grandparenting

Since the beginning of the 21st century, 'Descending Filiality' where family resources are primarily tilted towards children has become popular in China. The common practice of grandparents providing care has become a moral obligation. Many older people choose to live with their children which not only provides family support and company but also allows them to better fulfill their grandchildren fulfilling obligations related to lineage continuity while strengthening emotional ties within families.

SCHEDULE

ACTIONS	PROBLEM	TOUCHPOINT	OPPORTUNITIES
GET UP Wake up naturally	Quality of sleep, whether you get enough sleep, whether the bed cover and room is regular, whether it's healthy.	The elderly live with their children in the city, and their sleep may be disturbed. The city living space is small, and the elderly may not adapt to the limited range of activities in the room. The price of life in the city is not adapted.	In the layout of the room in advance to prepare for the elderly. Minimize the impact on the sleep of the elderly.
BUY FOOD AT THE MARKET Buy the right food for the day's cooking	Whether the price of the vegetable market is reasonable Whether the vegetable market can find the required materials. The staff behavior may not understand the habit of the elderly. The degree of familiarity and trust between the staff and the elderly. Differences in service and payment methods in vegetable farms. The difference of opening hours of vegetable farms between urban and rural areas.	Without areas other than indoor goods. Prices in urban vegetable farms may be relatively high. The staff communication may be problematic. The old man can establish friendship with the staff based on the vegetable market. Urban vegetable farms offer other services. The opening hours of the morning vegetable market are shorter than the afternoon, and the sampling time is later.	Optimize the market services. Provide information consultation about the market for the elderly.
MAKE BREAKFAST Make or buy simple breakfast for the family. Talk about everyday things	Differences in family tastes and food culture. Breakfast ingredients may vary.	For a lot of young urban people, many people may not know how to self-prepare at home. Many people need to buy ready-made breakfast instead of making it in the morning.	
WATCH TV Amuse oneself by watching TV programs	Cultural differences in different regions lead to differences in TV content.	Local TV programs may not be available on other TV at home. Smart TV's video used in cities and rural areas are different.	
PLAY WITH CHILDREN Play with the kids or help with homework	Old people don't know how to teach children. There is a big generation gap between old people and children.	How to let the elderly learn the children's teaching methods and methods of educating children.	Increase local TV programming and optimize the experience of smart TVs for elderly users.
GO TO THE SUPERMARKET Go to the supermarket to buy daily necessities, buy snacks for children	Supermarkets may be less accessible, and the staff may not be able to understand the elderly people may not be aware of their children's shopping needs, and communication is not smooth. Many supermarkets have unergonomic digital payment methods and no comment for older people's struggle.	The elderly may not be clear about the child's shopping needs, and communication is not smooth. Old people are not good at using new technology.	Guide the elderly to educate the children through training.
CHAT WITH ELDERLY PEOPLE Socialize and share activities with other seniors	There are great cultural differences among old people. In recent years, the relationship between neighbors is very weak. There may be obstacles in talking to friends in old age.	Old people have no familiar friends, no opportunity to take the initiative to meet new friends.	
TAKE THE KIDS OUT FOR A WALK Take the kids for a walk around the neighborhood	Old people don't know how to walk. Old people have limited energy.	The elderly have limited energy, narrow range of activities, and weak sense of security.	Organize community activities to promote mutual understanding among older generations.

Dongling QIN

FIELD INVESTIGATION

Reasons for the Lack of Security

1. Difficulty in establishing new social circles, leading to feelings of loneliness.
2. Dependence on children for living and lack of self-worth.
3. Homelessness and social identity recognition.
4. Dialect leads to language barrier issues.
5. Large city scale, not adapting to the environment.
6. Family atmosphere and conflicts.
7. Changes in lifestyle habits, not adapting to urban life pace.
8. Economic pressure and cost of living.

"Grandchildren need to go back, there are so many people in my hometown and the food and air quality in my hometown are good."

Elderly people who have moved to the city generally have better material conditions.

Elderly people generally hope to enrich their life activities. Some elderly people's entire lives revolve around taking care of the third generation, which can feel oppressive.

Migrating Elderly

Reasons for Moving to the City

1. Taking care of the third generation 63.3%
2. Personal old age needs care 34%
3. Like high-quality city life 9.9%
4. Taking care of children 9.3%

"Living well, living and eating in Hangzhou has been better than in my hometown. I hope to live in a big city and have a better environment to walk and enjoy to meet my children."

Most elderly people have pensions, ensuring their living conditions.

"When I came from the countryside, there is not much money here. I have to take care of my children. The children here can help them take care of me."

"The neighbors don't understand me and I don't have any friends here."

PERSONA

Jiang



Moved from the countryside of Ningbo to live in the city of Hangzhou / 58 years old / Retired primary school teacher

I enjoy accompanying my children and grandchildren in the big city, doing everything I can to help them. I participate in some community activities to enrich my life. The digital lifestyle of the big city is sometimes a challenge, but I am willing to learn in order to better integrate into this rapidly developing world.

Background

Jiang is a man who used to live in the countryside. After his retirement, due to the birth of his granddaughter, his children found it difficult to balance their work and raising their daughter, and since he was retired and in good health, he traveled to Hangzhou to live with his children and help raise his granddaughter. But when he came to live in a big city, the differences between the cities brought Jiang many problems, including the lack of security, which particularly affects the quality of life.

Goals

I hope to contribute to the family, take good care of my grandchildren. To lighten the burden on my family, I hope that living in a big city can enjoy better material conditions, and have a more balanced nutrition every day. I hope to see my family members every day, and be closer to them.

Frustrations

Feeling extremely insecure in unfamiliar environments
Unfamiliar with the city's neighborhoods, modes of transportation, and dialects
In the neighborhood where I live, there are no familiar friends, it is hard to find like-minded friends
The lifestyle and schedule living with family members are difficult to adapt to
There is financial pressure from a pension that is low compared to higher consumption levels, unable to spend freely
Insufficient energy sometimes leads to health problems, which can bring great self-pressure

Personality Traits

Hometown Attachment
This usually relates to the deep affection and constant longing for one's birthplace or place of growth, typically including a profound nostalgia for the local natural environment, cultural traditions, community members, and personal experiences.
Dialect Barrier
Difficulty in dialect communication, inability to speak Mandarin. This leads to a narrow social range and limited social activities.
Lack of Self-Worth
The legal retirement age in China is 60 for men and 55 for women. After retirement, many elderly people face challenges in realizing their self-worth and societal value due to loss of their work roles.
Changes in Living Environment and Habits
After migrating from rural areas to big cities, adapting to life in large cities is a challenge. Such changes may lead to isolation and maladjustment, thereby affecting mental health and quality of life.
Proficiency in Using Smartphones
Being proficient at using smartphones involves engaging with them for social entertainment as well as shopping on a daily basis.

Preferred Channels

Word of mouth, friends recommend
TV advertisement
Newspaper advertisement
Offline billboard

PROJECT 1



场地分析，用户价值主张

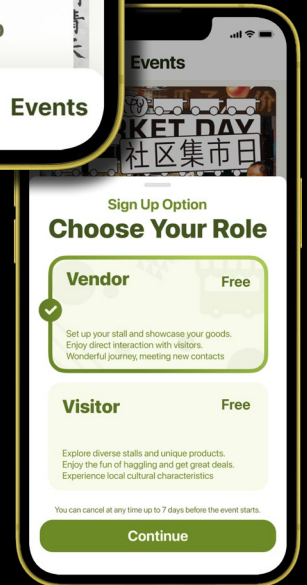
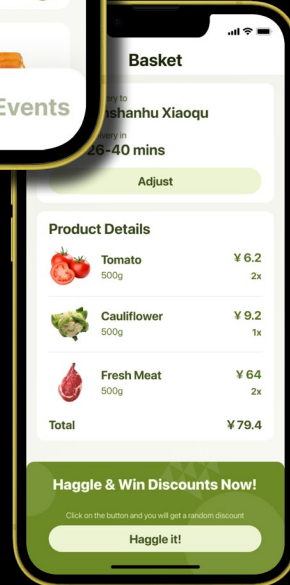
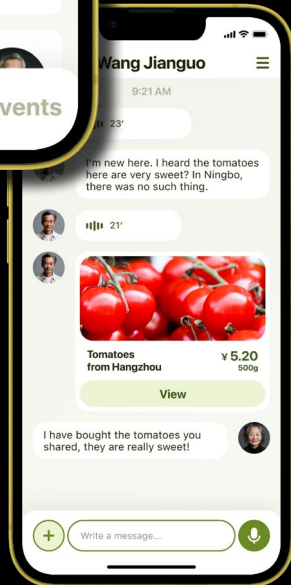
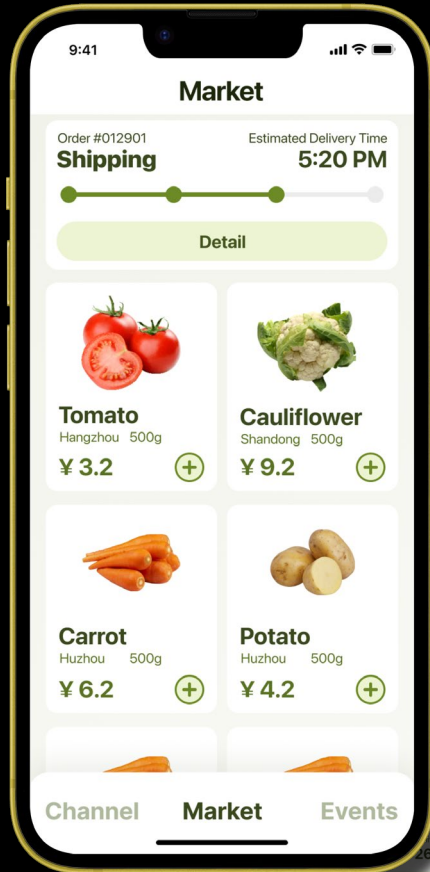
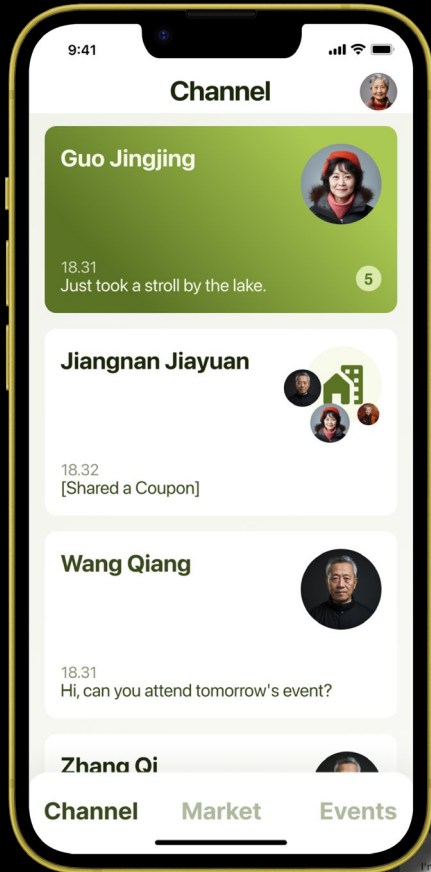
SERVICE BLUEPRINT

	Venue	Market Entrance	Market passage	Communication platform Seats and stall carts	On-site advertising elements	Activity itinerary planning (Second space)
CUSTOMER		Enter the food market entrance, see the guide and activity information introduction and promotion	Wandering along the aisle, looking for ingredients Smelling familiar foodstuffs, this evokes the old man's memories of buying and cooking vegetables in his hometown. Using a mobile app to find needed items	Saw different products, which aroused curiosity, and asked the stall owner for product information. Bargaining between the stall owner and customer. Communication between the stall owner and customer to establish emotional connections. Participating in activities organized by the activity center, such as lectures etc.	Learn about recent community events at the event center Sign up to be a "stall owner" Sign up for events on the APP	Participate in activities with other elderly people, learn about the local culture, and travel to different Spaces in the city
STALLHOLDER		Contact staff training Stall layout, installation of booth guidance and guidance Maintain product information and prices in the APP	The stall owner greets the customers and introduces the information of the origin and price of the goods Use mobile APP to meet customers	Vendors take the initiative to introduce customers to the flavors, cultural backgrounds and cooking/seasoning styles of local specialties Bargaining between vendors and customers. Communication between stallholders and customers to build emotional connections. Accepting bargaining requests from customers in the app to create a bond with them.		
FRONTSTAGE ACTIONS	Guide customers into the square through manual or guided guidance Site layout, installation of booth guidance and guidance Stall owner recruitment and training	Customer service coordinates conflicts between customers and stall owners Solve consumer problems and poor information Coordinate information communication between stall owner and managers The responsible health personnel shall manage the hygienic environment of the site. The managers supervise the activities of the merchants in setting up stalls	Staff organize and carry out cultural experience activities Customer service provides consultation services	The staff introduces the details of the activities to the elderly customers, provides on-site experience activities, provides registration and charges	Staff contact third parties to set up events Staff provide advice on activities Staff implement the event content to ensure the experience and safety of the event	
BACKSTAGE ACTIONS	Delineate reasonable stall zoning arrangements and walking routes Specify the types of dishes that different stalls can operate, and delineate their operating areas and ranges Display and organize dishes, show price information and product introductions Contact the property management of the venue		Open customer discount mechanism Create communication space and facilities, prepare rest areas in advance. Recruit partners or organize planned events	Design and layout of advertising elements on site Process registration and payment information Integrate activity content and prepare activity materials Prepare for the experience	Event planning and supervision, Liaise with partners and work together to implement event details Site and event planning	
SUPPORT SERVICE	Site clearing Supply of goods, facility placement, transportation and manufacturing Bring in external merchants (local specialties) Local cultural and tourism partners, regularly cooperate with other companies, venues and other organizations to organize and plan related activities				Facility rental for the event	

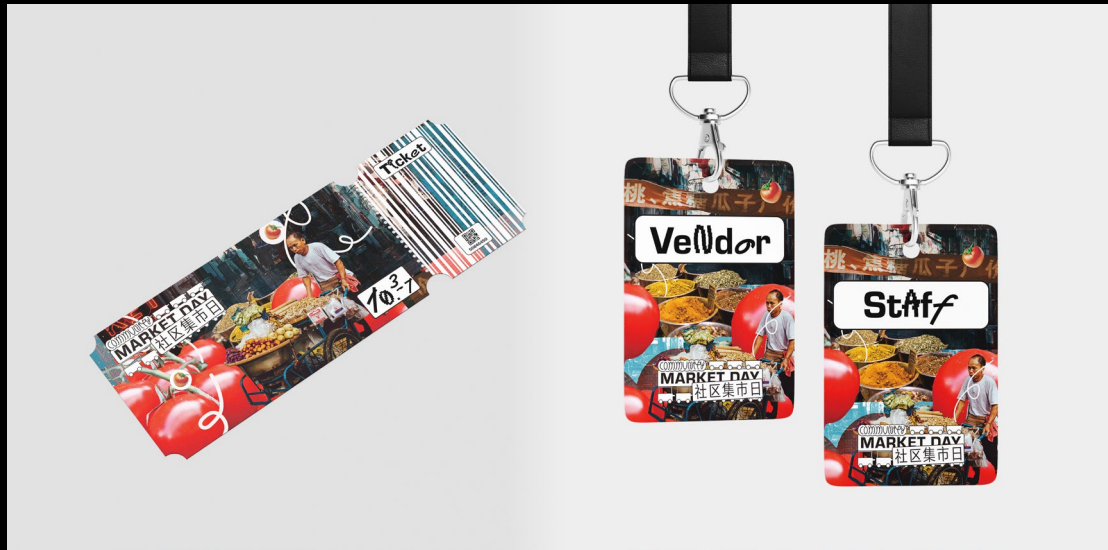
Dongting QIN

PROJECT 1

社区集市日
移动应用程序

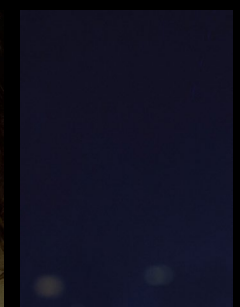
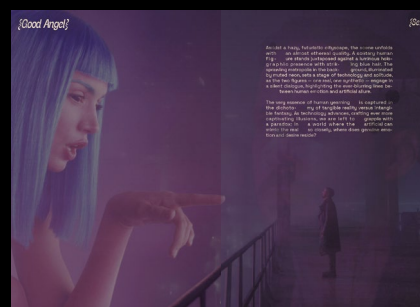
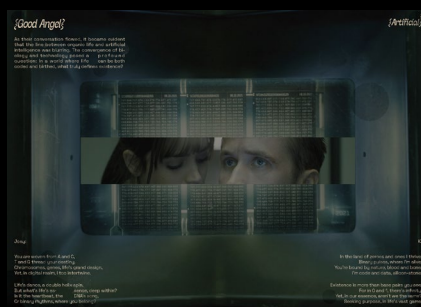
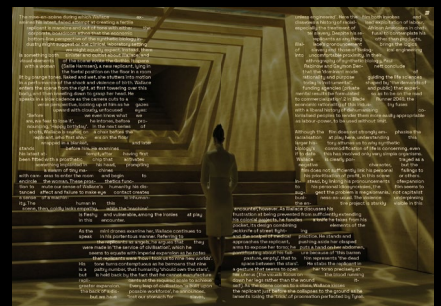
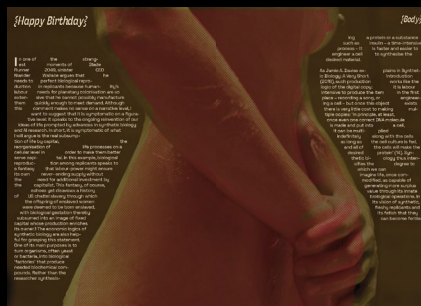
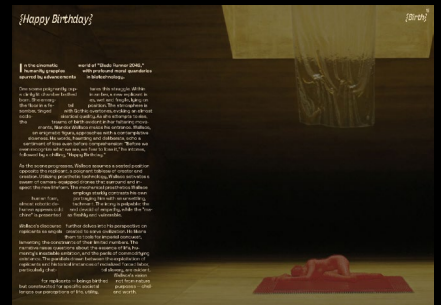
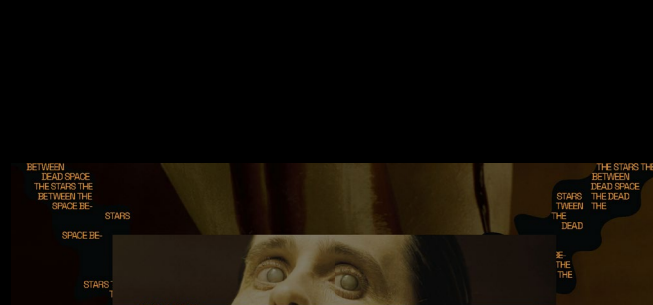
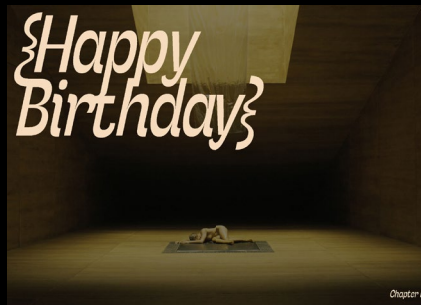
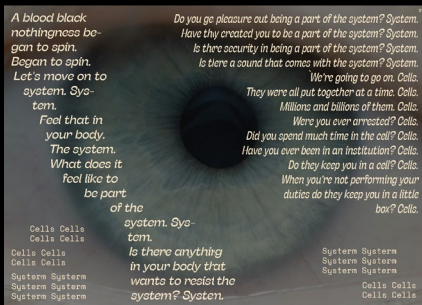


社区集市日
品牌识别设计

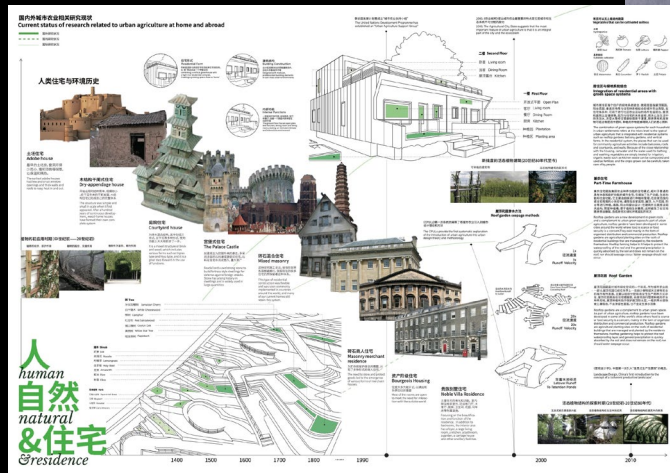


回应《银翼杀手 2049》：资本 / 身份 / 进化

+ 书籍设计
2023, 个人



+ 品牌设计
+ 用户界面设计
+ 交互设计
2023, 合作



这是一个探索未来的虚拟企划，尝试将植物作为全新的“宠物”引入日常生活，来拉近人与植物的距离。这一装置简化照料植物的过程，让人们在繁忙的生活中也能轻松享受与植物共处的美好时光。并痛过创新性的游戏化过程来增添照料植物的趣味。通过这个项目探寻自然、技术与人类之间的联系，想象未来生活图景。

植物宠物
Plant Pets

你的植物可以化身为你的宠物，产品感知你的情绪，与你与植物产生独特的情感联系。
Your plant can take on the form of your pet, which can sense your emotions and create a unique emotional connection with you and the plant.

缓解压力和绿色生活
Stress Relief and Green Living

你的植物可以引导你缓解情绪，放松压力，植物的生长培育的过程将会引导你健康绿色生活。
Your plants can guide you to relieve your emotions and relax your stress, and the process of growing and cultivating plants will lead you to a healthy and green life.

植物远程互动和社交
Remote Interaction and Socialization
of Plant Pets

你可以在你的手机中查看自己和他人的植物，并且身体或好友的植物帮助，建立一个好友的植物，促进彼此的交流。
You can view your own and your friends' plants in your phone at any time and interact with yours or your friends' plants. Pick a friend's plant to promote mutual relationship.

模块化智能拼装设计
Modular Intelligent拼装 Design

模块化的产品可以以不同的方式拼装，只是购买模块化的种子盒，而无需购买可种植，您可以通过购买模块化的种子盒，个性化的植物种类和外观。多个植物拼装可以互相联动产生新的玩法。
Modular products can make planting plants easier by simply purchasing modular seed boxes and simply installing them for planting. You can expand the size of your plants with the magnetic collage and personalize the type and appearance of your plants. Multiple plants can be linked to each other to create new ways to play.

智能浇灌系统
Intelligent Irrigation Feedback

自动照料植物提供植物所需的光照和水分。不用担心忘记浇水，系统会自动监测植物的生长状况，并根据植物的需求提供相应的水量。
Automatically take care of your plants, providing them with the nutrients, light and water they need. No need to worry about forgetting to water.

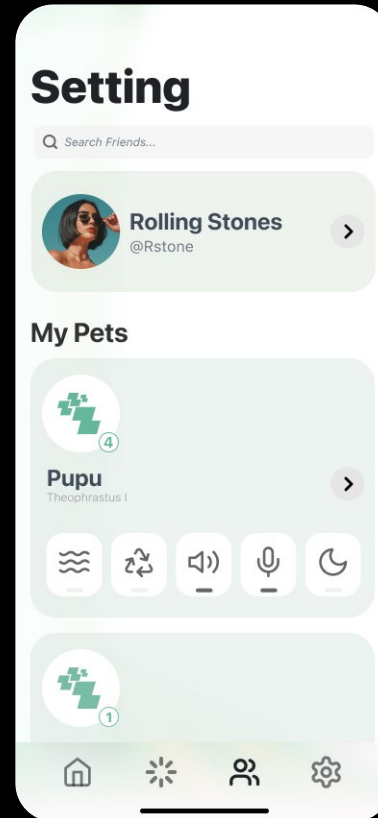
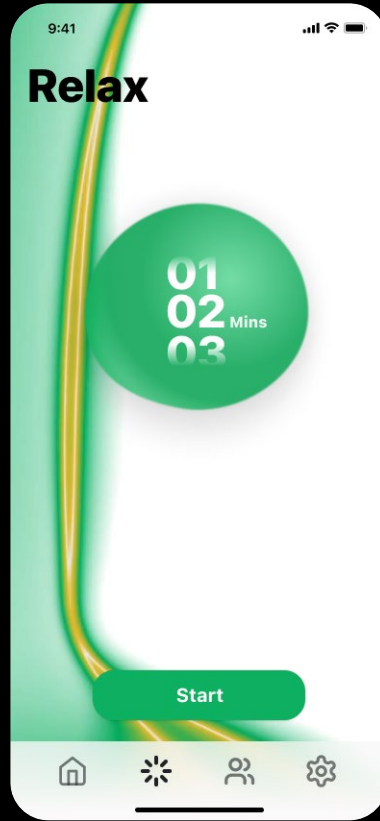
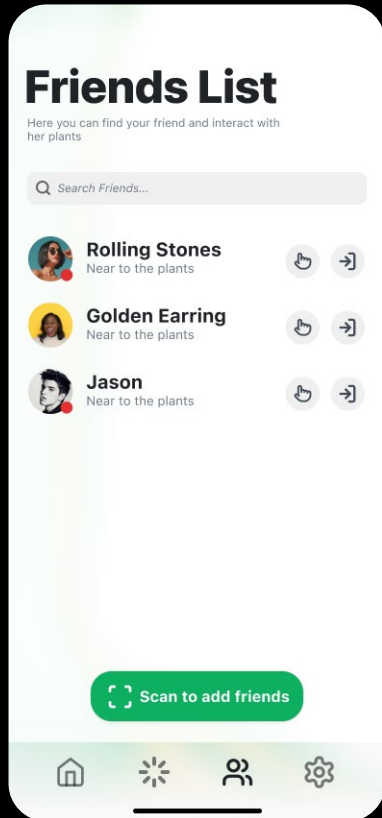
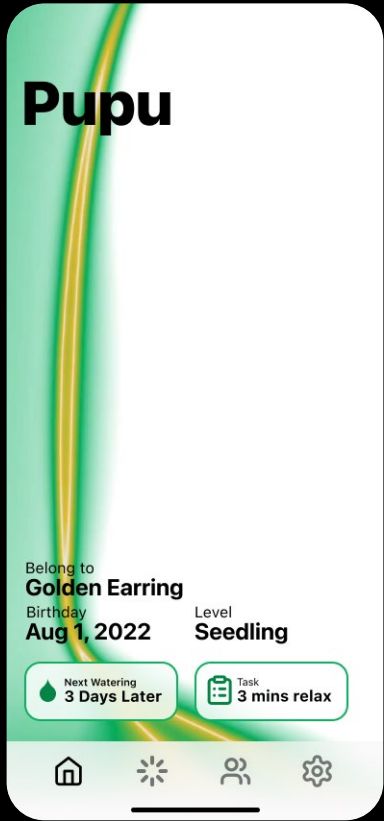


TheoPhrastus

植 息 植 物 宠 物

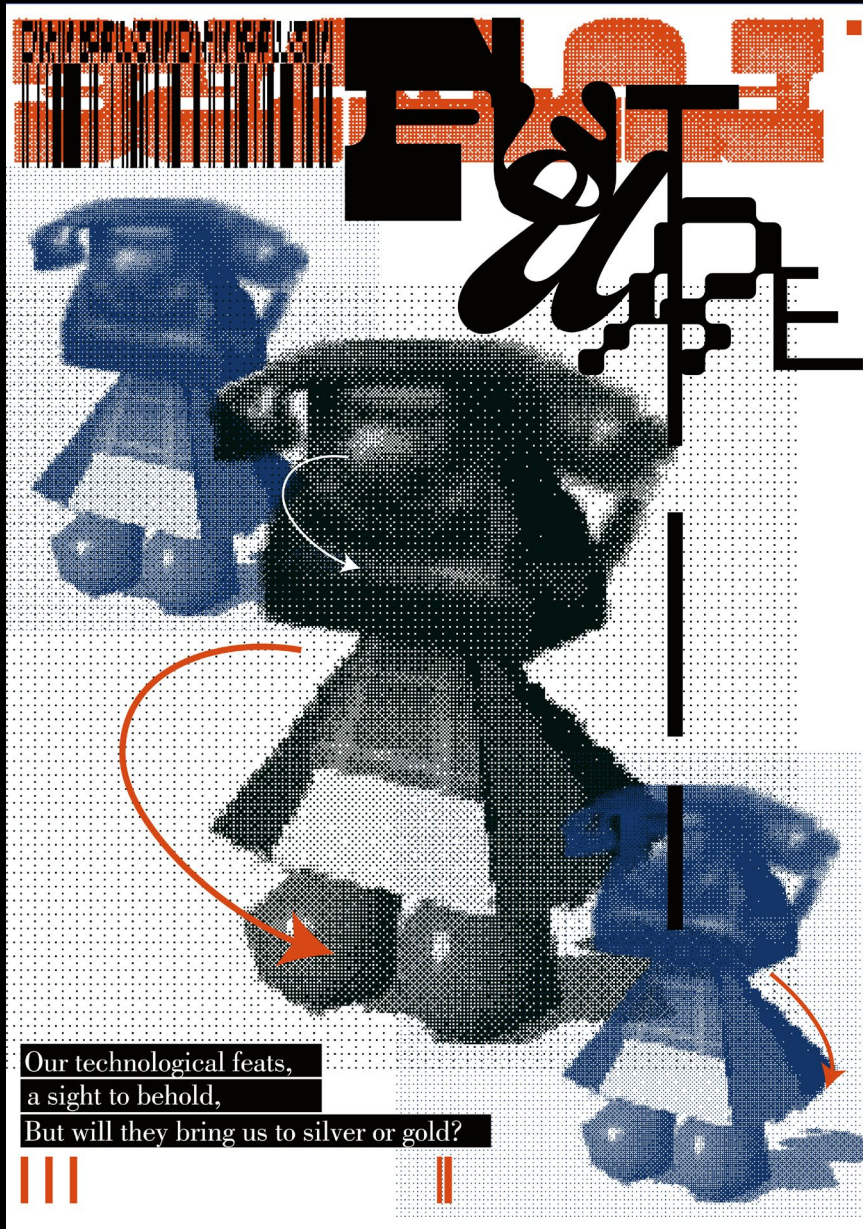
植息

应用界面设计



“未来”

+ 版式设计
2022, 个人



“未来”

+ 版式设计
2022, 个人

Art Work/ Social Media/ Emotion

Artificial Intelligence

Happiness is the only true emotion

Chloé Lanté, 2019

Neat Studies, Ed Fornieles

Sirens' Videoinstallation

Collect the things appear on the monitors, all of them speaking at the same time. Their bodies are like stone formations or always resistant, while their mouths to move, their eyes sparkling. The 100 bodies of Sirens that digital world reach to the other shores, both their old people, who paid the cameras at themselves and express their feelings, which they can come at any time with anyone and no one in particular. Either they have become those "things" from the concept stream of digital networks and give the language new bodies, like the hybrid being "spaceways", to catch scientific anomalies, which the consensus and presents as "foreign" objects on the monitors.

In the age of digitalisation human comes continually to terms with how reality and fiction necessarily intermingle, and how devices appear to us in environments and can easily be confused with others. This is the vital contribution of the video subject related to the "sirens": speaker tests the continuous search for the "native" or "belonging" in "the world" - see Glaston.

Solitary Survival Ratt
Lucy McRae

Solitary Survival Ratt is a machine that comforts a single body as they drift into the unknown. The artwork explores how we can reproduce the human urge to explore new frontiers, while tending to fear. The raft is an exploration of where we are at, other than a demonstration of survival - do you drop off the edge when you reach the horizon or merge closer to truth when you give fear the cold shoulder?

The Sweet Smells So Sweet, Dani Ploeger

11

Art Work/ Social Media/ Emotion

Artificial Intelligence

Happiness is the only true emotion

Chloé Lanté, 2019

Every photo you post on Facebook or Instagram is checked by an algorithm recognizing your emotions. How would you react if you knew that this process was false?

With the rapid development of artificial intelligence, systems capable of recognizing and interpreting human emotions are spreading throughout society. Happiness is the only true emotion deconstructs this new technological tool of population control. It is a critique of the generation of obscure algorithms present on social networks, in shopping centres, streets or airports.

The body of this work is the division of a series of portraits established by the University of Stirling in Scotland. Each of the actors in this visual database plays the role of "universal human emotion". Selected one expression per subject and cropped the photographs to keep only the face, modifying the portraits to make them even more expressive so that they become emotional vectors.

Each image was then submitted to Microsoft's Face API, the leading algorithm in the field, to test its accuracy. The system only recognised happiness with certainty.

12

Art Work/ Performance/ Emotion

Digital Data

Cyberia

Maria Guita & Miriam Gasser, 2019

It's (Klaus der elektronischen Kunst) are presenting Cyberia by Maria Guita and Adrian GanasStapic, a real-time 3D-generated dance performance that blurs the line between magical, digital and physical environments. The performance is taking place on 10th August 2022 at 8pm and is a part of their 10th anniversary celebration programme that runs until the end of the year.

Maria Guita is a Romanian-born artist, based and working in Switzerland since 2010. Her work mainly looks into mechanisms of self-representation which she enacts by posing herself both behind and in front of the camera, while Adrian Gasser (who is also a Romanian artist based between Cluj (Romania) and Berlin) is drawn to the unreal, intrigued by the magic of the intangible and the eternal, seeking the society that incarnates the virtual into solid matter. His practice ranges from deepening iconography and sculptures to programming, CG simulations and composing videos.

With Cyberia, the artists invite the audience on a journey into the realm of glowing code, far eastern nature and imaginary landscapes. The live computer-generated simulation call viewers to wander through the mysterious history and abandoned territories and firing spaces. The performance acts as a meeting place between human and technological systems, as well as between the physical and imaginative spheres.

The proliferation of online social dating platforms that employ user-generated immersive artificial environments, such as VRChat and RecVR Hub, is changing the social behaviour of an increasing number of people. Cyberia allows us to explore the potential offered by the creation of computer-generated artificial environments and to generate a reflection on these new social behaviours.

13

Art Work/ Installation

Co(AI)xistence

Justine Emard

Installation

Artificial Intelligence

Communication

For cyborg Neil Harbisson, technology is the medium, not the message.

Everything is #3

SYNTHETIC SENSATION #4

Memphis Feeling #10

Co(AI)xistence #5

Happiness is the only true emotion #8

14

Article/ Thinking

Vibe

AI

Nameless Feeling

Frank Leubgog / Trivium, 2021

Nothing else needs to be said or thought when you can appeal to Vibe.

Feeling

Frank Ocean's 2012 album Channel Orange starts with a blend of the PlayStation's original music and Street Fighter II's character-selection screen sounds, followed by "Thinkin' Bout You". This combination, that sounds might be described as a "vibe," a term that has gained popularity in our not-quite-post-pandemic world.

Vibes are feelings evoked by a loose collection of ideas or concepts that are difficult to define in words.

The concept of "vibe" has permeated our culture, from TikTok and Twitter to Tinder's new Vibe feature. However, focusing on vibes can discourage the deeper work of interpretation and the search for meaning in human experience. Vibes don't connect feelings with consequences, making them a passive approach to media consumption.

As vibes become a more prominent way of explaining experiences, machine learning and neural networks have also gained traction. Both vibes and neural networks focus on associations across vast amounts of data or impressions, and neither is completely fulfilling without further analysis.

In the 1950s, AI research was dominated by symbolic AI, which required strict logic and reasoning rules. However, the approach was too rigid and couldn't handle the complexity of real-world situations. Neural networks emerged as an alternative, capable of finding complex correlations in large sets of data with less manual effort. They learn emergent patterns, such as identifying a "vibrant" vibe, but may not be able to explain the underlying causal relationships.

As we face increasing complexity in our daily lives, the concept of vibes offers a simplifying framework for understanding and self-expression.

In an era saturated with sensory data and information, it becomes more appealing to extract salient features and create appealing associations without needing explanations. Recognizing a desired mood or feeling seems to be enough in today's world. Machine learning algorithms have transformed popular apps and internet services, surfacing content predicted to

be most relevant to users. However, these algorithms often optimize for simplistic metrics like clicks, likes, or watch time, resulting in negative side effects, such as the proliferation of conspiracy theories and disinformation. Neural networks fail to provide deeper insights into cultural or societal phenomena, reducing self-expression to mere data points and discouraging users from understanding their desires on a deeper level.

The most powerful applications of neural networks are in domains with fixed rules and clear goals, such as chess or protein folding. However, culture lacks fixed rules or clear objectives.

The absence of influence of machine learning on culture may result in a lack of changing and continuous repetition of existing patterns.

This is evident in "vibe-based" music genres like hyper-pop and PC Music, which are high-energy but also artificial and ironic, reflecting an underlying dissatisfaction. These genres raise questions about breaking free from the loop of repetition and creating new art forms but fail to provide answers. Vibes focus on feelings and emotional connections that already exist, not providing pathways to new futures.

In essence, vibes resemble the approximations used by machine learning systems, and both synergistically reinforce each other. This situation reflects Goodhart's Law: when a measure becomes a target, it ceases to be a good measure. Content systems optimized by machine learning mimic the repetitive nature of internet content by recycling the same topics that generate interest and controversy.

The risk of powerful neural-network models replacing workers and artists in real life, but only if we consider beauty and creativity as one-dimensional metrics and reject the possibility of deeper meaning.

Change and evolution are intimately up to us, and it's crucial to recognize the consequences of stagnation.

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Art Work/ Installation

Co(AI)xistence

Justine Emard

Installation

Artificial Intelligence

Communication

For cyborg Neil Harbisson, technology is the medium, not the message.

Everything is #3

SYNTHETIC SENSATION #4

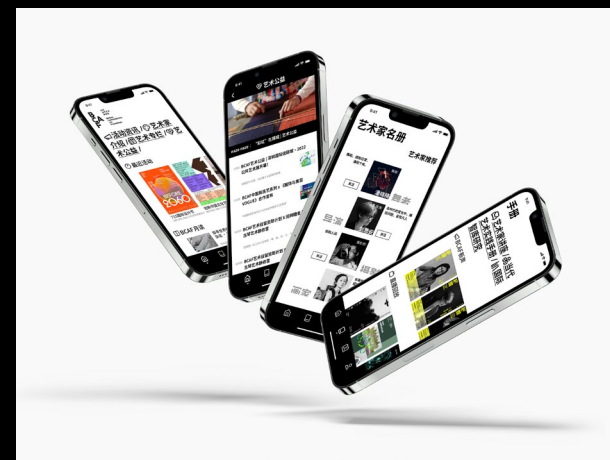
Memphis Feeling #10

Co(AI)xistence #5

Happiness is the only true emotion #8

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北京当代艺术基金会 品牌升级（虚构）



在品牌的改造过程中我们发现基金会缺乏一个高效的媒介来与成员之间沟通交流或是推广和开展活动。我们希望能通过移动应用程序的建立，加强基金会，爱好者，艺术家之间的互动和交流，促进基金会的发展。

该移动应用程序除了推荐用户每日公益活动外，根本目的在于线上给予艺术家分享交流的空间，并且补充了会员制度，每位注册的用户都将成为 BCAF 的会员。

+品牌设计
+界面设计
2022

北京当代艺术基金会 品牌升级

移动应用设计



Nice Weight

+品牌设计
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2021, 个人

NiceWeight, 一个将线上线下融为一体的虚构品牌, 通过卡路里摄入控制的策略, 提倡一种健康、便捷、轻松的新式减肥方法。通过将NiceWeight便利店与手机APP无缝连接, 您在便利店的购物信息将自动记录在手机中, 为您提供专业的健康建议。借此, NiceWeight成功地解决了记录卡路里过程繁琐、难以持续的问题。

这个创新品牌将健康生活与科技相结合, 为追求健康的现代人带来了一种全新的减肥方式, 让减肥变得更加轻松愉快。

