

A Study on Digital Media Façades Design for Local Community Public Space as Social Implementation

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論 文 名 : A Study on Digital Media Façades Design for Local Community Public Space as Social Implementation (社会実装として地域社会公共空間のためのデジタルメディアファサードデザインに関する研究)

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論 文 内 容 の 要 旨

We live in a world of constantly evolving technology and design. In public spaces, digital media installations are changing the way people communicate and interact with each other. By examining the development of commercial and non-commercial visual communication design projects we can gain new insights and understanding about visual design strategy, interactive public spaces, and person-to-person communication.

This research explores the social implementation of digital media façade design through four demonstrative projects. The LED installations outlined in this paper were developed through communication and interaction design ideation and prototyping. More specifically, this investigation details the processes that lead to implementation, the implementation itself, and the after-effects of implementation.

The methods and processes of this paper form a framework for the implementation of digital media projects, analysis based on real-time data gathered from surveys and public response, and how one designer's role can have a critical effect on the design of media façade projects. After the social implementation of a digital media façade project, data gathering and analysis are critical to improving and understanding the influence of the project on its audience. In one of my socially implemented media façades, big data was gathered and analyzed mid-way through the project. The results of this evaluation led to implementation of modified project content. Further analysis after this revision showed a marked increase in the effect of the digital project on the local community. When studying social implementation, it is advantageous to consider the roles people play in the creation of digital media façade. This paper explores the role of an art director with relation to development and implementation of a media façade project in public space. By reflecting on this side of media design projects, we get a unique view on strategies for social implementation.

The first project aims at developing a way to connect people using public space. The second installation creates a visual communication platform that allows people to interact with one another through interactive visuals. The third project is a study on public brand communication through media façade. The fourth installation uses media façade as a catalyst to affect community and individual awareness of an abandoned area. Each project strategy implements an LED media design and

investigates the human response to the design. Additionally, data analysis methods were used to quantify the effects and efficacy of the installations.

These design strategies introduce new solutions on how digital media can influence people, environment and experience. In conclusion, the social implementation of digital media façades in local community spaces is represented through practical application.