**Personal Motivation Statement**

I actually concern about the fast-paced technology development today. We have been introduced to many advanced topics about technology at the early classes like *Design for this Century* and *Critical Computation Lab*. I found it a little scary when people can know almost anything about you by analyzing your online profile at platforms like Twitter, Facebook, instagram. Not to mention all the hypothesis about AI replacing human-beings. Many people around me also shared their fear and concern about technology. I started to think about this; I want technology to be a good thing. It may not be neutral, but it can benefit the world more, not destroy the world.

Sometimes I really miss the old days when not everyone has a smartphone. We used to send many postcards to friends in distance, but now most times we just type some cold texts and send them out with a click on the screen. Also, we not have all the digital form of books and notes, we can use iPad as a tool to study. However, the old form of book and paper cannot be fully replaced by digital media. I have written a thesis about interactive books, through which I investigated how interactive actions were utilized in modern book design. Based on the interactive books with various inspirational layouts, such as those pop-up books like This Book Is a Planetarium, I found it interesting since a variety of interaction behaviors could add to the reading process. Besides, not only paper books met innovation in the bookbinding and layout, but we also had e-books in kindle or other electronic devices, which provided more possibilities for different kinds of interactions people could do with books.

My favorite designer in this space is Kohei Sugiura, a world-renowned Japanese graphic and book designer, for his priceless insight into graphic design, plus a rich array of book publications. The Five Senses of Books, propounded by Kohei Sugiura, endows the books with a huge variety of senses, play a significant role in my creations. “The sound of turning pages” that he coined in his book *From “Decoration” to “Book Design”*through a large number of examples of different books touch my heart and soul so deeply. According to him, the book format, thickness, and paper quality, different books have their unique sounds, which could be evolved into a beautiful symphony. At present, a huge variety of manufacturers are increasingly placing a strong emphasis on "Psychoacoustics", which poses new requirements for book designers: controlling variables such as paper category and weight can help readers improve their listening experience in hearing. His ideas benefit me a lot in envisioning new concepts and developing my design creations. Meanwhile, his theory of the “Smell” of books - the smell varies from book to book depending on the adhesives, ink, and paper used - inspires me to pay more attention to the materials in my graphic design creations. What’s more, the Taste of books, sometimes interpreted as abstract "taste", also enlightens me to emphasize the feeling and experience of a whole set of book design.