

Design vs. Art

As a designer:

- Who is interacting with the design?
- What is the purpose of the design?
- What problems are they trying to solve?

ustwo: Designing Wayfindr

ustwo is a digital product studio that work with businesses and organisations of all shapes and sizes, from early-stage startups to the world's leading brands, to create digital products and services that solve the problems of today as well as define the opportunities of the future. Founded by Mills and Sinx back in 2004, our mission is to build a studio where like-minded, passionate people can work under one roof, share unique ideas and bring them to life. [ustwo]

- Visually impaired customers of London Underground
- To enable vision impaired people to use the underground completely independently, such that they do not need to request assistance from the London Underground employees any longer.
- To have a fully inclusive transport systems that are accessible to more people.

As an artist:

- What feeling does the artwork convey?
- How do you interpret the work of art?
- Explain your understanding of the art.

Michael Giacchino's Up (Married Life)

Michael Giacchino is an American composer of music for films, television and video games. Giacchino has received an Emmy Award and multiple Grammy Awards, as well as a Golden Globe Award and an Academy Award for his work on *Up*.

[Wikipedia]

- Love. Joy and sadness. Reminiscence.
- As the song plays during the opening scene, it chronicles the life of the main character Carl and his wife Ellie, showing vignettes of their happy moments, as well as their sad moments. During the more joyful moments in the scene, we can see the theme transforms to become slightly more upbeat and cheerful, and accordingly, the song takes on a mournful tone during the grieving scene. Throughout the entire song, however, despite the ups-and-downs, it retains a consistent theme from start to finish, reflecting that despite of all the changes that the couple went through, their love has always been consistent.
- As the opening scene had no dialogue, viewers had to rely on the soundtrack to derive meaning from the interactions between the two portrayed characters. It has done so successfully.