

Category: Corporate Design and Communications

Project: AI WOW

What was the challenge?

Artificial Intelligence (AI) is not only the result in the laboratory, but affects our industry, medical care, education and other parts in our lives. However the society is filled with words such as "Human will be replaced by AI", "AI will bring threats and crises to human society", "AI will rule humanity". These words make the public frightened and even rejection of AI. It is important for the general public to know where it is now and what the future is.

What was the solution?

In order to make distance between AI and the public closer, we started the AI WOW project. In this project, we design infographics and motion graphic by using visual information design methods, including: visualize related information, select experiences in life as a theme, and use the way of storytelling. We also set up a website to carry all the works, so that the public can reach and understand the knowledge about AI easily.

What was the effect?

After understanding the relevant knowledge and applications of AI, we will not continue to be afraid. Instead, we will start to accept it, know how to accept it, and be able to imagine the possibility of creating more AI for good. With 18 months efforts so far, we have thousands of readers and has received the attention of the government, the support of the Ministry of Science and Technology, more experts in the field of AI have joined the cooperation. Up till the present moment, we are still working hard to produce wonderful works.

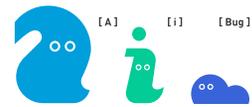
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LOGO



MASCOT DESIGN



KEYVISUAL



WEBSITE

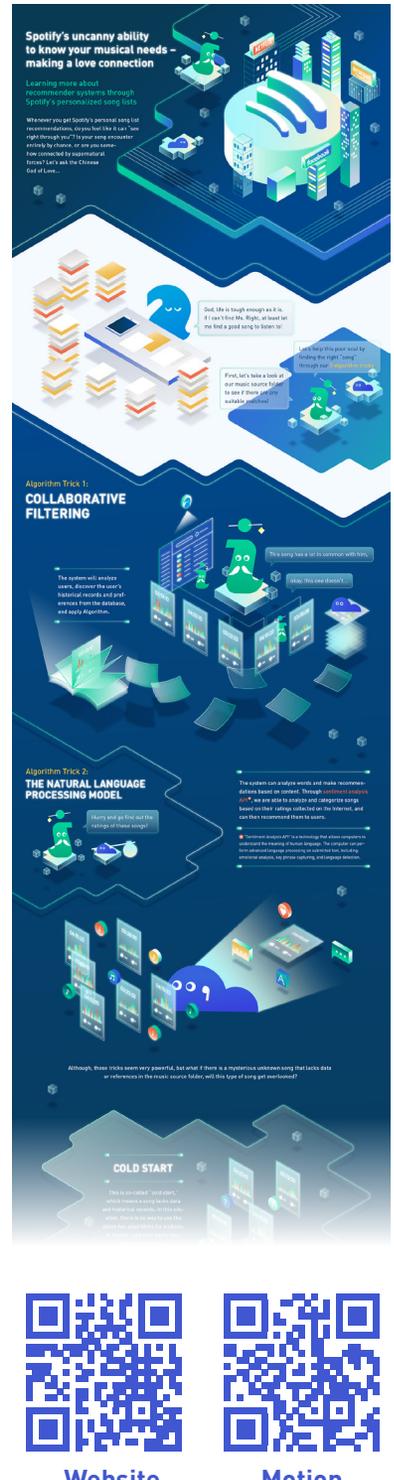
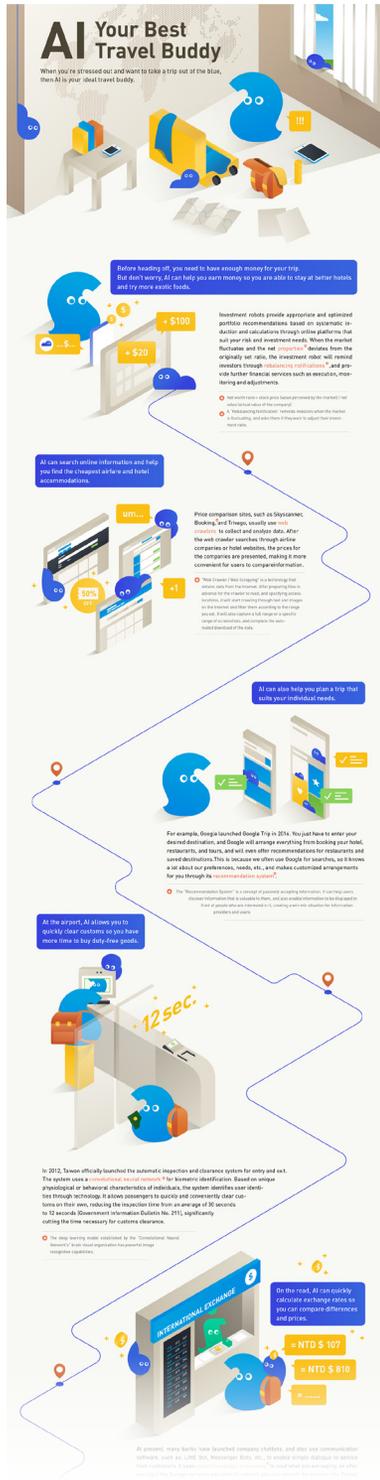
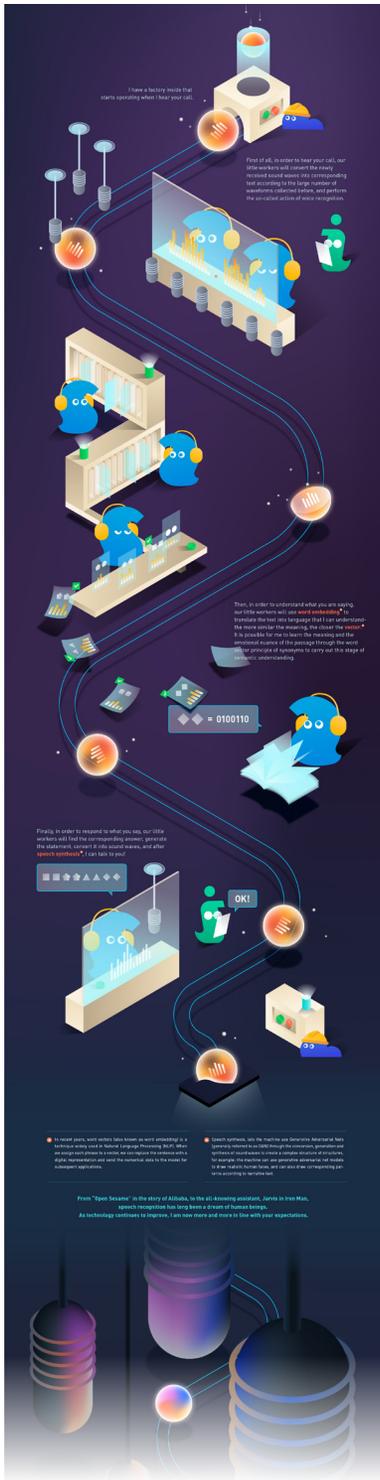


INFOGRAPHICS



MOTIONGRAPHICS





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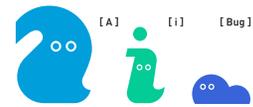
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LOGO



MASCOT DESIGN



KEYVISUAL



WEBSITE



INFOGRAPHICS



MOTIONGRAPHICS



