

"Physical" & "Digital"

Sketchbook

MoodFlower's research and process



Yunxuan Zhu (Victoria)
ID: 32812809
MA Communication design
Final design project

Source: R. (2024). "Science Place" & "Reality". R. (2024). "Science Place"

Article: "Positivity is Bright Side" >

Rutter said: Addressing negative feelings is an effective start to overcoming them

source: Real, Simple (2024). Positivity is Bright Side: How to Tell the Difference. Real Simple Magazine.

source: www.self.com/story/wellness-instagram analyzing exposure rate & like

when people feel "down" emotions & looking for positive explanations

"algorithm" of positive preferences

positively or room pulls writing

deeply misunderstanding in daily

social media observation

we Instagram often see "positive" labels/tags

"rather than" "neg."

misunderstanding

eg: anxiety → sensitive

upset → emotional noise

cannot do yourself

express real emotion

self-question

self doubt

mental health

unconfidence

Inspiration

source: <Journal of Personality and Social Psychology> "accepting emotions" rather than judging yourself for them helps promote psychological health.

source: <The Dark Side of #PositiveVibes>

platforms like "Instagram" encourages people to post "positive" emotions, not reflecting "negative/complex" emotions. → Result: influence "self-perception" > "shameful"

Wyatt. Z. (2024). The Dark Side of #PositiveVibes: Understanding Toxic Positivity in Modern Culture

Other sources: "positive"

negative

social ideas (research on web)

Article: Social media's example & "emotions"

source: www.self.com/story/wellness-instagram

It's a article about "Instagram's using" & feeling.

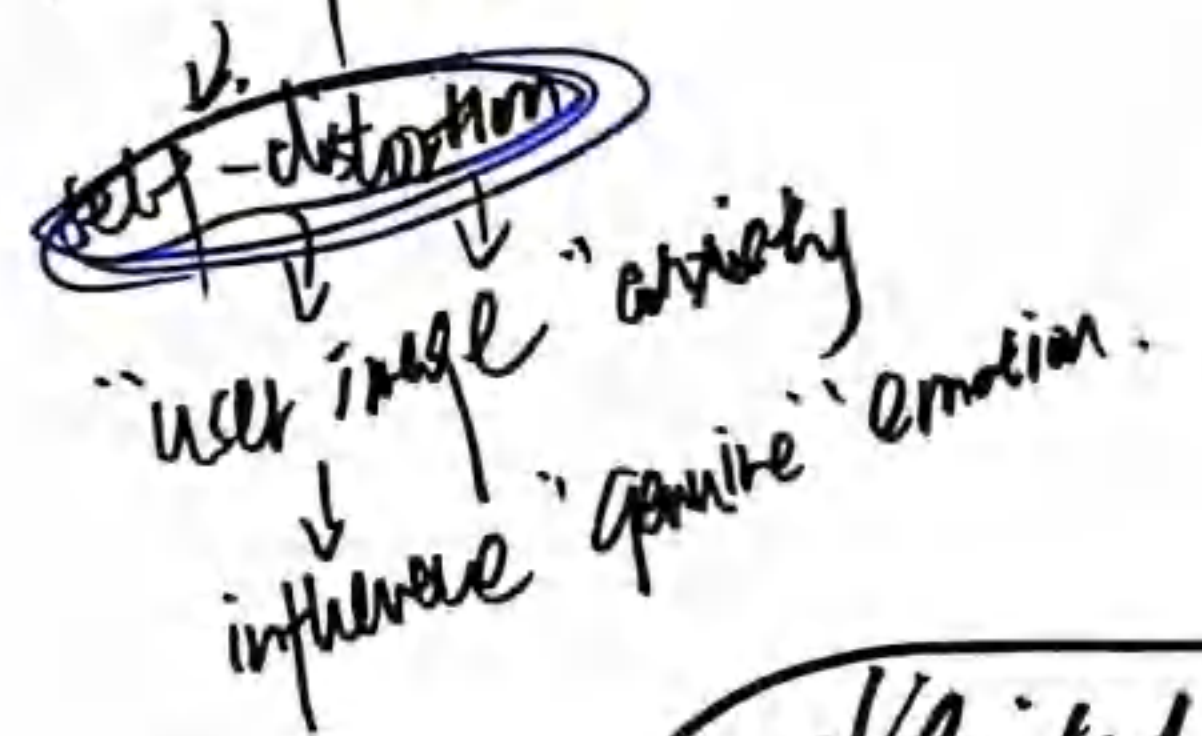
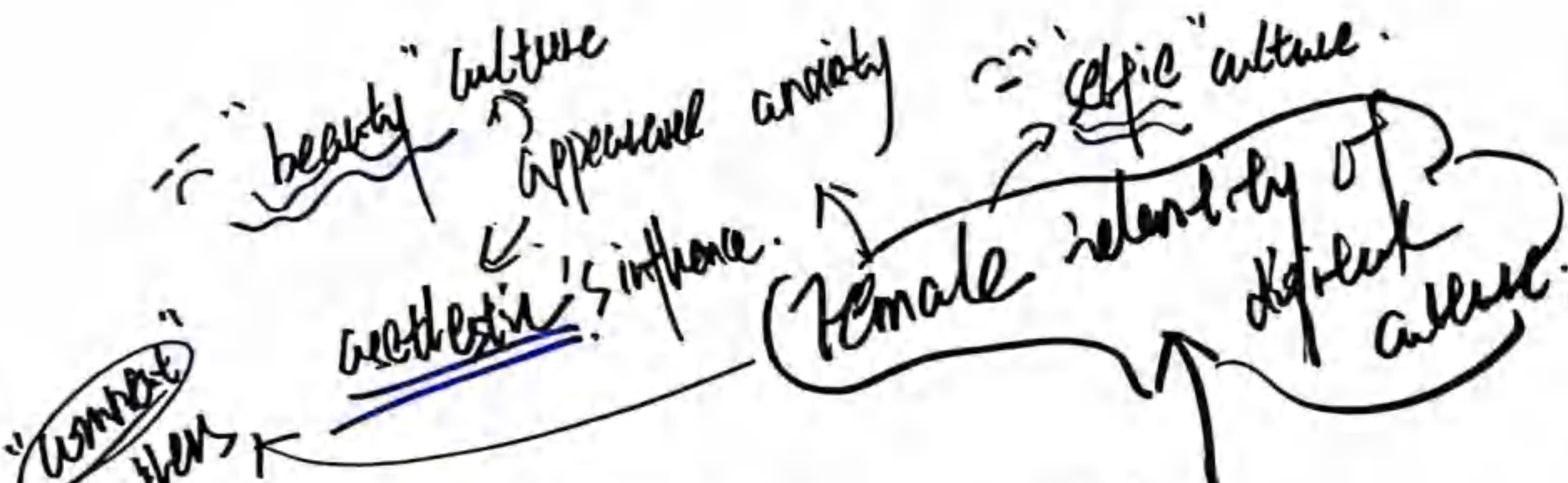
Carmen Papalucas said "positive emotions" are preferred on social media. "negative" posts often reframed in "positive way"

→ Result: negative distortion → mental health

in reflection for me:

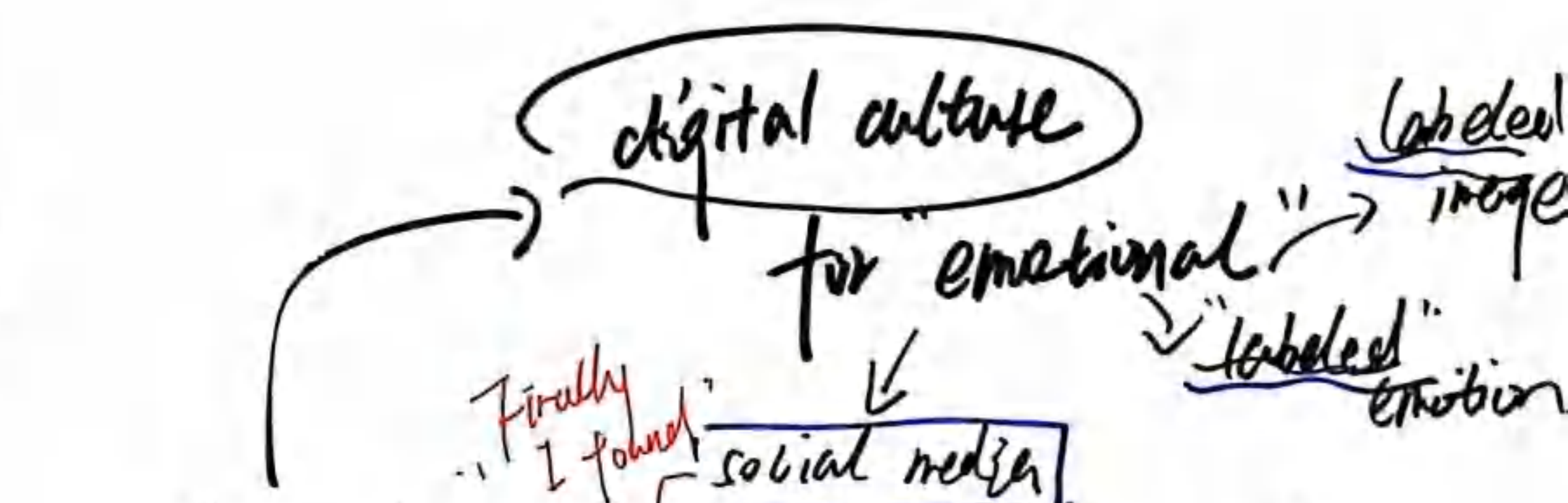
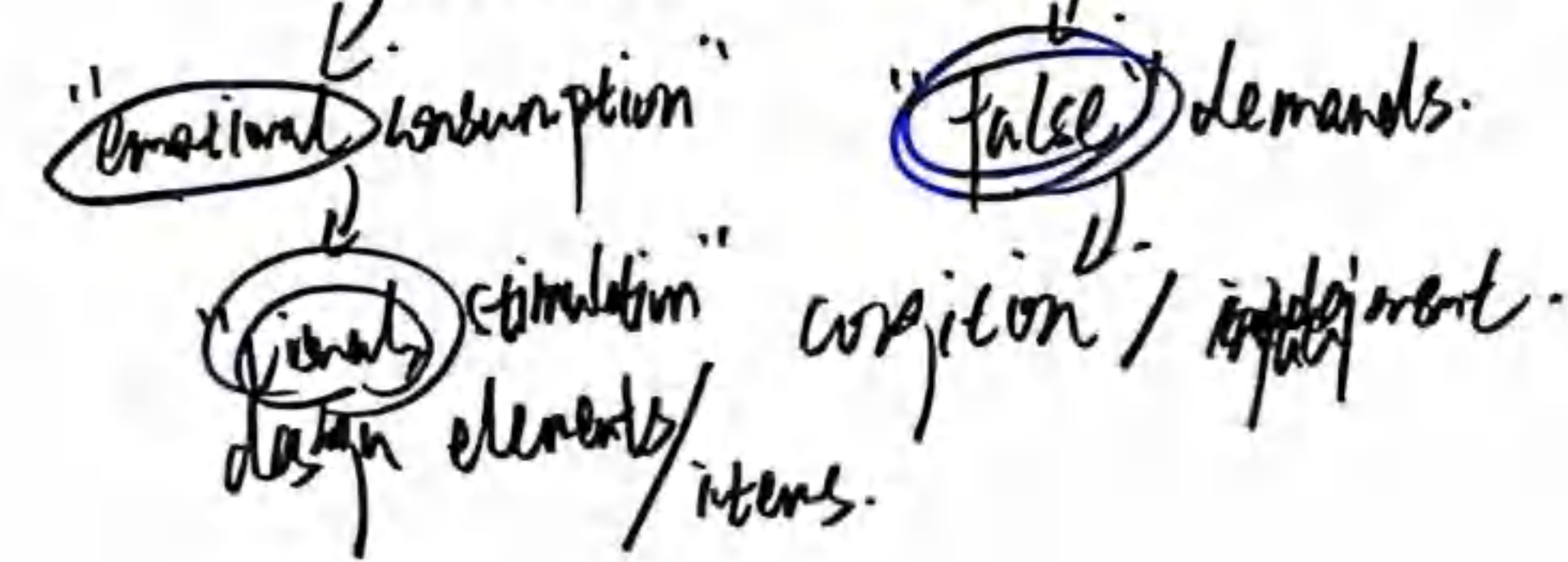
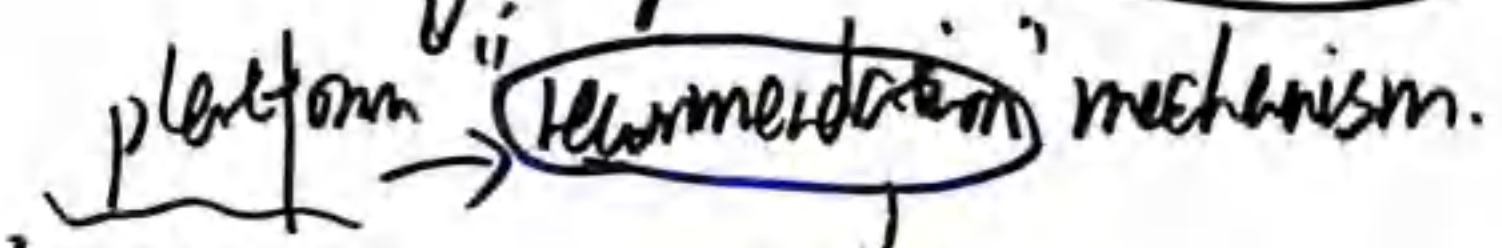
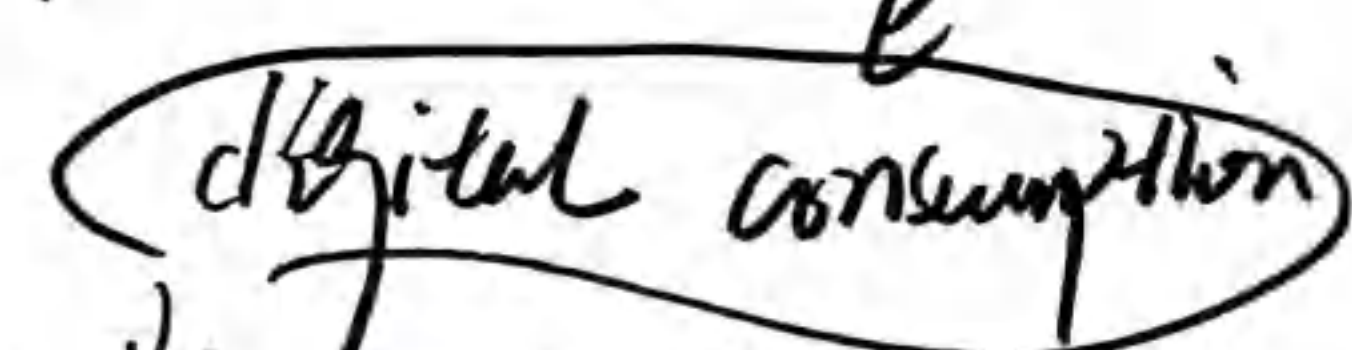
① power of expression is controlled by play

creativity

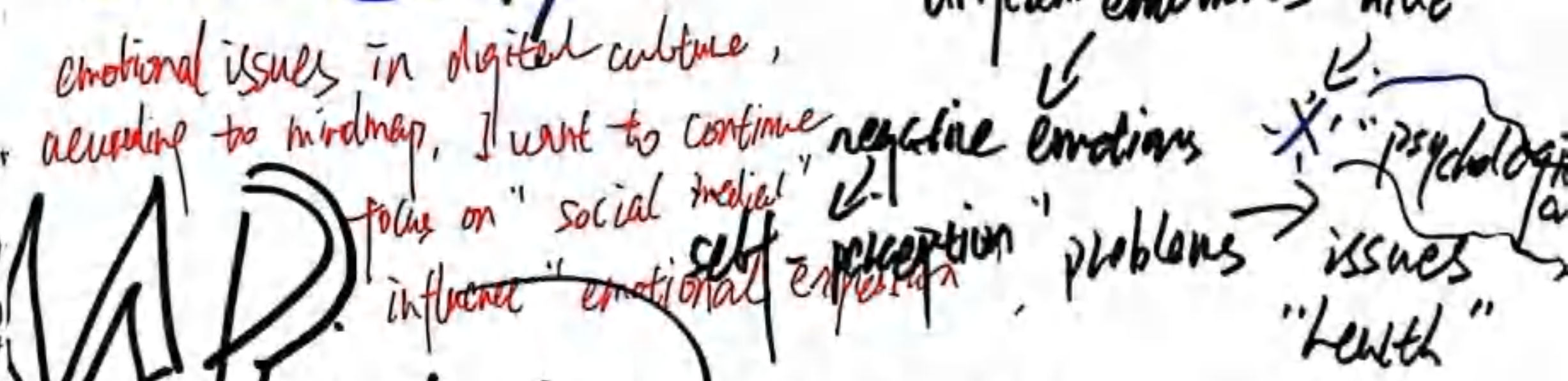


Topic

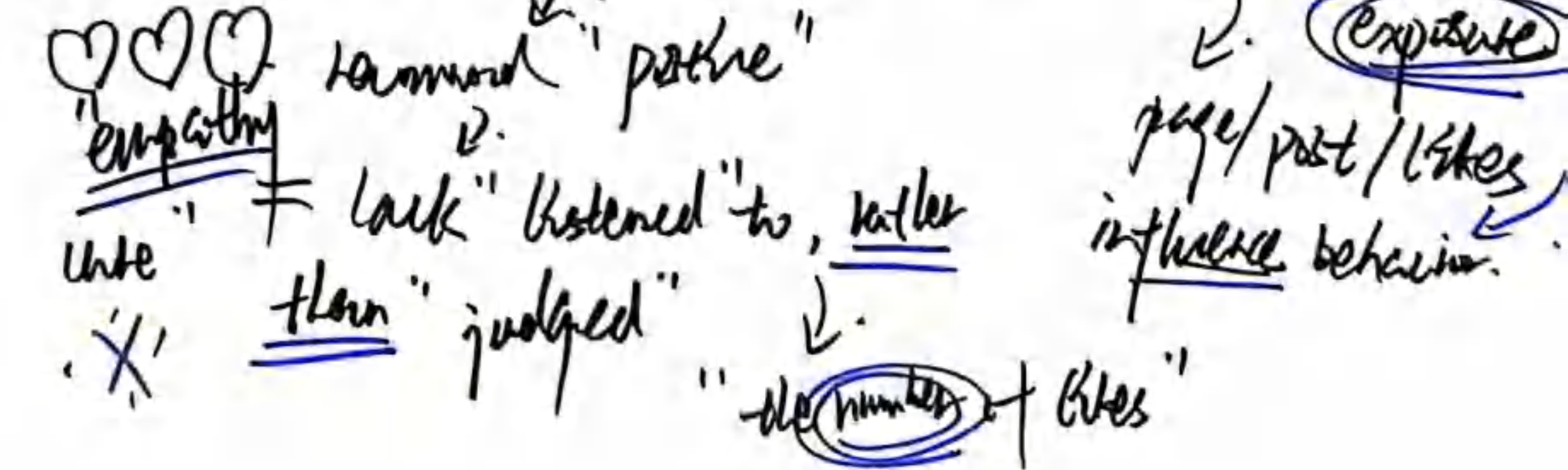
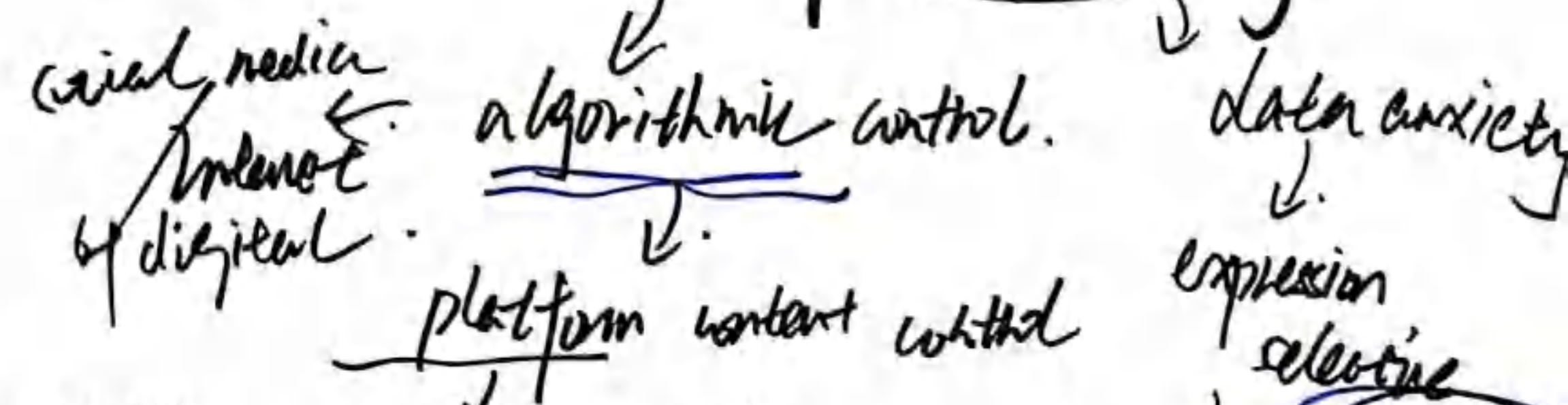
for

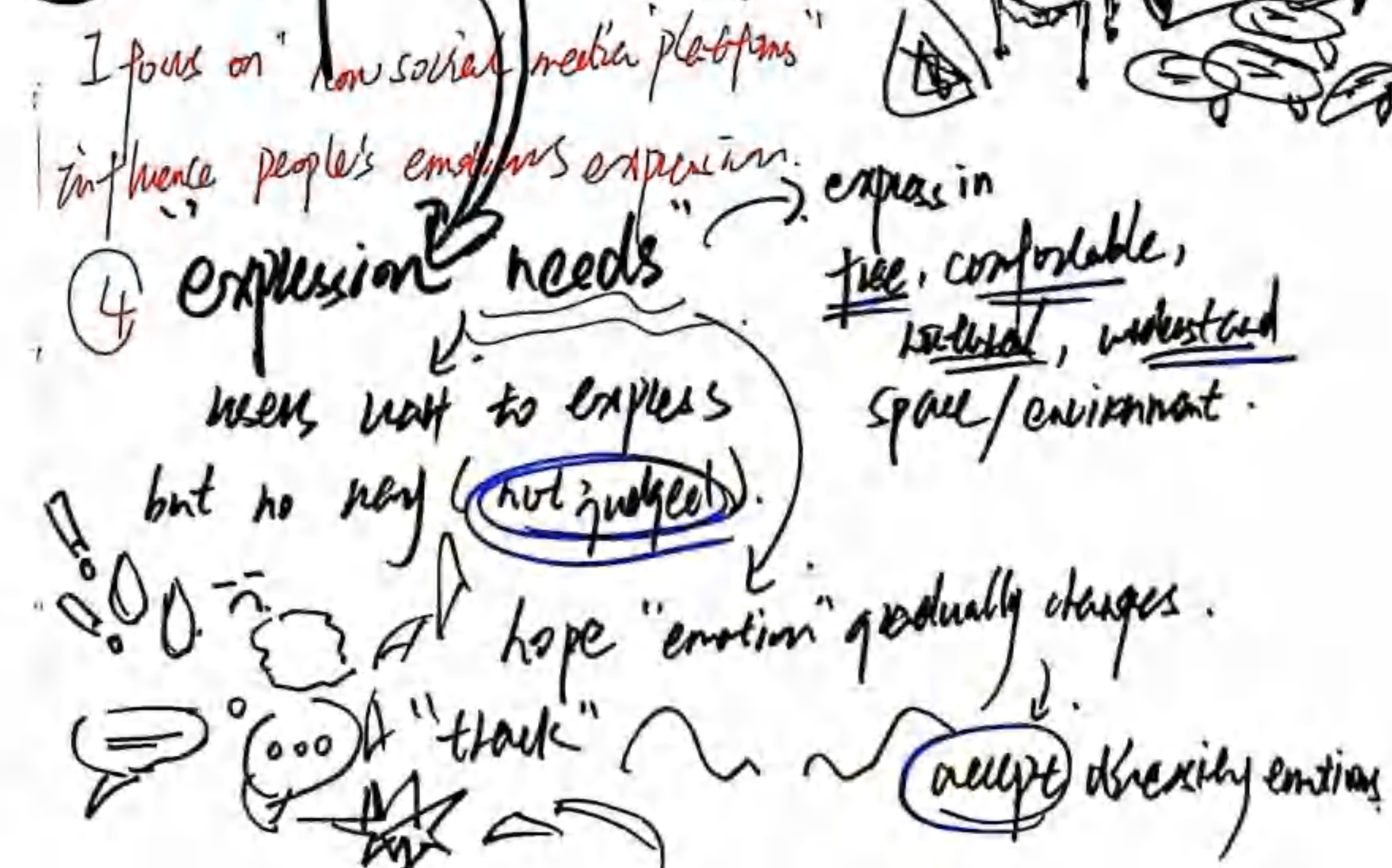
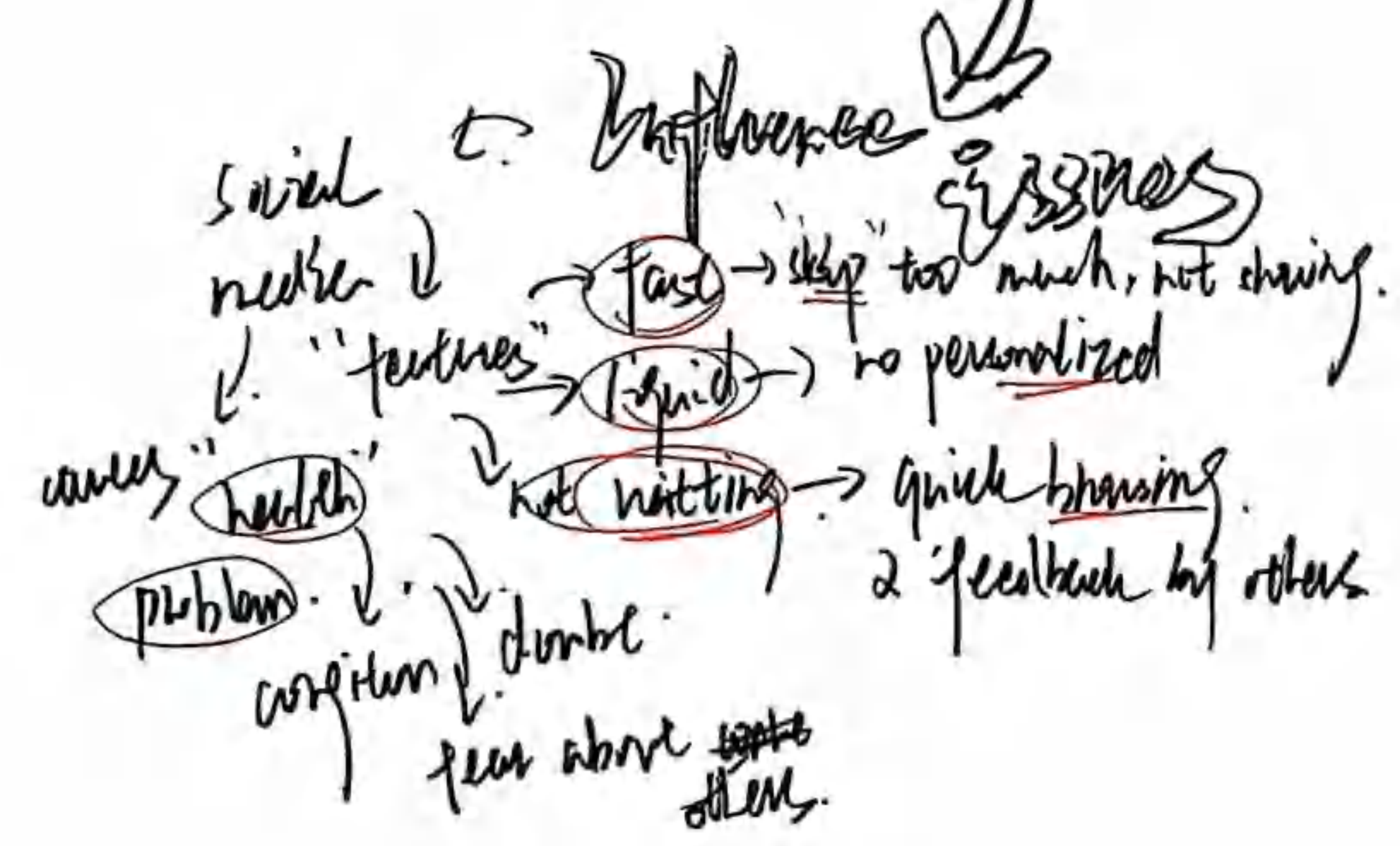
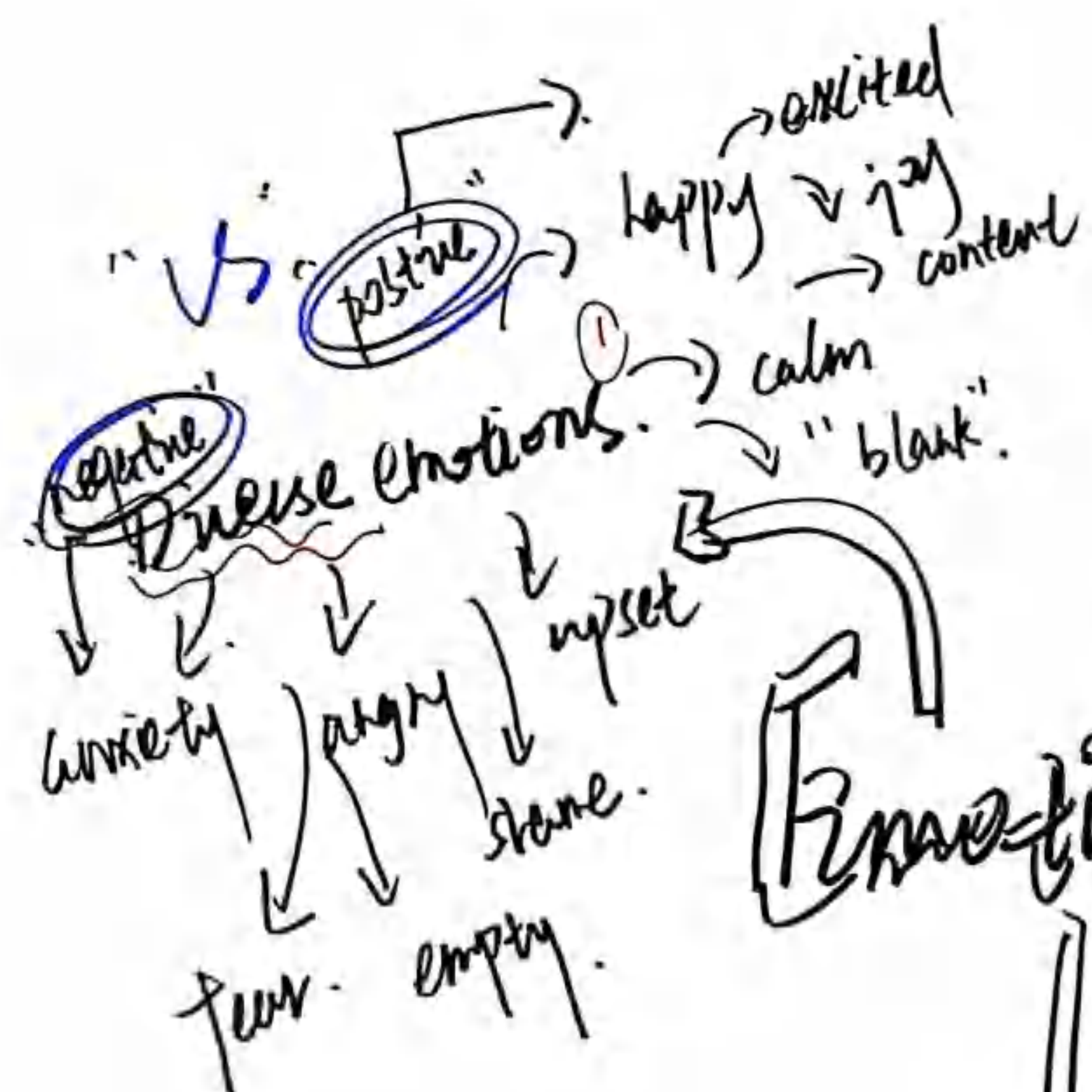


selection



FMP final project





① be asked to express "passive" image.

② hard to express "lonely, uncomfortable, sensitive" negative emotions.

③ be beautified, packaged, labeled

④ aesthetic influence.

⑤ expression mechanism lack diversity

This suppression and distortion affect this group of women is psychological state, it reminds us provide a space to provide them another diversity emotions, bravely express, accept different emotions.

Instagram ★ Social media

influence "emotional expression" (women's emotional expression on Instagram).

When?

posting

photos

commented by others or talked about "posts"

watching

waiting others posts / likes /

"relaxed" vs "tensions"

Where?

"explore" page

watching other beautiful posts

chatting "homepage"

Who?

"anxious" influence

Mental health

rather than male

female maybe easy to care about "emotions"

get "soft" / immature "composed" image

(stereotypes!)

Why?

"often social media" recommend likes highly to public

"filters", aesthetic pressure → reaction

like / comment system → heart

negative content not understand

forgetting by oneself

emotions hidden. long-time influence health problems.

not receive "respond" / no supported

feel "upset", more thoughtful

depression / share

likes

selfie

beauty

multiple roles

students

worker

lover

explain: I want to help this group identify suppressed emotions, evoke self-awareness, reflect how social media platforms for

"rethink their hidden true emotions" now

Affirmative → Critical

"catering to special emotions in the past"

explain: social media emphasize positive and unified emotional expressions, show "happiness, self-discipline, positive" "joy" emotions, suppressing "complex, negative".



explain: line curved

change the world to suit us

Before: user are tried to influence social platforms or change other's opinions with content such as labeled or emotional

change us to suit the world

now: reflect social media affect people's emotional expression, so I need to provide a space to tell user "express emotions freely"

beautification can be imperfect

Jigsaw puzzle

Paradigm shift.



Before: research for design.

explain: "research" in my mind, it can be understand "prepare" stage, I need to collect data, and verify ideas and think about a specific result.

After: research through design.

explain: through design methods, discover new insights and stimulate social discussions.

When I design a "App", it's not give user a tool, but to reflect/reveal the topic's importance/problems, through this process.

(tools for explaining social phenomena)



User have like a functional receiver, in analysis for project. (data, behavior, stories...)

Before: user → person



explain: user are not manipulated but have different (own) emotions can be understood, can be choose space to express in a space.

By observing my emotional expressions on social media platforms, understand the motives and reactions for me.

primary research

Self-reflection by rewatching → "instagram"

Date	7.19.	7.21	7.22	7.23
Platform	Instagram	Instagram	Instagram	Instagram
Emotion	happy.	anxious	upset	calm/lonely/blank.
Reason?	I review my photos in reflection I'm happy	I feel anxious about my skin, it influence my faces.	I told my friend on ins to chat with my faces, she didn't understand me.	I try to relax and not to think about other's thoughts.
Did you express?	Yes	No	Yes	Yes.
Why/not express?	I want to enjoy better well things for my friends.	I worried my friends evaluate me, become ugly.	I felt sad because my friend not understand me, I just worked.	Perception for me is so important, I often felt lonely. (not dare to say).
Self summary	Positive emotions got more people likes, and they willing to see.	A state of not daring to speak. I hope I can "fired people".	She think I'm influenced by social "aesthetic", feel all of my friends "beautiful" to take I'm confident.	I realize "negative" emotions, give people a bad feeling. I worried to express.

Result:

After this primary research, I realize when my emotions are suppressed, I always care about "how others will be evaluation" & "observe me", it let me lose express own / myself's opportunities by "aesthetic, perception, Res

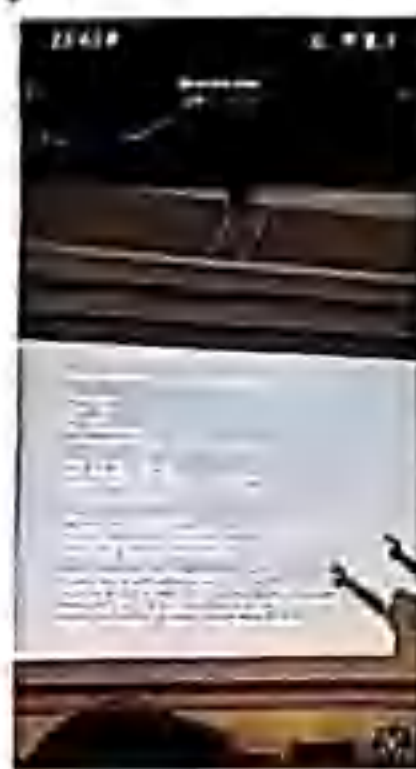
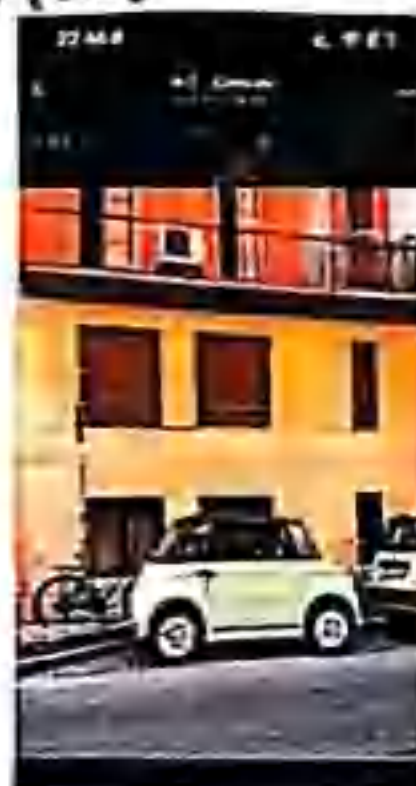
To reflect my emotions cannot express, I chose one of my own photos, these photos represent "I want to post on Instagram" (but) because of "negative" influence I worried about others' thoughts (labeling), I didn't upload/enjoy on the platform.



Record ①: ~~this~~ this photo I took on Milan, on my vacation. I eat some desserts with my friends, I felt happy and want to upload to Instagram, but I worried others "said my life too better" (jealousy), so I didn't upload, I cancel this picture, just save in my photo album.

Record ②: I often see some interesting things such as the "mini" car I never seen before. I want to enjoy with my friends, and get (negative) language. I think too upset, my friend not understand me, don't want to chat on Instagram.

Record ③: This photo I took on classroom, when I got some tasks, I want to talk with my friends to get some feedback, But I feel and fear my friends not willing to enjoy and share with other ideas. So I did not send my friend.



"Lonely"



Record ④: Sometimes I stay at England, I miss my parents and don't want them worry me, so I just take some pictures on cafe alone. These picture represent my mood, I want to get more caring, find people to chatting.

"Anxious"



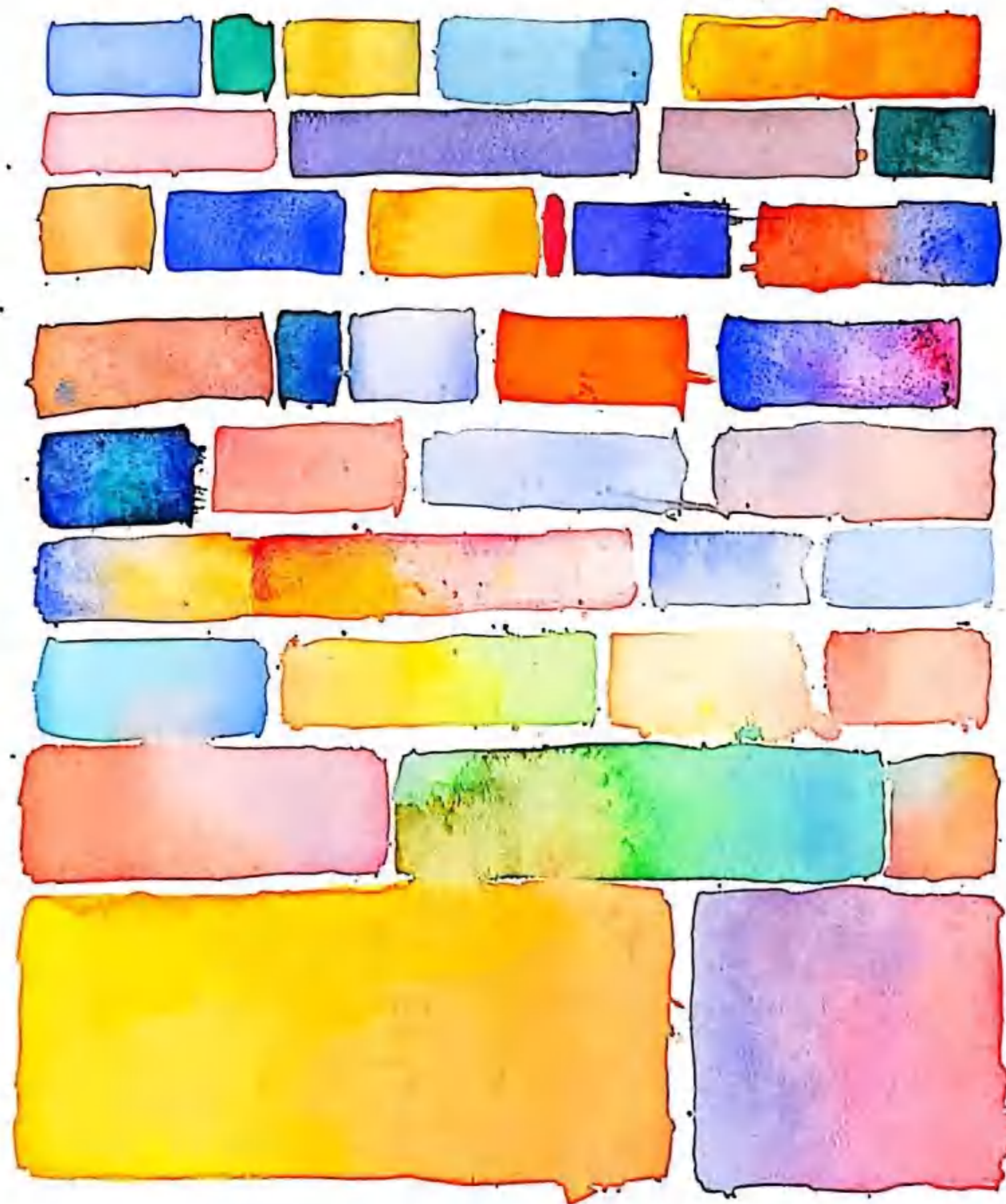
Record ⑤: When I get some anxious, I will go to gym to exercise, I think it's a way to help me "not to sensitive", forget these badly things.

"Calm"

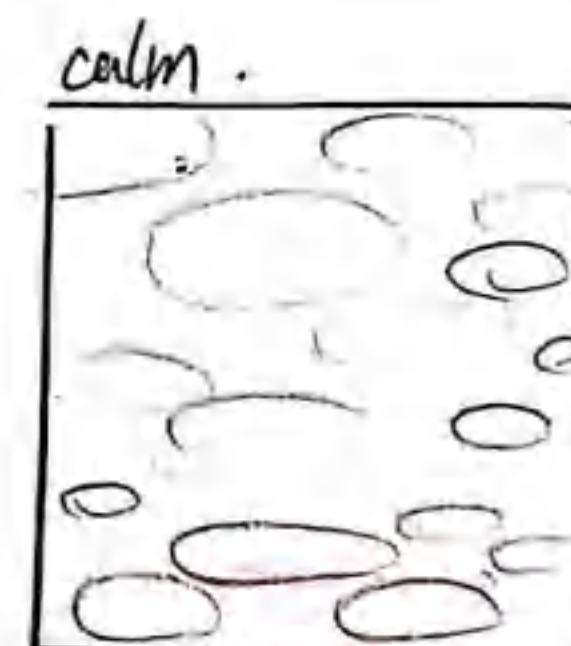
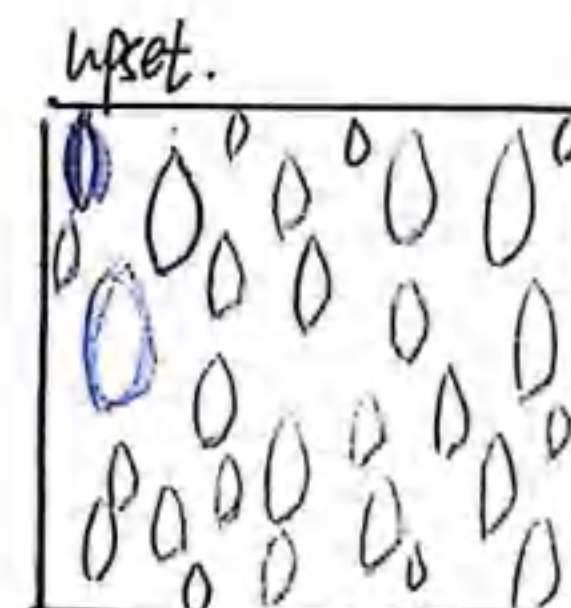
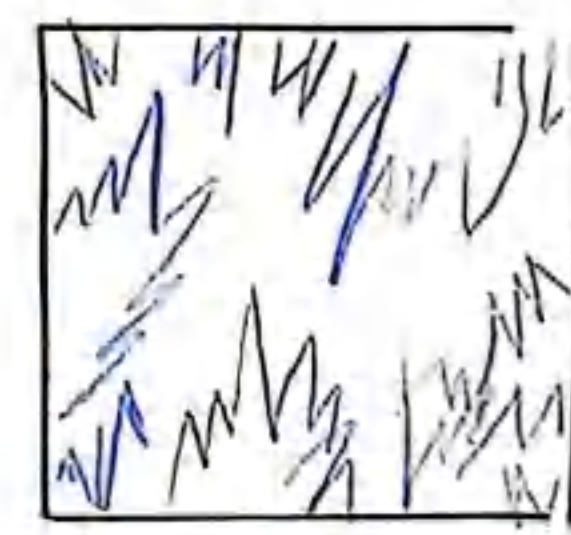
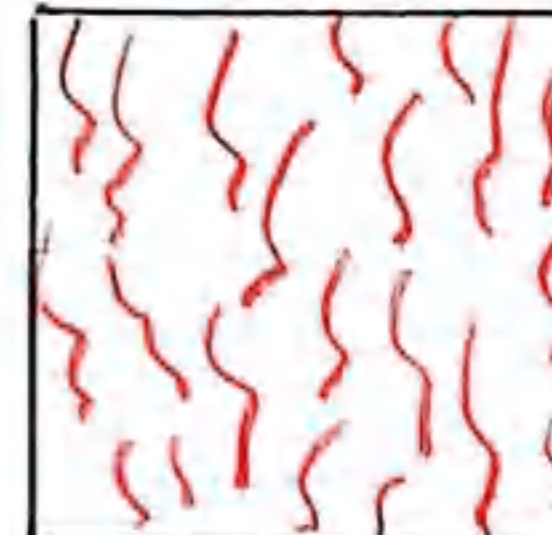
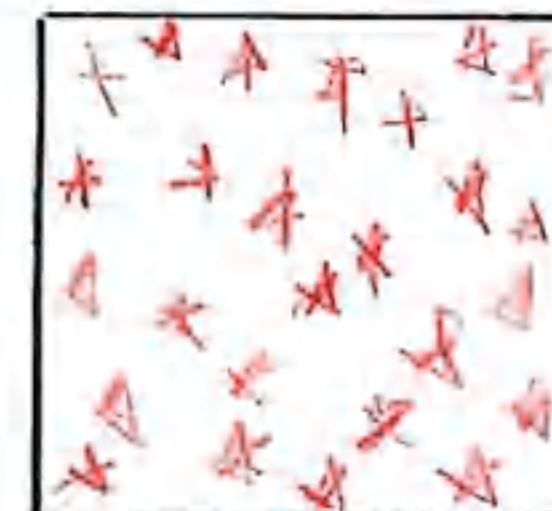
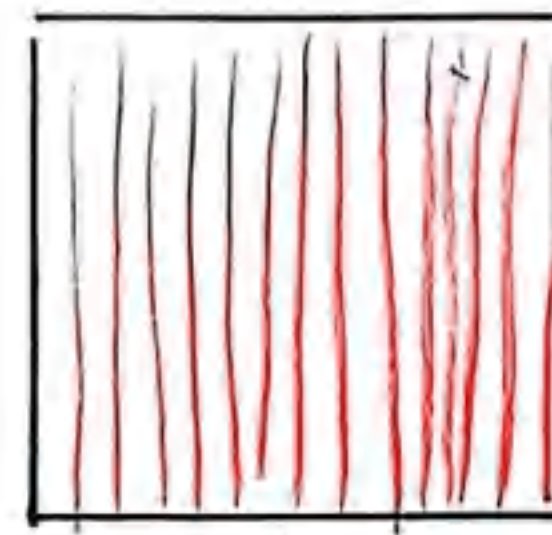
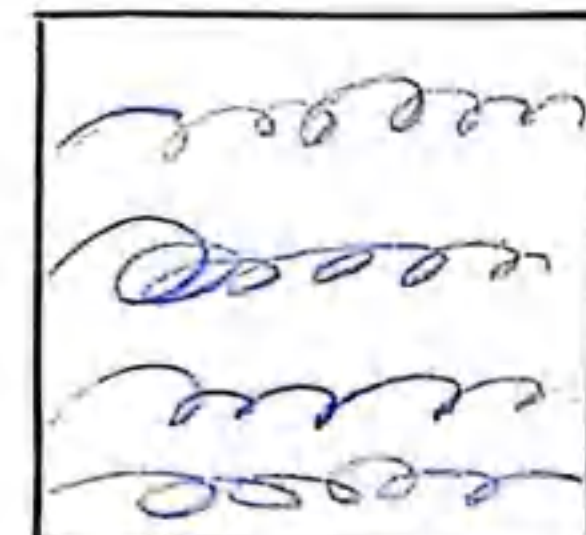
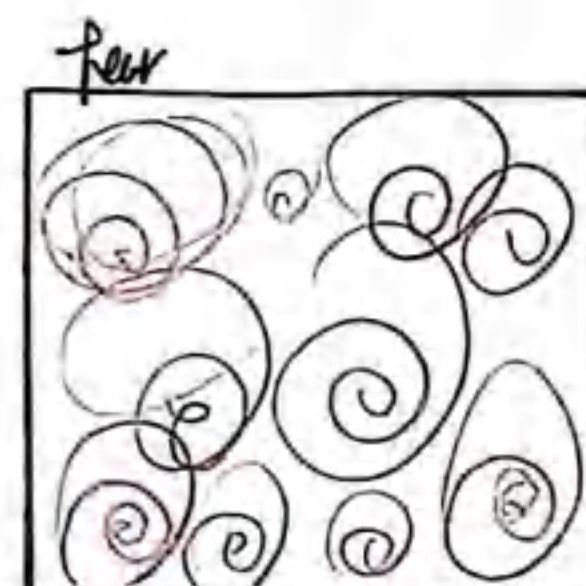
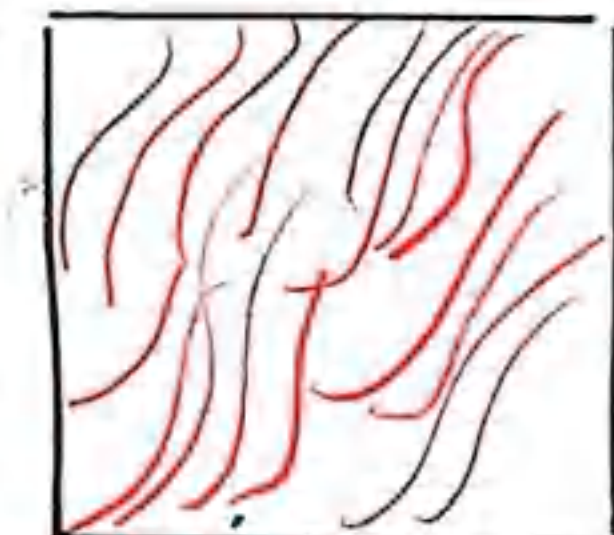
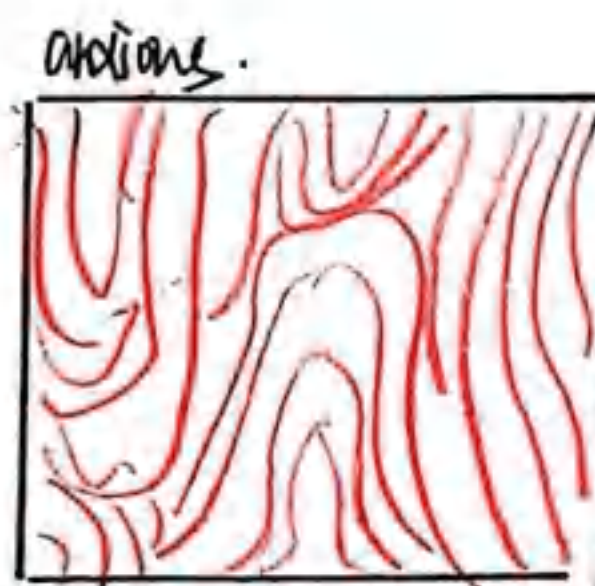
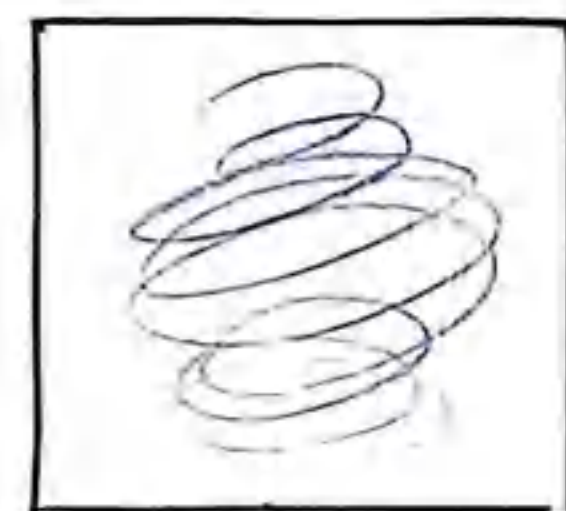
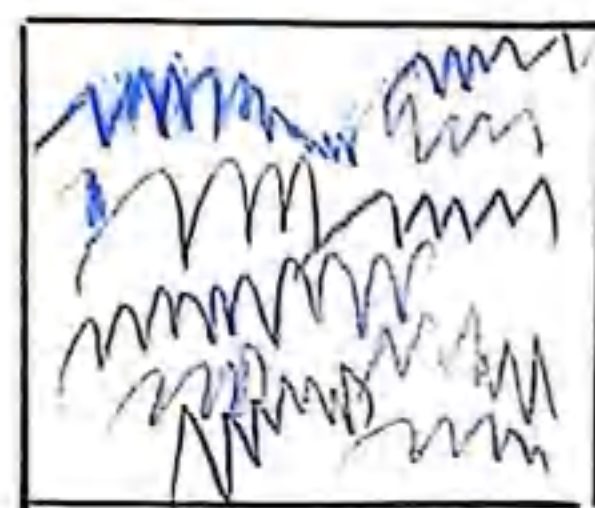
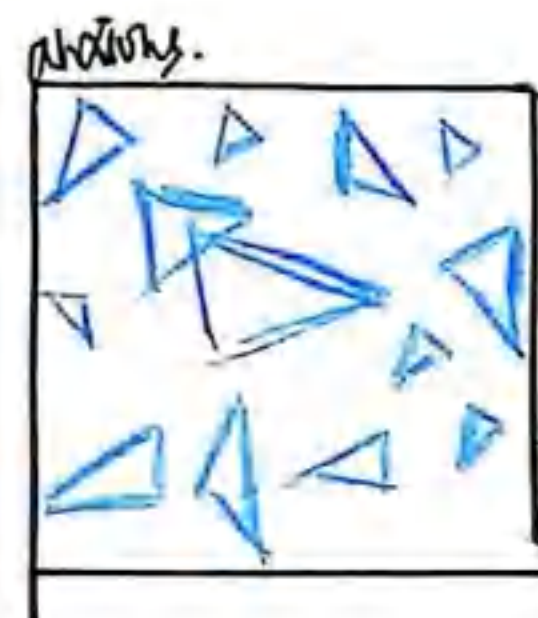
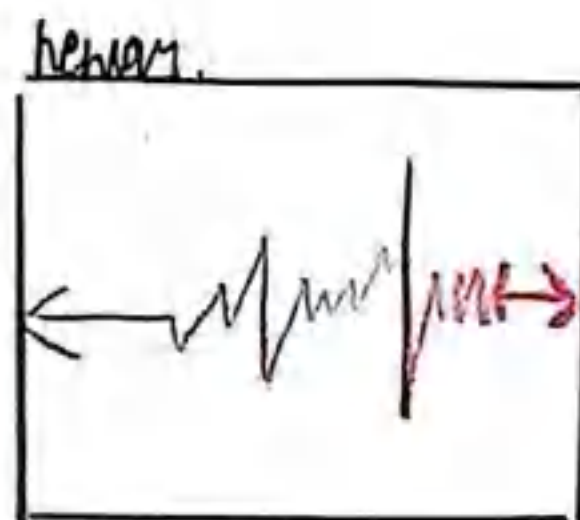
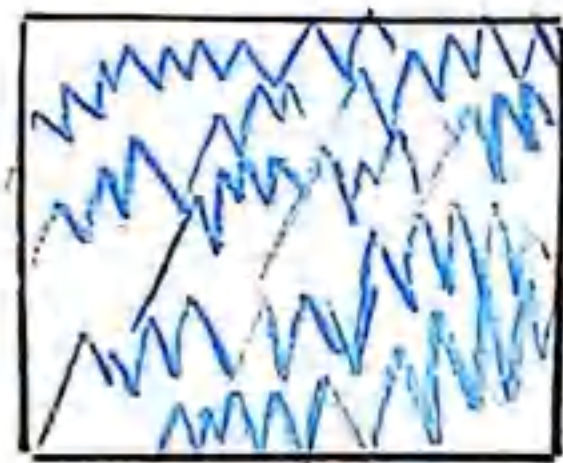
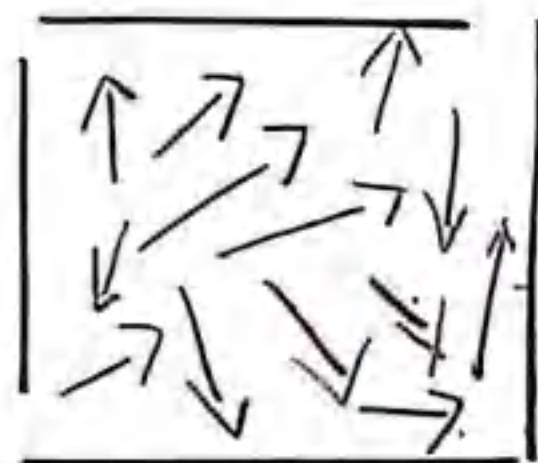


Record ⑥: Sometimes I see the 'beauty' things in my daily life. I will be happy. Maybe it help me think it will be ok. Help me not too anxious or got complex emotion so, I become "calm".

- 
 Happy → take pictures to instagram
 → checking interesting on instagram
- 
 Angry → got some angry (bad) hot topics.
 → others' thoughts influenced me on instagram
- 
 Fearful → other's ideas (evolution).
 → self perception
- 
 surprising → worry about other's looks.
 → doubt (self-awareness).
- 
 proud → got some best things (likes on posts)
 → comfortable psychology
- 
 anxious → fear with body (figures) / exams' thing.
 → relationships with friends



This color experiment read my mood from instagram, some of negative emotions, some of positive emotions. But most of them "display" complex mood. it represent "emotion can't express" on instagram because of something.



I record my emotions through these "abstract" lines and elements, it entered my mind and "different emotions" from my heart.

positive / negative.
emotions types.
History.
Instagram
→ service for
inter topics.

musication healing.
art therapy.
visual expression.
color theory.
style / line / expression
interaction → motion.
active.

Social media

(sociology)
①. pressure
social media
with others
media

Emotional suppression

⑤ labeling.

② aesthetic trend.
③ perception
④ self-awareness.
⑥ ins influence "emotions".

user group

→ which age?
women
2 using in
2 emotions.

Research

mental health

psychology influence.
influence → depression
inconfidence → doubt.

expression mechanism
①. platform recommendation
②. emotional display
③ identity management

Journal Bell. D. J. 2024. Adolescent body image investigating the influence and impact of Instagram content on youths' body image. Humanities and Social Sciences Communications, 11 (2). 1-10. www.nature.com/articles.

However, it is important to highlight that correlational and experimental studies often focus on the impact of a one-time exposure to Instagram pictures, which may not fully capture the nuances of individuals' everyday and moment-to-moment experiences (Slater et al., 2017). Little work has been done to comprehend the connection between the exact content youth are exposed to on social media and their body image. Therefore, this study seeks to uncover characteristics of social media content that trigger body image qualitatively and across multiple time points across weekdays. More specifically, this study will focus on the Instagram posts youth identify to trigger their body image in relation to social comparison and positive or negative emotions.

Focus on "positive/negative" emotions & body image.

Through social comparison, social media content can also have an impact on youths' body image. Previous research has shown that social comparison on social media, especially in connection with thin-ideal imagery, is connected to overall increased body dissatisfaction (Aparicio-Martínez et al., 2019; Duan et al., 2022; Kleemans et al., 2016; Ralph-Nearman and Fildes, 2020). Additional research implies that especially passive social media usage is connected to greater depression symptoms, lower body image, and decreased well-being (Valkenburg et al., 2021; Verduyn et al., 2017). Studies have even found that the negative effects of social media on body image are a component that—in combination with other components—can lead to the development of eating pathologies (Abi-Jaoude et al., 2020; Brewster et al., 2019; Perloff, 2014; Richards et al., 2015; Stice and Shaw, 2002).

①. ("complex/negative") Reason emotions influence on Instagram?



Introduction
In the present era, social media has day-to-day companion for many. Checking social media posts at the beginning of each day is an integral part of daily routines among our society, especially among youth. Close to all youth (we refer to adolescents and young adults between 16 and 25 years of age with the term 'youth', following convincing arguments of an extended period of adolescence; Arnett et al., 2016; Sawyer et al., 2018) have a smartphone and thereby the possibility to access social media platforms (Vogets et al., 2022). As young people are oftentimes in almost daily contact with social media, they are not simply platforms where people share highlights of their lives, but they are also arenas for identity creation (Pouwels et al., 2021). The content shown on these social media are powerful transmitters of societal standards, beliefs, and values, which lead to certain societal ideals. These ideals, including beauty, beauty, fashion, gender, food, and fitness, have an impact on one's body image (Moreira et al., 2012). Body image is referred to as "the picture of our own body".

standards, beliefs, values

1. User group
→ target age: 12-25 years.

②. Influence
weight beauty gender food & fitness body's image.

4. THE INFLUENCE OF SOCIAL MEDIA ON YOUTH'S BODY IMAGE

Researchers exploring the varied effects of social media exposure on gender have observed notable gender differences. Casalo and colleagues (2010) observed distinctions in the impact of exposure to same-sex attractive Instagram images on body image and dissatisfaction, with women experiencing increased dissatisfaction while men showed no significant effect. Moreover, women demonstrate higher levels of engagement on Instagram and are particularly more likely to engage in appearance-related comparisons than men, given their increased time spent on Instagram (Legg-Strauss and Kudatli, 2022; Twenge and Martin, 2020). An explanation for digital media having a more significant impact on the body image of females is deemed to be the tendency to self-objectify rooted in women's nature (Fredrickson and Roberts, 1997). The idea of objectification offers a framework for comprehending the consequences of being a woman in a culture that sexualizes the bodies of women. This theory holds that objectification occurs when a woman's body is valued separately from their identity. In turn, girls and women may internalize an external perspective on their physical appearance due to experiences of objectification (Fetunmi and Szymanski, 2017), contributing to gender differences in the effects of social media exposure.

Secondary research.

③. User group
"women > men" on Instagram
↓
influenced more emotions

④. Results
being "stressed" feeling
→ sad/upset/happiness
"comparisons" on Instagram with other user.

The motives for participants to select thin ideal content were that they either admired this body type, thereby expressing the wish to have such a body themselves or despised the body type and emphasized they were happy with their own body. Hereby, participants both engaged in upward and downward comparisons. Upward comparison mostly triggered negative emotions, creating a feeling of unhappiness, stress, or sadness. Different than the Fitness category below, this type of comparison did not lead to a motivation to become just like the person in the picture. For instance, one participant (no. 6) reported an Instagram picture of a thin ideal corresponding female wearing a tight long sleeve and a short skirt revealing her legs. She voiced the feeling that was triggered by the content: "I am a bit stressed, and also annoyed by all the perfectionism on Instagram. It makes me feel less pretty as I am not that 'perfect' as the woman in the picture". Other examples of such were addressed by Participant 4, who explained: "Imagine how nice life could be when you are that skinny", and Participant 8, who voiced: "I want to have a body like hers and be able to wear that nice dress".

the media. These external influences prompt individuals—mainly women—to engage in social comparison, wherein they assess their own bodies in relation to others, fostering a propensity to internalize the thin ideal as a standard of beauty (Donovan et al., 2020). As per the model, two primary mechanisms, the processes of appearance (social) comparison and thin-ideal internalization, contribute to a sense of dissatisfaction with one's body (Keery et al., 2004). Consequently, this dissatisfaction is determined as the driving force of women pushing them to adopt unhealthy eating behaviors as they strive to achieve the perceived ideal of a thin body.

⑤. Deeper influence:
Mental health influenced by Instagram
→ "eating/thin (ideal beauty)"
↓
"anorexia".

relationship between Instagram use and indicators of mental health = a systematic review. Humanities and Social Sciences Communications, 11(1), pp.1-15, www.nature.com/articles.

1.1. Instagram Use and mental health problems
Several studies have linked excessive SNS use to lower psychological well-being (see Hoare, 2017, for a meta-analysis). For example, SNS use has been associated with disordered eating and poorer body image outcomes (Holland & Tiggemann, 2016). Holland and Tiggemann's systematic review (2016) indicated that especially posting, viewing, and commenting on image-based content played a crucial role in this relationship. In addition, multiple meta-analyses provided evidence for the relation between SNS use and depressive symptomatology. For instance, both time Instagram and frequency of SNS use show a weak positive correlation with depressive symptomatology (Luang, 2017; Keles et al., 2020; Yoon et al., 2019). Furthermore, Keles et al. (2020) examined the influence of SNS use of anxiety and psychological distress in a systematic review. Results indicated that a higher SNS intensity was positively linked with anxiety and psychological distress. The systematic review of Frost and Rickwood (2017) and meta-analysis of Curtis et al. (2018) illustrated the relationship between intensity of SNS use and alcohol addiction. More specifically, excessive users with larger online social networks who post and view more alcohol-related updates report more problematic alcohol use.

Influenced:
Mental 62%
Emotional 48%
Anxiety
Instagram 'negative' emotions
→ "depressive" / disordered eating

Reason:
Comparison → self awareness
↓
"depressive"
↓
Anxiety
↓
"stress"

Type of Use and Instagram Content: apart from time investment, the way people use Instagram may also result in different outcomes regarding experienced depressive symptomatology. For example, using a prospective design, Friess and Engstler (2017) illustrated that only Instagram browsing, and not Instagram liking or posting, predicts more depressive symptoms over time. Furthermore, this study also provides evidence for a relation between Instagram use and depressive symptomatology in the opposite direction, where level of depressed mood has shown to positively predict Instagram posting over a six-month interval (Friess & Engstler, 2017). These findings suggest a bidirectional relation between Instagram use and depressive mood. Furthermore, one study has obtained a positive association between depression and the number of selfies (photo taken by one self) taken before posting it on Instagram (Lamp et al., 2019). In contrast, no significant relationship with depressive symptomatology was found for the number of selfies posted in a week and selfie manipulation (Lamp et al., 2019; Li et al., 2018).

3.3.1 Social comparison

Social comparison emerged as one of the most widely studied constructs that may link SNS use with indicators of mental health. For instance, multiple studies suggest a central role for social comparison in linking patterns of Facebook use with mood, depressive anxiety, and stress symptoms (Appel et al., 2016; Faciens et al., 2019; Faciens et al., 2020; Verdugo et al., 2017). Social comparison is a cognitive process in which people compare themselves with presented information of others for self-evaluation (Festinger, 1954). Hence, exposure to stories and pictures of other people's presumed happier lives on SNS may lead to the impression that the life of other people is more exciting and satisfying. This impression in turn may induce feelings of inferiority and depression over one's own life. Therefore, social comparison may have a detrimental influence on people's self-evaluations and self-esteem, which in turn may lead to the development of depressive or anxiety symptoms (Appel et al., 2016; Choo & Edge, 2012; Orth et al., 2009).

using Instagram
such as "liking" ♥♥♥
or "posting" ± (photos) / (ideas)
exceeded 2 satisfying
self evaluations / self-esteem

celebrity

influenced "famous" person,
women & watched pictures
and their thoughts on it,
and emotions maybe increased
"negative" / "complexed"

Attractive celebrity and peer images on Instagram: Effect on women's mood and body image

作者: Joe B. Grilo, Rachel B. L. Brown

文章: 2016

在: Body Image, v19 (2016) 37-43

同行评审

摘要: A large body of research has documented that exposure to images of thin fashion models contributes to women's body dissatisfaction. The present study aimed to experimentally investigate the impact of attractive celebrity and peer images on women's body image. Participants were 138 female undergraduate students who were randomly assigned to view either a set of celebrity images, a set of equally attractive unknown peer images, or a control set of travel images. Results showed that exposure to celebrity and peer images increased negative affect and body dissatisfaction relative to travel images, with no significant difference between celebrity and peer images. The effect was mediated by state appearance comparison. In addition, celebrity worship moderated an increased effect of celebrity images on body dissatisfaction. It was concluded that exposure to attractive celebrity and peer images can be detrimental to women's body image.

关键词: body image, celebrity, peer images, body dissatisfaction, appearance comparison, celebrity worship

same: www.sciencedirect.com
same: [doi:10.1016/j.bodyim.2016.08.007](https://doi.org/10.1016/j.bodyim.2016.08.007)

Abstract: An experimental investigation of the effects of viewing body positive content on young women's mood and body image

作者: Lisa M. O'Connell, Lisa M. O'Connell, Lisa M. O'Connell

文章: 2017

在: Body Image, v22 (2017) 1-10

同行评审

Abstract: Body-positive content on social media may challenge mainstream beauty ideals and encourage acceptance and appreciation of all body types. The present study aimed to investigate the effect of viewing body-positive Instagram posts on young women's mood and body image. Participants were 125 young women (18-24 years old) who were randomly assigned to view either body-positive, thin ideal, or appearance-neutral images on posts. Results showed that brief exposure to body-positive posts was associated with improvements in young women's positive mood, body satisfaction and body appreciation, relative to thin ideal and appearance-neutral posts. In addition, both thin ideal and body-positive posts were associated with increased body dissatisfaction relative to appearance-neutral posts. Finally, participants showed lower body dissatisfaction towards the body-positive images was the majority being willing to follow them in the future. It was concluded that body-positive content may offer a useful avenue for improving young women's body image. Although further research is necessary to fully understand the effects on self-

Source: <https://journals.sagepub.com>

Instagram 2 "emotions" influenced by "ideals, beauty"
though "comparison" 2 "others' thoughts" aesthetic
↓
unsatisfied 2 anxiety 2 self-awareness
↓
health health
"depression" (self photos)

source: <https://jnd.org/emotion-design>

Empathy design theory.

Secondary research

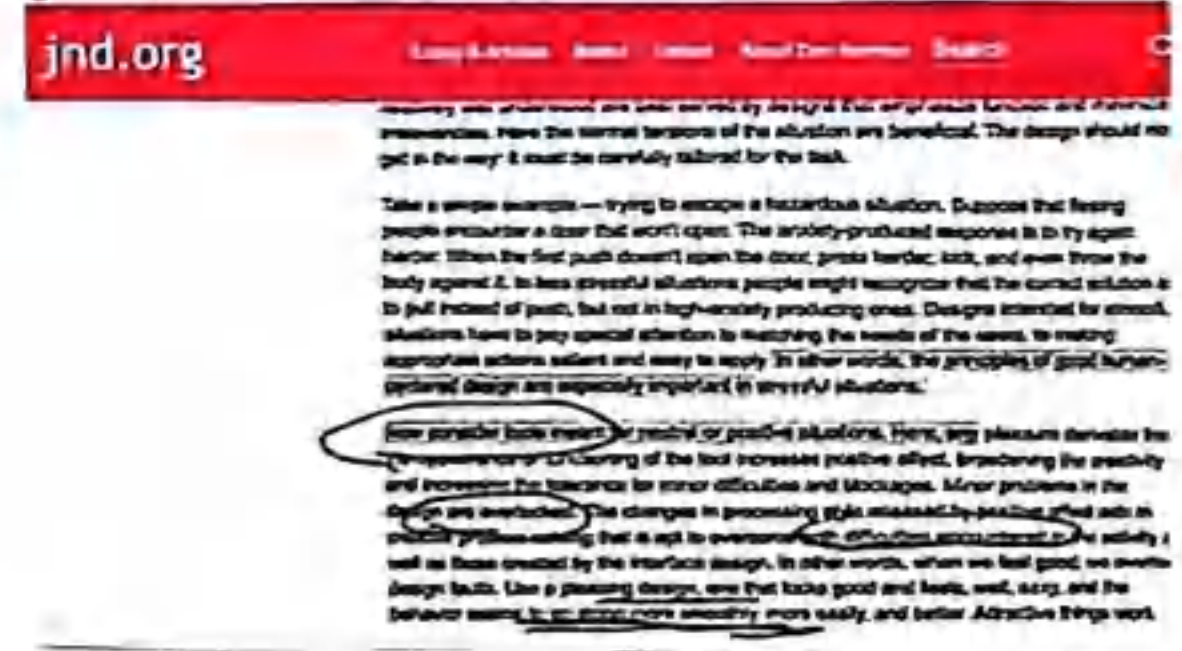


Norman. 1) "design theory (emotion 2 design)"

essential for use
"formations" features important.
+ "attractive"

"human design"

centered

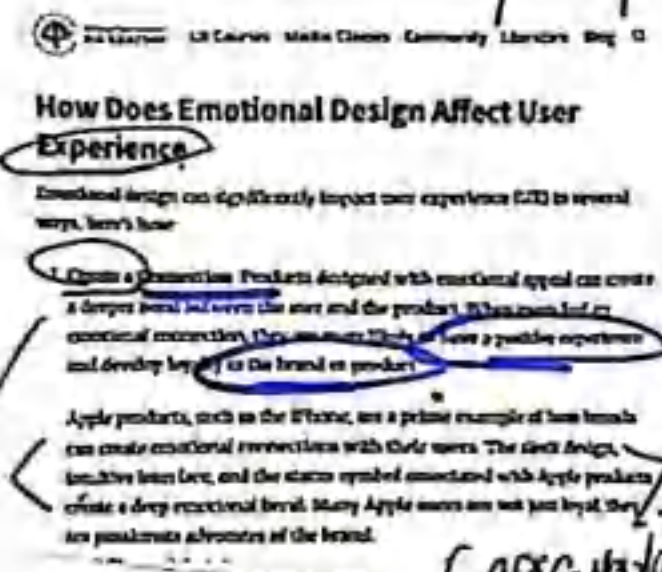


"useful" + "formation" is important.

but "analysis 2 emotional" also important.

with comparable + low attractive + formations useful.

source: www.interaction-design.org



1. connect relations with person.

2. emotional. (identity symbols).

memory: instantly identifiable

3. satisfied 2 happiness:

* comparable 2 healthy using feedback

- 1. visceral -> holy (typo) layout.
- 2. behavioral -> achieve goal.
- 3. reflective -> evaluate formations 2. achieve change.

What is Emotional Design (ED)?

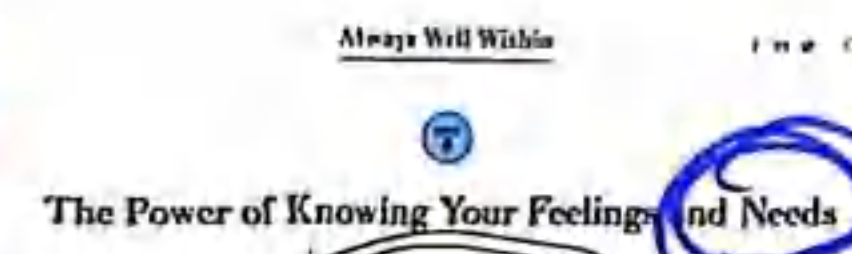
Emotional design is the concept of how to create designs that evoke emotions which result in positive user experiences. To reach users on three cognitive levels: visceral, behavioral and reflective -> users develop positive associations (sometimes including negative emotions) with products, brands, etc.

"Everything has a personality: everything sends an emotional signal. Even where this was not the intention of the designer, the people who view the website infer personalities and experience emotions."

- Don Norman, UX Design Pioneer

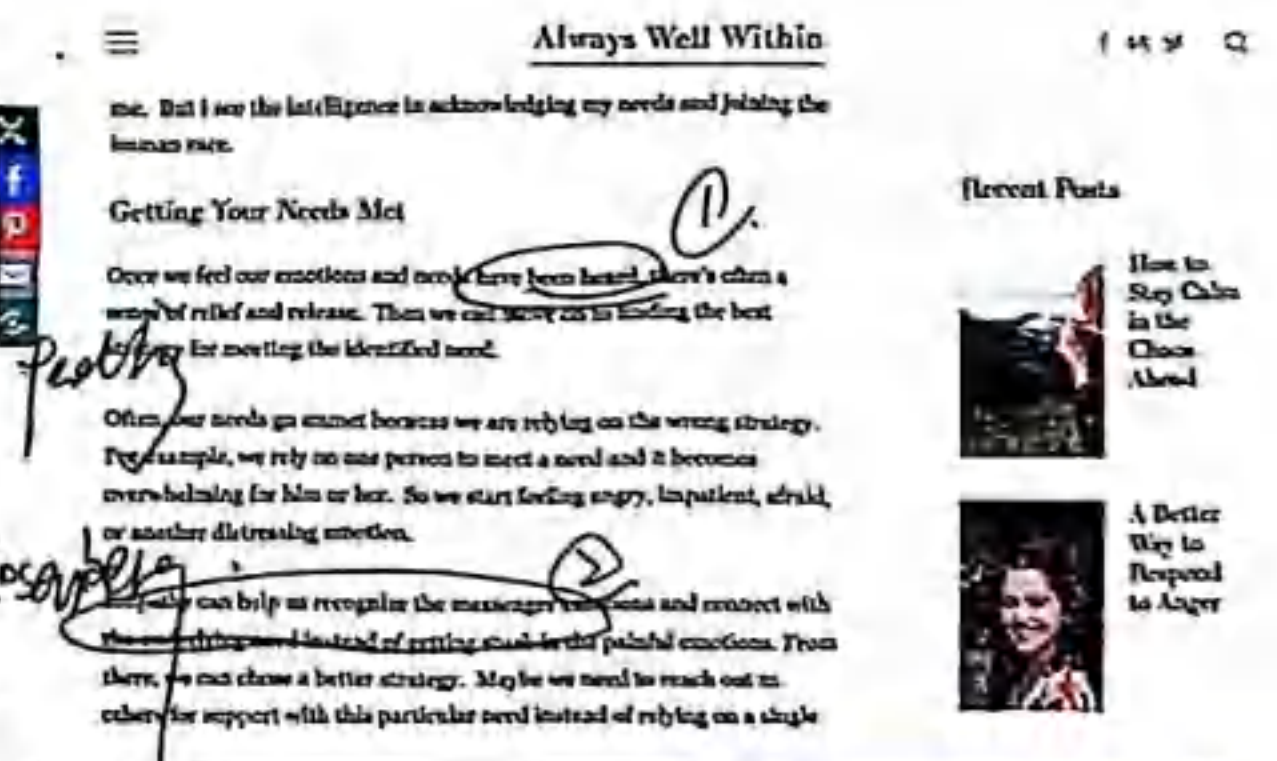
In this video, Professor Alan Dix explains why considering emotions is vital when you design experiences.

Self-awareness.



Mr. Bill R. Roserberg theory.

source: www.alwayswellwithin.com



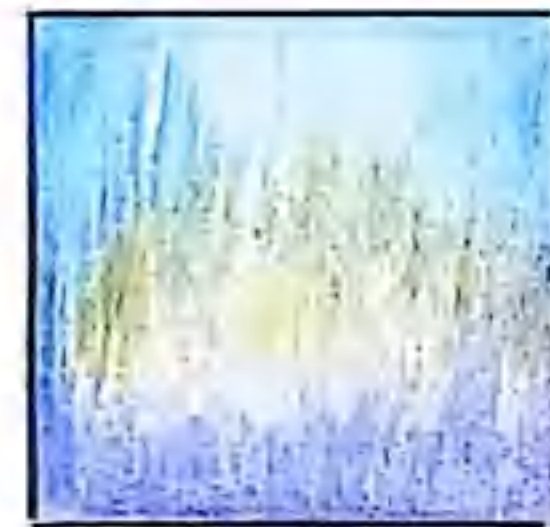
Empathy
Imagined needs.

Experimental



Optimistic.

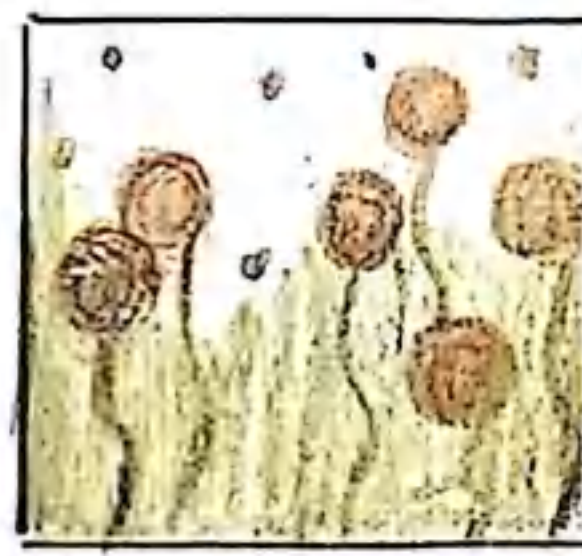
Star = this element represent "positive" meaning. And gradually develop "bright" meaning, it represent "everything will be great" meaning. Yellow = sunshine. Blue represent warmly calm.



Sensitive: it blurred from this square, from blue to green to purple. It gradually changes the mood's reflection. It's like emotional.



Angry: orange and red combined together convey emotion gradually entrance.



Fear: different sizes of circles like "people's face", every of them from "public" pay attention to, it made fear / worried about something from the "dirty" garden.



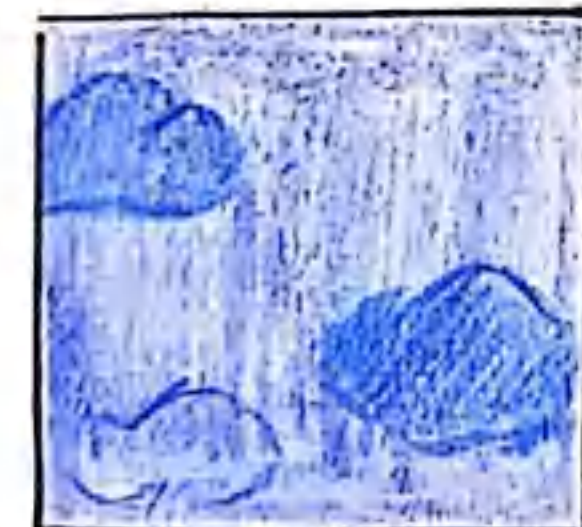
Tired: purple represent mystery, and with a little orange, it represent people felt tired and not comfortable behind "public", very closer to each other in the crowd.



Anxiety: from the complex roads, like puzzle, such as purple like people's mood, complex and anxious's process.



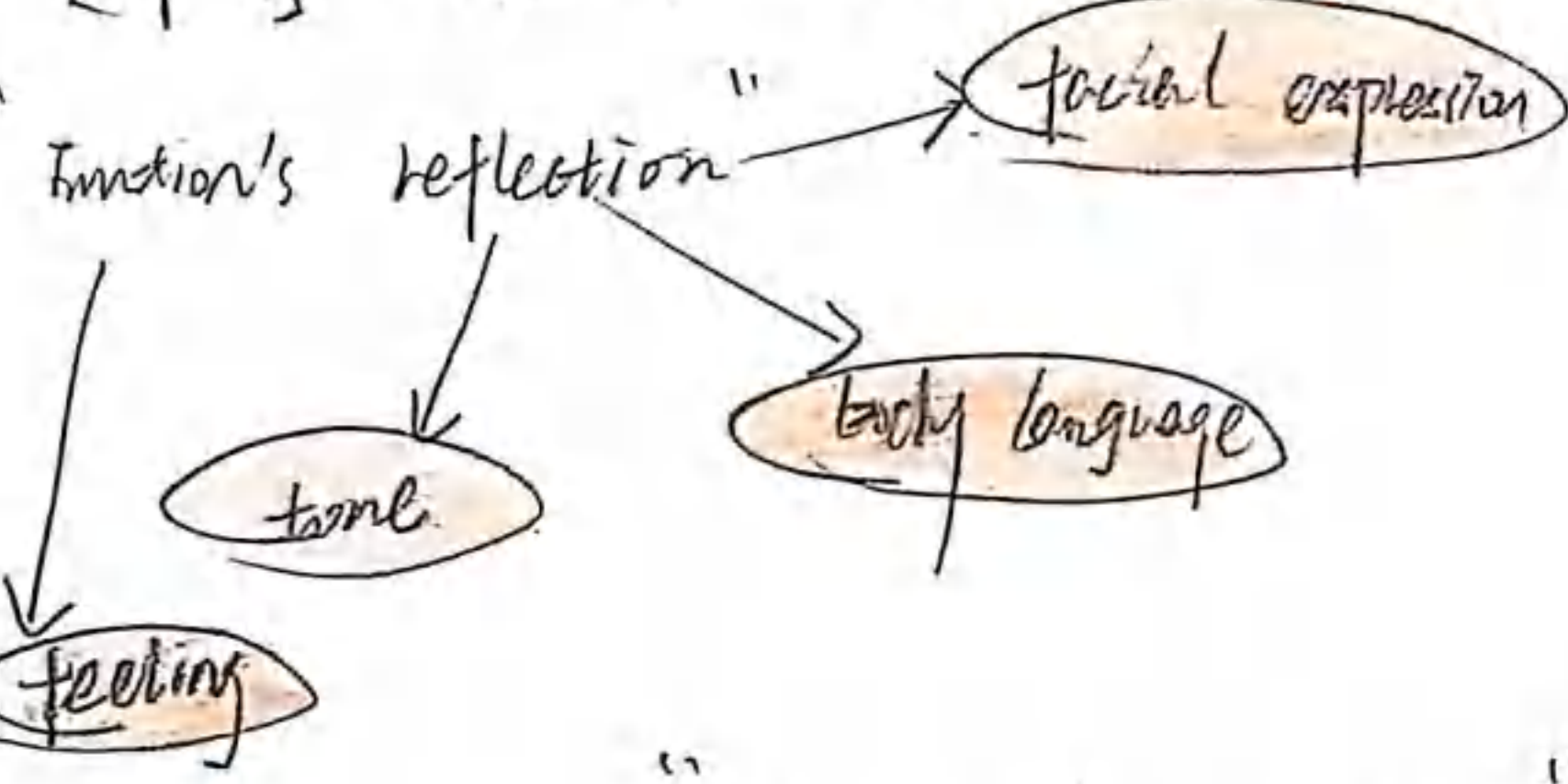
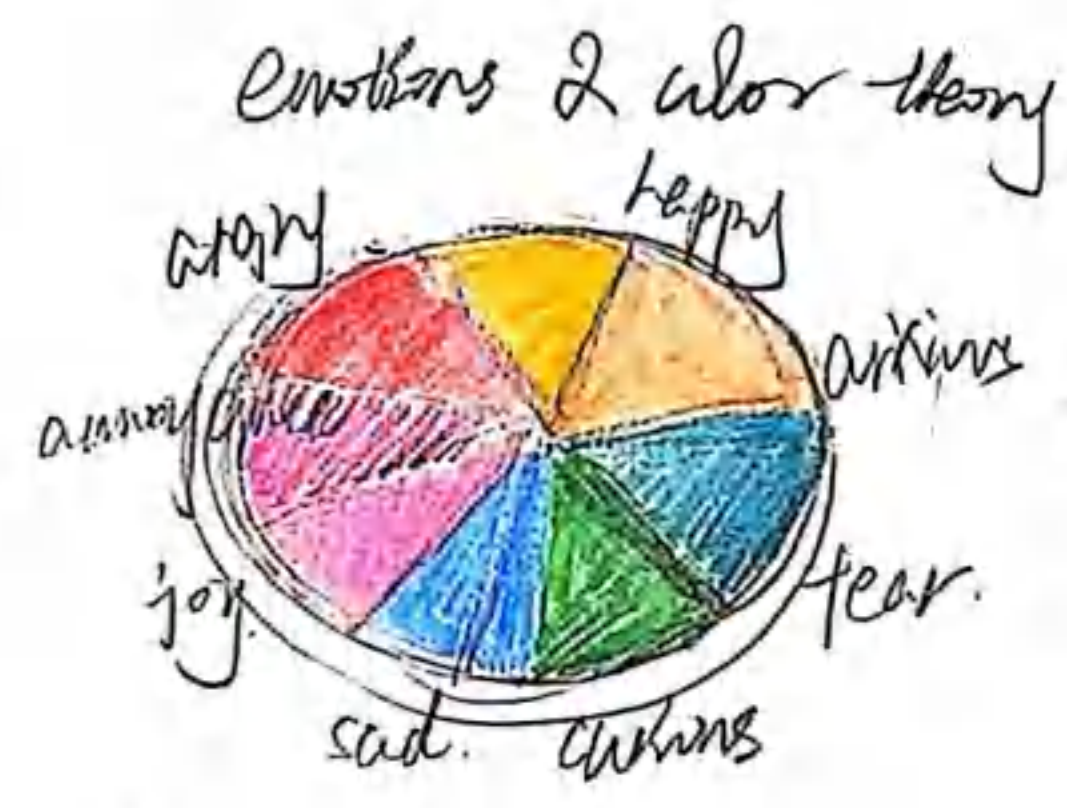
Upset: tears gradually down, different cool colors like blue, green, represent "upset".



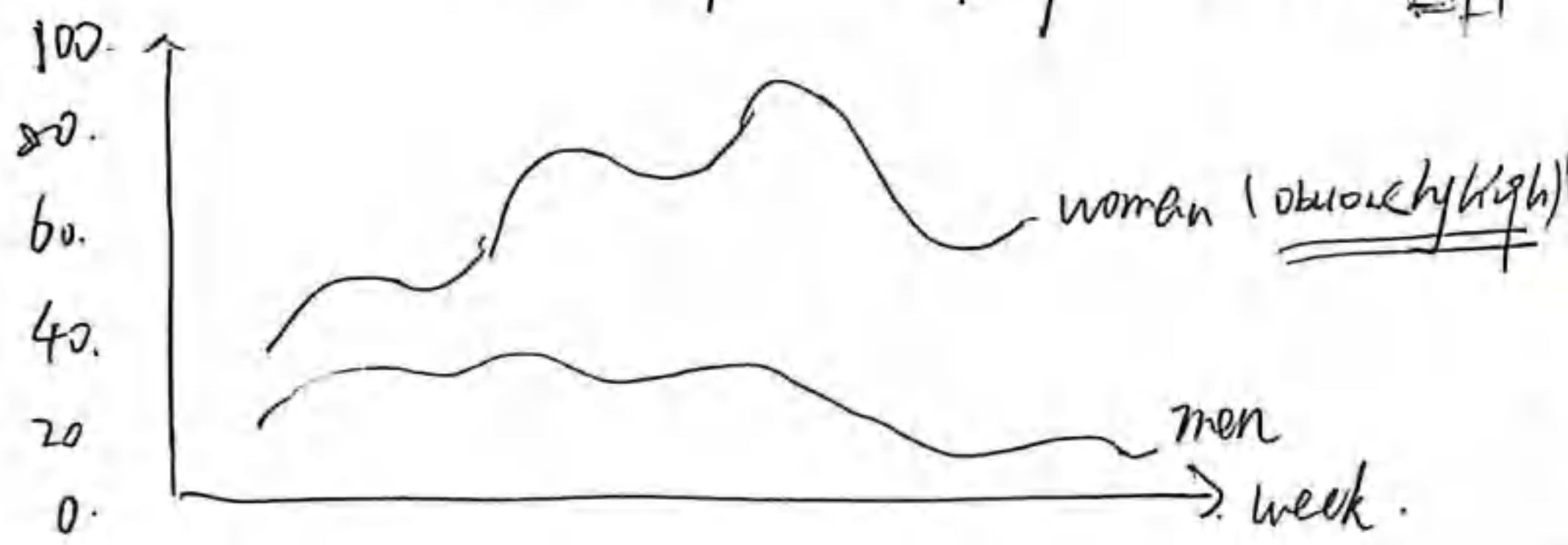
Calm: Mood's inner emotion is calm (blank), but like cloud, sometimes "rainy", "sunny", different changes in mood.

Research

Influence mental health factors.



Emotions for user group



Plutchik's Wheel of Emotions and the Six Seconds Model of Emotional Intelligence

Plutchik studied animals, and he proposed a psychoevolutionary classification approach for general emotional responses. A core belief of Plutchik's is that all emotions serve a functional, evolutionary purpose, and therefore have value. There are no 'good' or 'bad' emotions. Each emotion serves a purpose that supports humans to survive and thrive. Fear, for example, helps us focus on what we want to protect and move back to avert threats. Anger helps us to notice what is in the way, energizes us to break through obstacles. Download our free Practicing EQ eBook to learn the utility of the 8 basic emotions.

At Six Seconds, our work is grounded in this adaptive theory of emotions. The Six Seconds Model of Emotional Intelligence is a 3-step process for practicing emotional intelligence, which starts with recognizing and labeling emotions.

Plutchik's wheel of emotions (2011)

Plutchik also created a wheel of emotions to illustrate different emotions. Plutchik first proposed his cone-shaped model (3D) or the wheel model (2D) in 1980 to describe how emotions were related.

He suggested eight primary bipolar emotions: joy versus sadness, anger versus fear, trust versus disgust, and surprise versus anticipation. Additionally, his circular model shows connections between the poles of an emotion circle and a color wheel. Like colors, primary emotions can be expressed at different intensities and can mix with one another to form different emotions.

The theory was extended by Plutchik to provide the basis for an explanation for psychological defense mechanisms; Plutchik proposed that eight defense mechanisms were manifestations of the eight core emotions. [citation needed]



source: www.6seconds.org/

Emotions
no good
no bad.
"is balance"

6seconds website

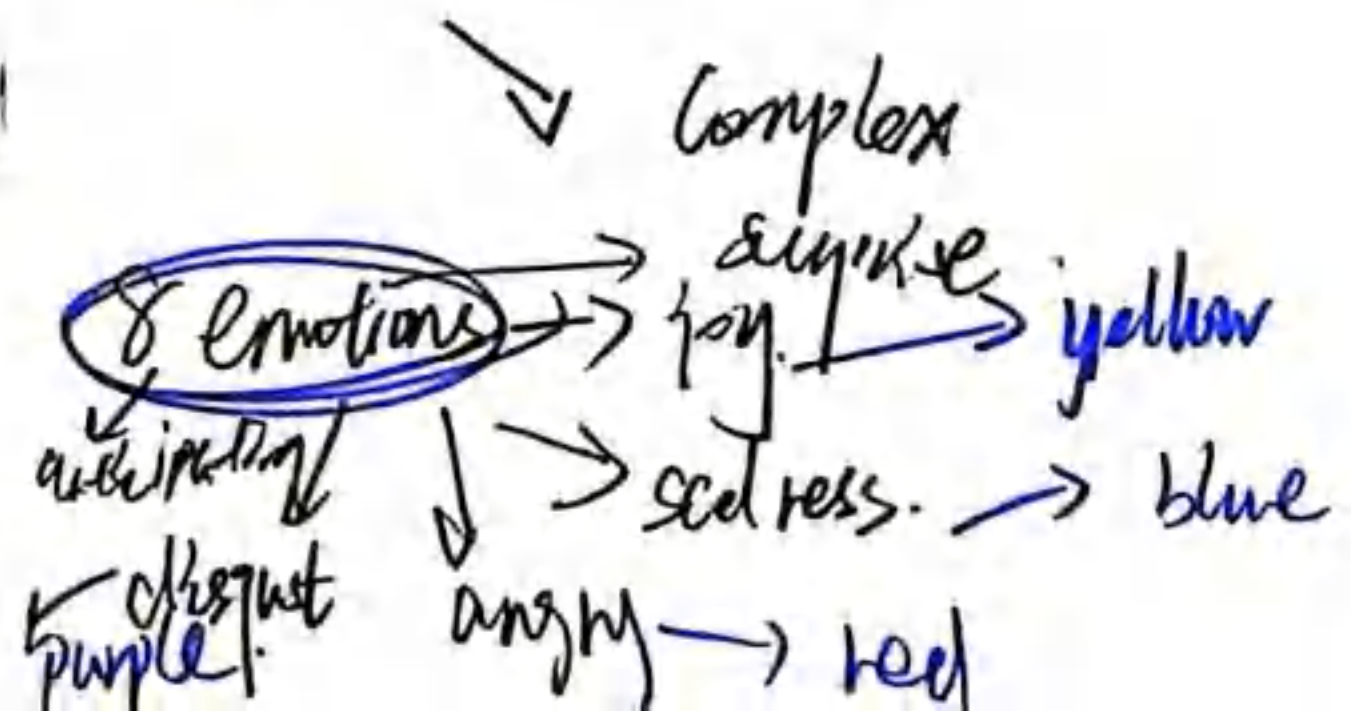
Plutchik's Wheel of Emotions: Exploring the Feelings Wheel and How to Use It (+ PDF)

Emotions can be complex, scary and overwhelming. We can use tools to help us make sense of them, navigate them more effectively and not become overwhelmed by them. Plutchik's Wheel of Emotions, or Feelings Wheel, is a valuable resource to make sense of feelings and grow your emotional literacy, one of the foundations of practicing emotional intelligence.

Read on for an in-depth analysis of Plutchik's Wheel of Emotions and to get your free eBook, Practicing Emotional Intelligence, which includes Plutchik's Wheel of Emotions, the new Feelings Wheel and other hands-on activities to improve your emotional intelligence. Let's dive in to Plutchik's Wheel of Emotions! What is Emotional Intelligence?

Research for "emotion 2 color"

emotions → basic.



Research "from ins"

I researched some "emotions" types of posts on Instagram. I found more people like women not reflect "negative" emotions for on "public" social platform.

① many posts people not let reflect "negative emotions"



③ leads women not to express' became afraid the people not willing to understand

②



these 'body language and facial expression' reflect women's inner feelings.

"not understood / alienated"

④

results, not to do yourself.

I collected some "emotions" related to "different types of emotions" such as "anxiety, suppression, sadness, disgust, fear" from social media on Instagram.



This photos from my screenshot from my own phone on Instagram. to protect the owner's information, I cover with stickers with their "name & profile photo".

somebody reviews their posts and provide her express their emotions bravely, not hide their complex inner feelings



provide "encourage"s word and "healing" language, to tell women express bravely.

post:

somebody want to express but not bravely.

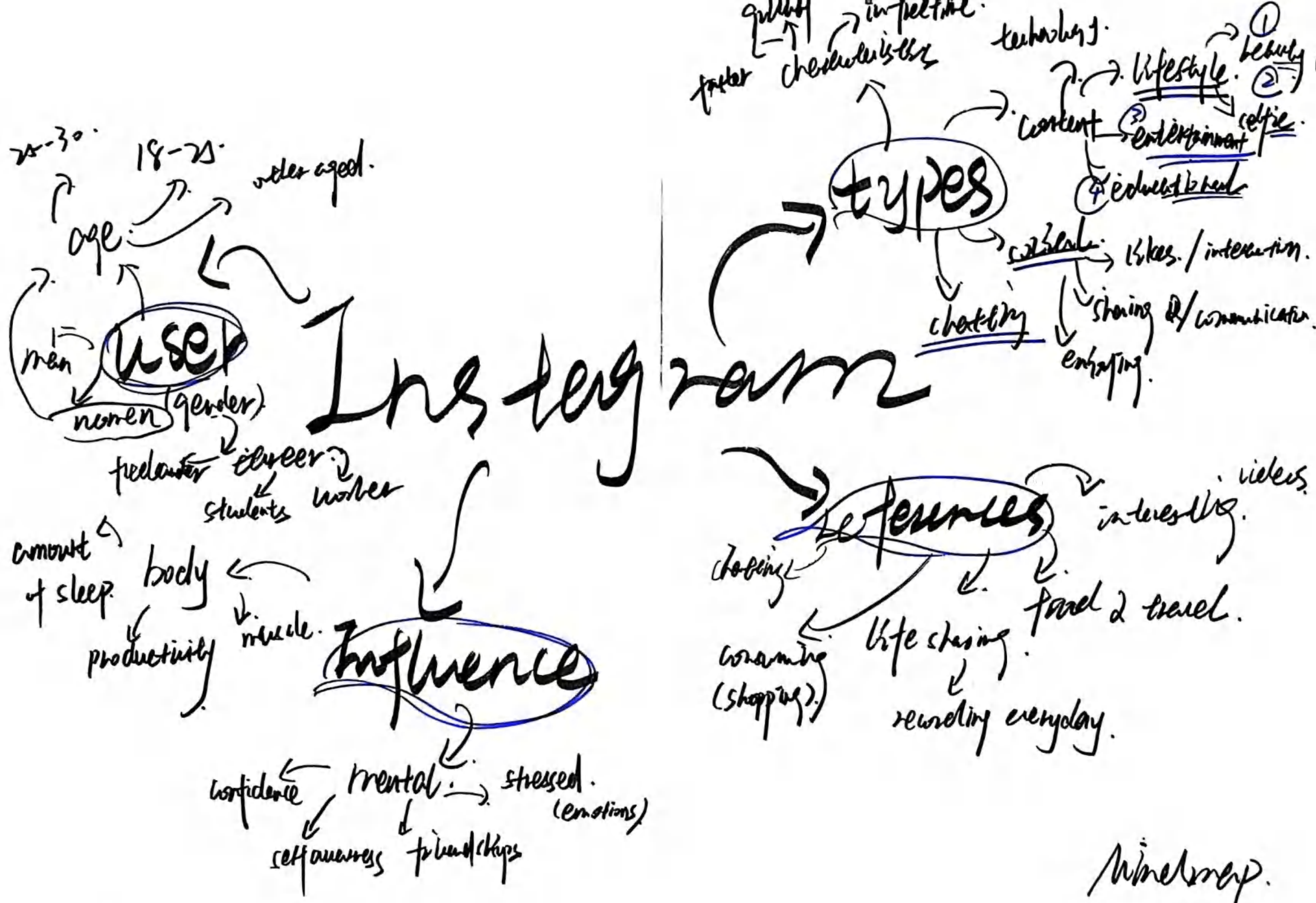


post:

"talk about these topics"



the post hope more women can active express



Mindmap.

The Adverse Effects of Social Media on Women: A Case Study of Risks and Harmful Impacts

November 2024 - Socio-economic and Marketing
Aspects for Tennessee and Industry 2(4) 558-576
DOI:10.5553/Univ.v7i4.365
License: CC BY 4.0

Authors:

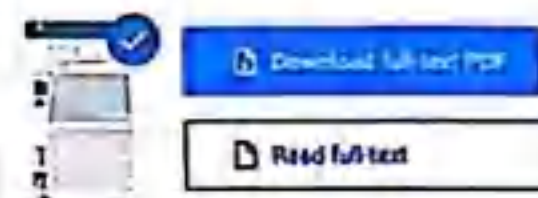
 Peta Deyim

 Media Canada

Moorthi Nazari, Peter Kuhl

Page 10 of 10

Quesito =



recommended "heavy" ~~pages~~ papers
"Algorithms" influential.

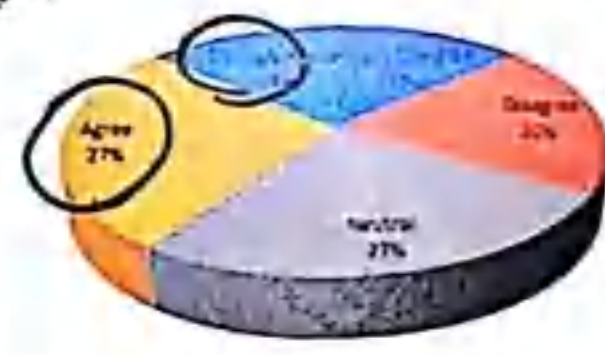


Figure 4
on Social Media
Algorithm
Scheduling
Marvyn



The Figure 3 indicates that Instagram is the most widely used social media platform among participants, with 60% of respondents indicating they use it. Facebook follows closely with 50% of users. In contrast, LinkedIn shows the lowest usage at 20%, suggesting that professional networking is less prioritized compared to more social platforms.



Research "women" influenced by
social media (negative)

~~1~~ X Data display: from this case study, most of women use histogram ("60%")

influenced by "body image"
↓
Society posts their beauty pictures
or images on social media.

mind map of vulnerability:

- vulnerability
 - mental
 - sad
 - depression
 - stressed
 - fired
 - fear
 - anxiety
 - body
 - skin/ facial
 - ideal beauty
 - self of anxiety
 - safety
 - anxiety
 - sensitive
 - angry
 - joy

```

graph TD
    UG[User group] --> Ageed
    UG --> Gender
    UG --> Characteristics

    Ageed --> AP[changing platforms]
    Ageed --> AI["(ins)"]

    Gender --> GR[requirements]
    Gender --> GH[family hurt]
    GH --> GL[body (language)]
    Gender --> GS[gender sequence]
    GS --> GU["(unfair)"]

    Characteristics --> CF[freelancer]
    Characteristics --> CS[students]
    Characteristics --> CC[career]
    Characteristics --> CW[worker]
    Characteristics --> CA[age category]
    Characteristics --> CP[painful]
    Characteristics --> CFam[family]
    CFam --> CM[mother]
    CM --> CB[beautiful]
    Characteristics --> CE[elderly]
    CE --> CD[daughter]
    CD --> CSweet[sweet]
  
```

werkgroep - Windmap

Influenced by "negative" emotions:
Social media (the Instagram)

However, if users have a negative personality or are currently in a negative state, they are more likely to experience reverse and negative emotions, leading to reduced satisfaction with their social media usage. Their behavioral patterns may incline towards self-concealment, withdrawal, abandonment, or shifting to other social media platforms. At this point, the functionalities and content quality of social media become crucial in influencing users' emotional perception and usage satisfaction. On one hand, these factors may intensify users' negative perception of content and dissatisfaction. On the other hand, they may mitigate or even transform users' adverse emotions into positive and constructive states. Different emotional perceptions and satisfaction levels have diverse impacts on user behavior, whether it is continued usage, active management, or abandonment and transition to other media platforms.

Why: negative states

Source:

Emotional straying: Flux and management of women's emotions in social media

Proposed by: Li, Qianqian, Zhao, J.

Editor: Giulia Ballarotto

Author Information: Article not

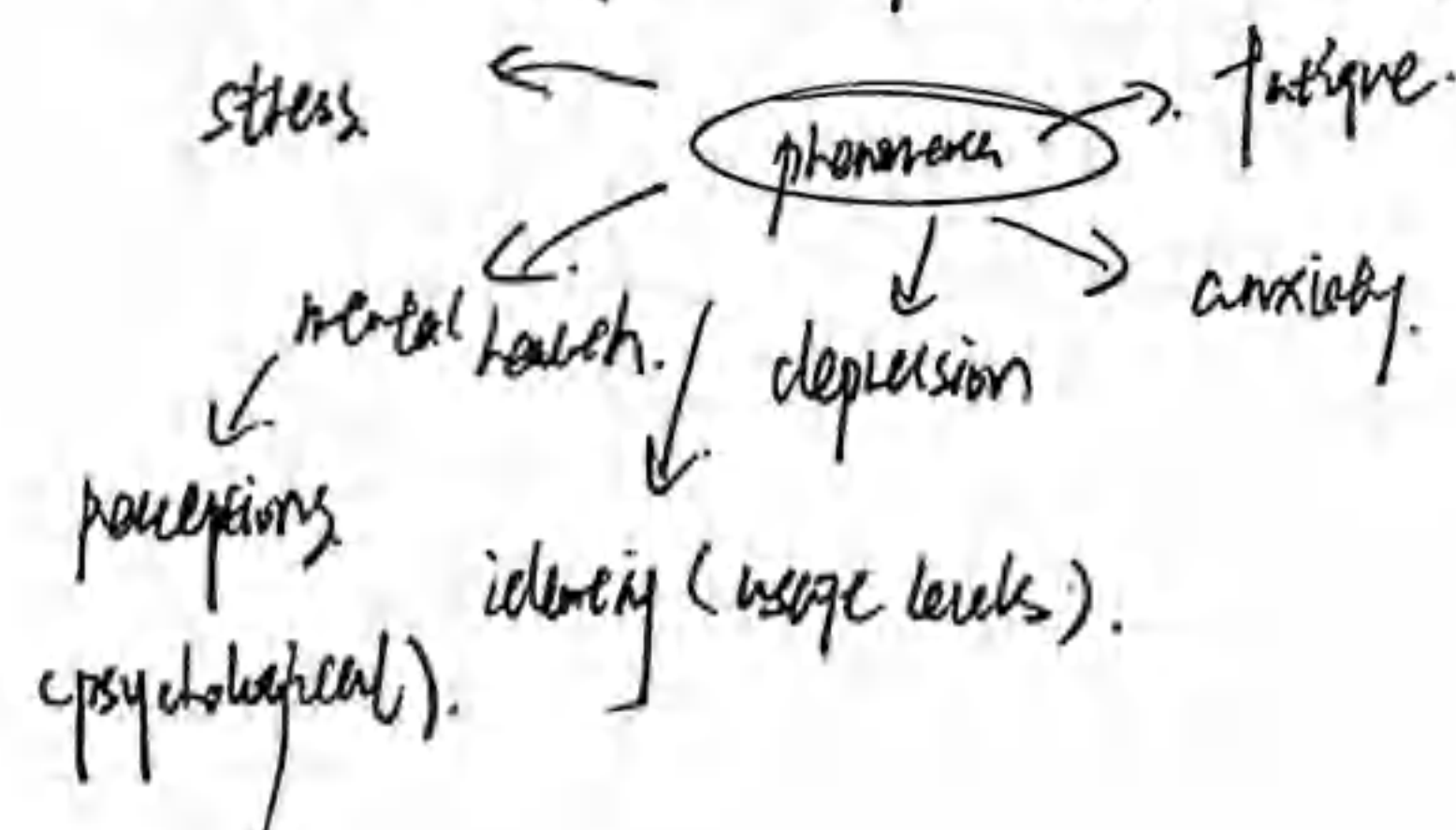
PMCID: PMC10718421 PMID: 3609

Research suggests that in today's world, where the use of social media has become pervasive, such as TikTok, Kuaishou, Weibo, and Douyin, leading people into an information storm where: endless fresh updates and advertisements surround their daily lives. Research indicates that information/social overload and factors like information quality and relevance can have a negative impact on individual emotions [16]. Negative emotions during the use of social media can indirectly lower users' willingness to continue using the platform [17-19].

Further analysis suggests that while using social media might lead to phenomena like social media fatigue, anxiety, depression, or even the fear of missing out, these negative mental states can become drivers that compel users to keep using the platform [15]. This, in turn, forms a vicious cycle on both psychological and media usage levels, exacerbating individual negative emotions and stress, thereby reducing satisfaction with the use of social media. Consequently, examining the development of social media functionalities and content management from the perspective of users' psychological perceptions and the diversity and complexity of their usage behaviors as well as interventions for public mental health, holds

How:

Results: These phenomena give people "complex" emotions.



Source:

How can we minimize Instagram's harmful effects?

Psychologists' research has shown that Instagram use is associated both with beneficial and detrimental effects—depending on how it's used.

In particular, Instagram users who engage in digital status seeking (looking for popularity online) and social comparison (evaluating oneself in relation to others) tend to experience negative psychological outcomes. Such behaviors have been linked to increases in depressive symptoms, social anxiety, and body image concerns across age groups, as well as decreases in self-esteem (Sherlock, M., & Wagstaff, D. L. Psychology of Popular Media, Vol. 8, No. 4, 2019; Cohen, R., et al. Body Image, Vol. 23, 2017).

Situations:

People:

Looking for popularity

Social comparison

Depressive symptoms
self-esteem

Social anxiety
body image

Ways (how to solve):

Reduce spending less time

(less) pay attention to "idealized content"

need to healthier behavior

Time Spent on Instagram and Body Image, Self-esteem, and Physical Comparison Among Young Adults in Spain: Observational Study

Isabel M. Moreno-Fernández, M. José A. Moreno-Fernández, María J. Sánchez del Barrio, M. José A. Gómez, M. Dolores Alcázar, M. José A. Moreno-Fernández, M. José A. Moreno-Fernández

Editor: Amartya Majumdar

Women > Men in using Instagram.

Reason → body image's satisfaction
self-esteem

Source:

Moreover, in our study, women engaged more with Instagram than men, and further, they engaged more intensively with the platform. However, the gender factor was controlled in this study when assessing whether the length of time spent using the platform determined variation within the clinical scales. In fact, the most relevant finding was the relationship between the time users spent on Instagram and the score obtained on the scales, which suggests that participants with higher levels of body dissatisfaction, a greater comparison of physical appearance, and lower self-esteem were those who spent more time using Instagram. Indeed, on average, participants who used the platform for more than 3 hours a day scored 28.08 points higher on the BSIQ, 2.84 points less on the self-esteem scale, and 27.08 points higher on the scale measuring one's tendency to compare physical appearance. These results are relevant from a clinical point of view. A previous study in which 1,325 adolescents were followed for 4 years found the longer the time spent using social media, the lower self-esteem and emotional well-being they showed [28]. This association does not

use the more less self-esteem
Results:

source: color.

Color Psychology: Does It Affect How You Feel?

How color impacts moods, feelings, and behaviors.

By Jessica Adams, 2014. Updated on February 16, 2014.
© Licensed by iStockphoto.com

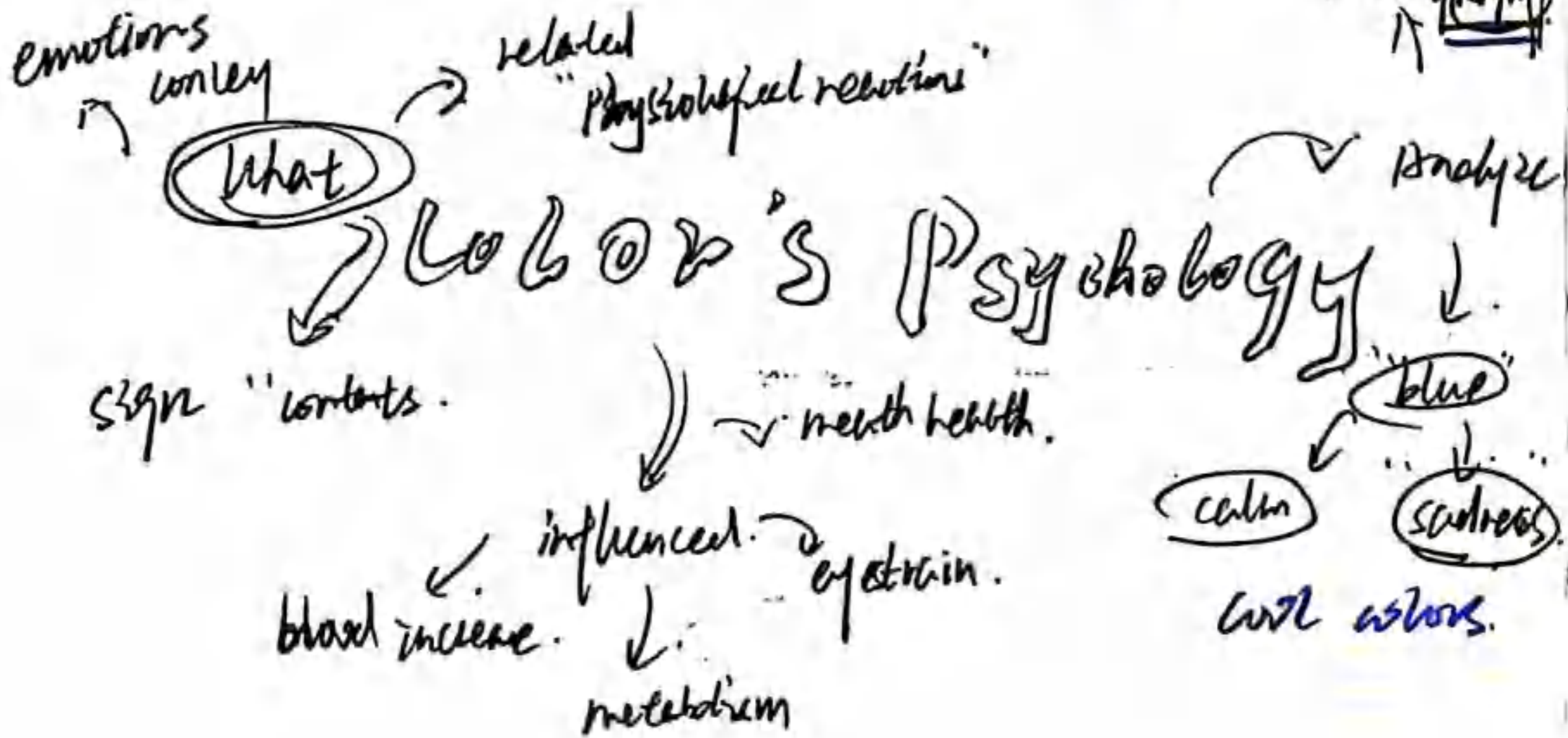
Color is a powerful communication tool and can be used to signal action, influence mood, and even influence physiological reactions. Certain colors have been associated with physiological changes, including increased blood pressure, increased metabolism, and eyestrain. healer.

"It's amazing how colors can truly impact our mood and influence our behavior," says Rachel Goldman PhD.

"Take a moment to think about a familiar space to you, is there a color that stands out about that space? Think about your clothes and how different colored clothing makes you feel when you wear them. Perhaps the next time you are feeling mood shifts by wearing a color that can have the largest impact.

Colors in the red area of the color spectrum are known as warm colors and include red, orange, and yellow. These warm colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility.

Colors on the blue side of the spectrum are known as cool colors and include blue, purple, and green. These colors are often described as calm, but can also call to mind feelings of sadness or indifference.



Art therapy - X

source: medium.com.

Medium

A 2020 Vision for Expressive Arts Therapy

It's time to see expressive arts therapy with 20/20 clarity.

By [author name]

different types:
music.
art.
dance.
action (drama).

Letting the senses tell the story is only one of key characteristics of expressive arts within the context of psychotherapy. In subsequent posts, I will explain some deeper explanations as to why expressive arts therapy supports health and well-being, particularly in addressing traumatic stress. Expressive arts therapy and related arts-based approaches have been too long misunderstood or dismissed as forms of diversion or activity-driven therapies. It's time that these approaches are clearly recognized as part of the array of psychotherapeutic methods and in particular, as forms of embodied awareness that take individuals beyond talk to implicit communication of what is often beyond words.

multisensory way.
↓
beauty, harmony, rhythm, resonance, balance. mental health benefit. ♥



source: www.tandfonline.com.
Kristin Neff's article

self-compassion.
↓
self-awareness / compassion.
↓
attitude.
protect yourself (negative impact).

Source: www.mentalhealth.org.uk

Online safety and mental health are more connected than ever before

London: Digital England, England, Northern Ireland, Wales, Scotland

20 May 2021

The risk of online communities

Source:

Results:

In April 2021, we undertook some polling which painted a concerning picture. Most young people (83%) access online communities daily, but nearly 7 in 10 (68%) have encountered harmful or disturbing content while online, including suicide & pro-eating disorder content, racism, misogyny, and bullying.

For those caught in toxic online spaces, the damage can be profound. Hate-fueled communities deepen feelings of isolation and reinforce destructive ideologies, like the 'infectious movement'. Exposure to self-harm content can drive vulnerable individuals toward dangerous decisions.

How to do:

And while supportive online spaces exist, without education on digital literacy and self-protection, young people may not always recognise the difference between helpful and harmful content. This is especially important given that regulation of the online world is still not where it needs to be - something we continue to push for through our advocacy work.

I found women sometimes don't know how to avoid "unhealthy/unactive" contents, I want to help them find a way to find out interested contents

interested contents

reduce emotional feeling

reduce "complexity"

Research (platform use).

Emotions and Digital Well-Being: on Social Media's Emotional Affordances

Steffen Steinert^{1*}, Matthew James Dennis²

Source: <https://doi.org/10.1111/mwh.12421>

Author Information Article notes Copyright and License Information

PMCID: PMC9007765 PMID: 35450167

"easy to use"

The design features of SMTs also afford sharing of another's emotional content with ease. When it comes to sharing, both emotional affordances and behavioral affordances work together. For instance, the posts of other users can create an emotional reaction in us, particularly when they include emotive content. Because emotions motivate user to act, these emotionally evocative posts afford not only an emotional reaction but also actions, like the inclination to share or to instantly respond. SMTs have affordances that makes sharing easy. The design features of SMTs "encourage" sharing, for instance, with prominently displayed buttons. Similarly, push notifications afford sharing because they alert the user to potentially shareable content (or to others sharing content).

The way social media can afford both expression and sharing of emotions is important because users can affect other users with their emotions. This is known as emotional contagion. Because social media affords emotional sharing, and because the reach of social media is huge, it should come as no surprise that there is digital emotion contagion (Goldenberg & Gross, 2020) means that the emotion of someone perceiving an emotional expression online becomes more like the emotions of the user that posted emotional content.

"emotional contagion (empathy)"

Features on social media

easy → behavior affordances

emotional affordances

"share" "respond to"

"contagion" (expression)

Key:

1. Find the right kind of community: Finding online connection around any hobby or interest can help our mental health. But activities we know are particularly good for mental health include spending time in nature, exercise, and creative pursuits. Combining these interests with a healthy online community could protect and improve your mental health.

Stay mindful of changing spaces: Online communities can change over time and become unhelpful. Some harmless interests can lead to damaging groups, such as holistic wellness communities that drift into conspiracy theories, or groups that support self-harm overlapping with hateful ideologies.

Curate your digital environment: Think about what you don't want to interact with. If certain content, creators, or influencers make you feel uncomfortable or undermines your confidence, it's OK to block, unfollow, or mute them. Protecting your mental well-being comes first.

4. Balance online and offline interactions: There's nothing wrong with communities that are only online, but in-person connection offers advantages too. The sorts of communities that could benefit your mental health the most might span the online and offline worlds, allowing you to enjoy the advantages of both forms of interactions.

5. Check in with yourself: How does an online space make you feel? If you're feeling anxious, angry, or overwhelmed, that community may not be healthy for you. A positive online experience should leave you feeling connected, respected, and accepted.

6. Reflect on your motivations: Think about your reasons for wanting to be part of a community. Why do you want to be a part of this space?

Knowledge Digital space to protect themselves

new friends

Community

find interested contents

How???

stay mindful

pled mechanism

4. pay attention to your own feeling

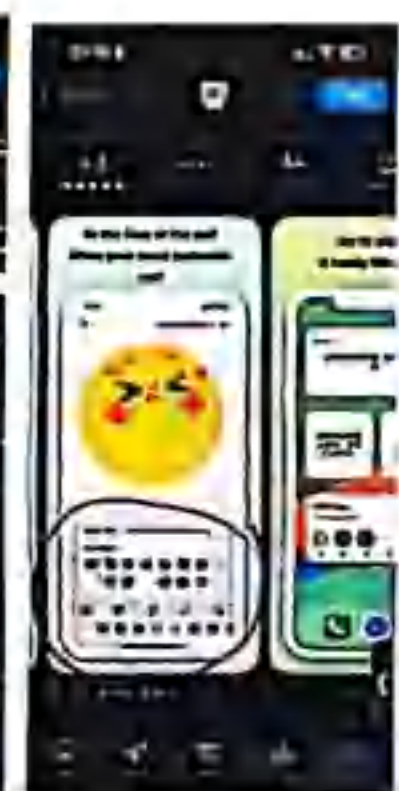
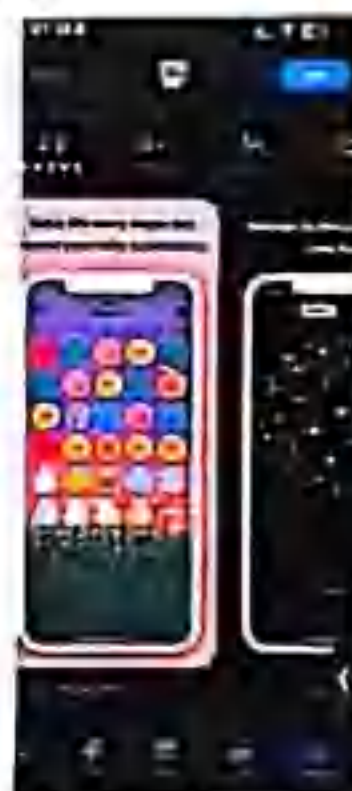
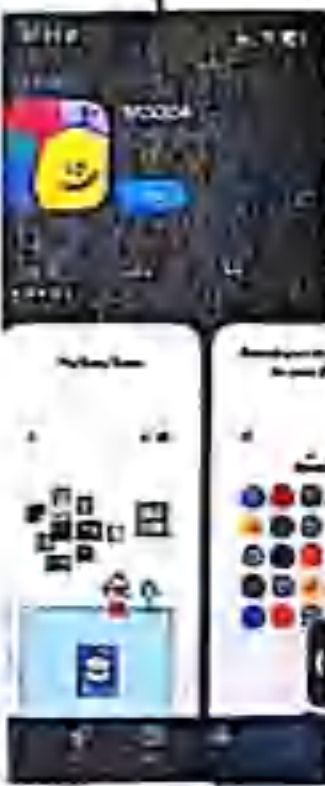
critical thinking create healthy digital space is good for you???

4. "Online" + "Offline" good to health

critical thinking (reflection)

these research help me to think about "foundation 3 & 4" on App

App named << MoodA >>



upload all notes / photos

screenshot from my photo.

Advantage:

different emotions from every day can full.



create a "natural" feeling

adjust emotions by yourself (from the color scheme) such as red-blue-orange

and it will according to emotions to change its expressions.

Disadvantages:

- 1. Not a visual image, just provide expectations
- 2. And the inter page not indication



screenshot from my photo.

App named "headspace"

Advantages:

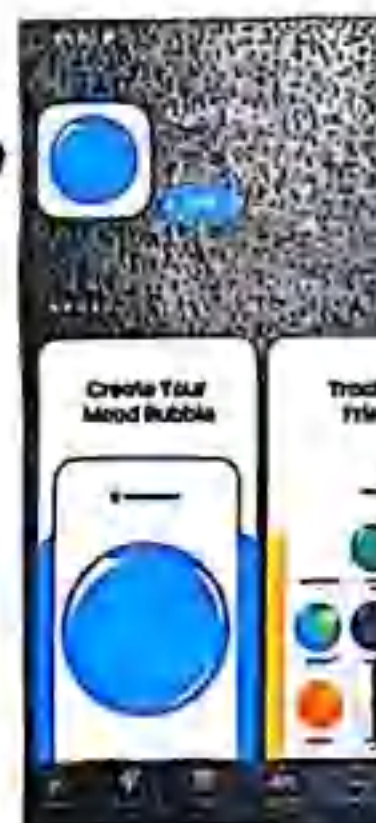
- 1. color bright
- 2. clear layout



different emotions

emotions points out text

App named: << Mood Bubble >>



screenshot from my photo.

Advantage:

Adjust different colors.

According to color to change emotion, observe changes.

Disadvantage:

Just change color to feel, not a real recording.

and not function in this App like "emotion tracking"

App named << How me Feel >>

Advantage:

show "emotions" used

clearly express for user.



screenshot from my photo

Disadvantage: 1. the app is not for function



icon clearly

character combined with text.

Analysis: this type of "App".

Observing versus creating flowers: a review of relevance for art therapy

Eshrat Huss ^{1,2*}, Mitsuo Nagamine ^{2†}, Michele Zaccari ^{3,4†}

Source: pmc.ncbi.nlm.nih.gov.

Author Information

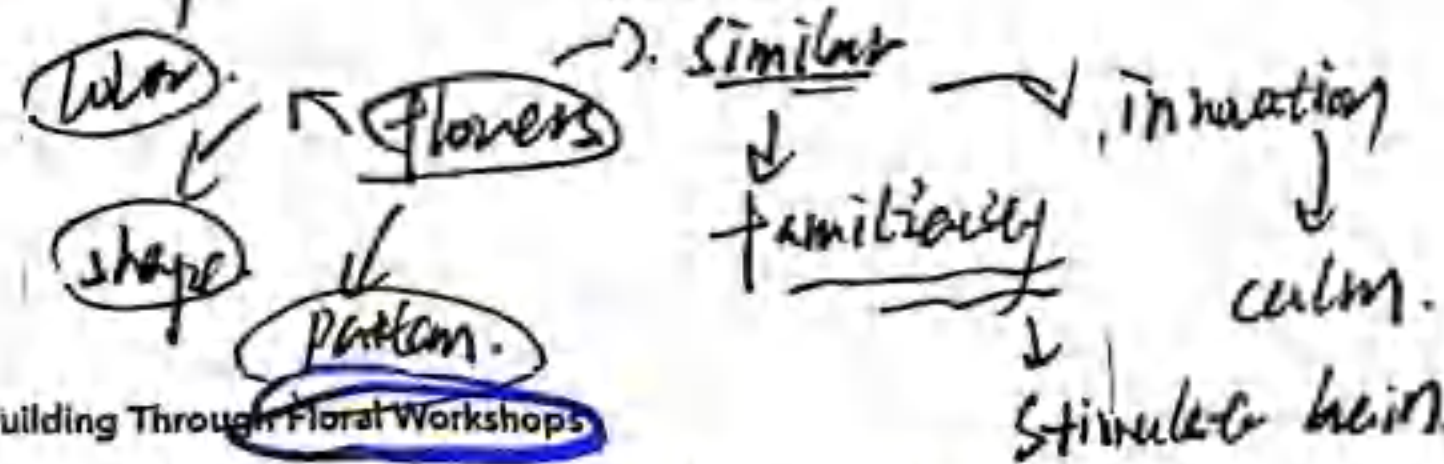
PMCID: PMC1182197

Interestingly, research has shown that concerning flowers, while popular colognes often have a floral top-note that will reduce negative emotions (Baron, 1997; Sarid and Zaccari, 2016), the visual components of flowers are the strongest and people also grow flowers that do not have a scent, Pinker (1997). Indeed, fine art is full of images of flowers. Vision is a multimodal process that entails activation, not only of the visual areas of the brain, but also of sensorimotor areas (Derrida, 1991). This is confirmed in the empirical research described above which shows that flowers enhance receptivity to romantic requests in Western culture (Gueguen, 2011). Similarly, Haviland Jones and colleagues have found that flowers enhance women's positive emotions and social behavior (Haviland-Jones et al., 2005). Thus, for example in advertisements, images of flowers and real flowers are used as transitional objects to commemorate loved ones (Dighiero and Thell, 1988).

What is it about flowers that pleasantly stimulate perception? Repeated, compositional elements of flowers such as color, shape and pattern are repeated within the petal arrangement. They are also repeated within a group of similar flowers, providing the right amount of familiarity and innovation to calm but also to activate the brain. The familiarity engendered by symmetry in flower shapes may stimulate the brain just enough to remain alert but calm. This helps people to make sense of the world and improve their mood. This combined element of familiarity and surprise is a basic component of aesthetic experience.

flowers' meaning for women:
①. positive emotions
②. social behavior.

Why flowers benefit to women?



Community Building Through Floral Workshops

Floral workshops are an excellent way to meet others, learn more about flowers and gardening, and connect with the local community. Plus, as you participate in these gatherings, you'll have the opportunity to learn something new, which can build confidence, cognitive health, and mental well-being.

These events also play an important role in overcoming isolation or loneliness, especially after an accident, which can hinder your recovery journey and lead to mental health problems like depression.

Experiment With Pressed Flowers For Art Therapy

Art therapy is a powerful tool in mental healthcare and recovery from trauma or injury. Focusing your energy on creating art can help you access a creative way of expressing your feelings and emotions. In turn, art can become a channel for healing and self-discovery.

If you're looking to merge nature with art, try pressed flower creations. This therapeutic activity encourages mindfulness while discovering the beauty of flowers, herbs, and blooms.

Activity 2: Unleashop.
↓
confidence ↓ cognitive

The Healing Art of Flowers by Anita Nowlinskaart

Book review by Anita Nowlinskaart

The Healing Art of Flowers by Anita Nowlinskaart



Evocative paintings, capturing mindful moments in Nature
Bringing well-being to your space
Originals & commissions. Flowers, meadows & gardens
Anita Nowlinskaart
nowlinska.com

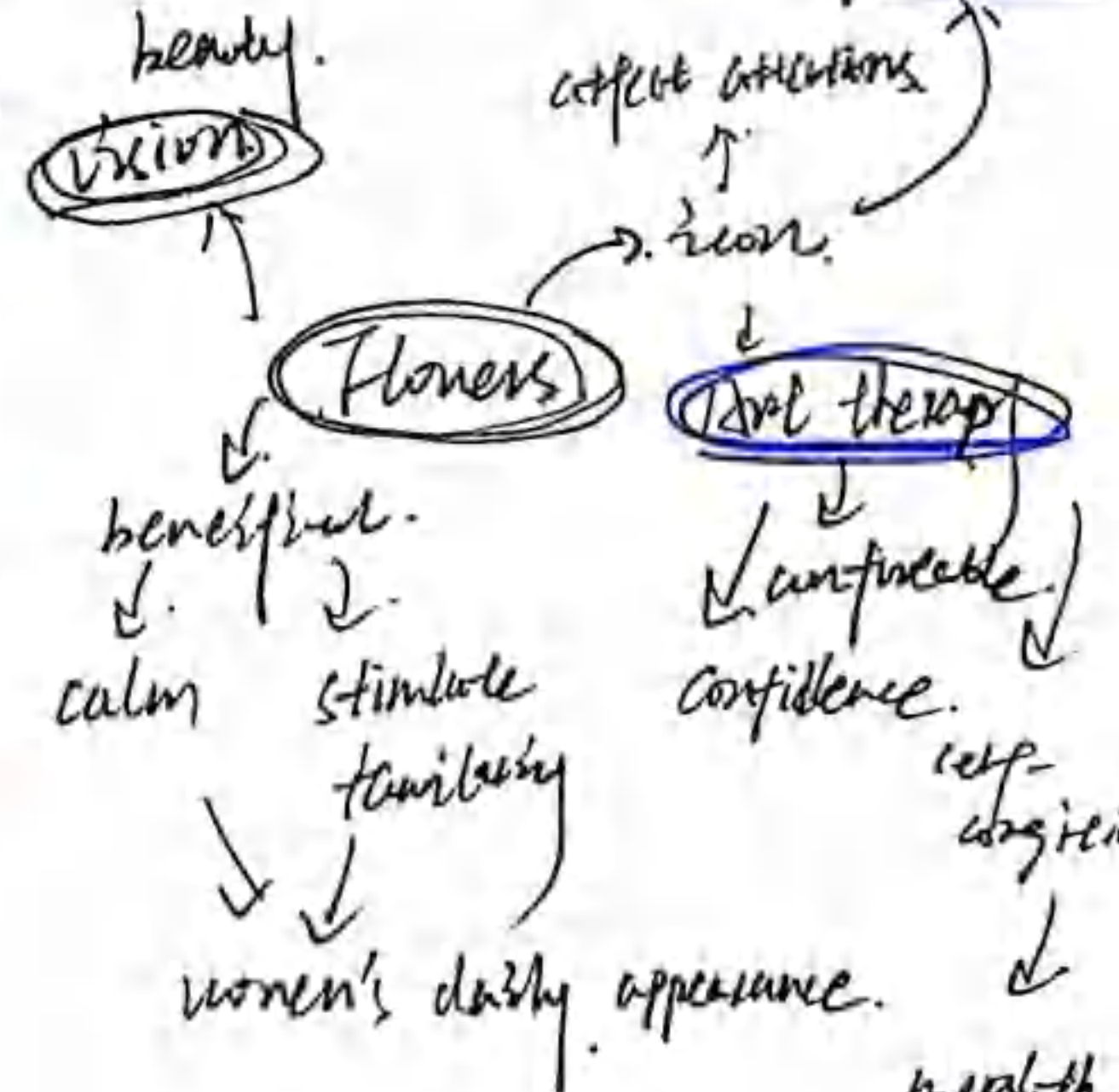
Screenshot from Instagram on phone.



same: whenflowerpower.com.

flowers healing emotions!

different types of emotions
- X symbolize.



health heart of psychology

Thursd.

Flowers as Therapeutic Tools for Recovery

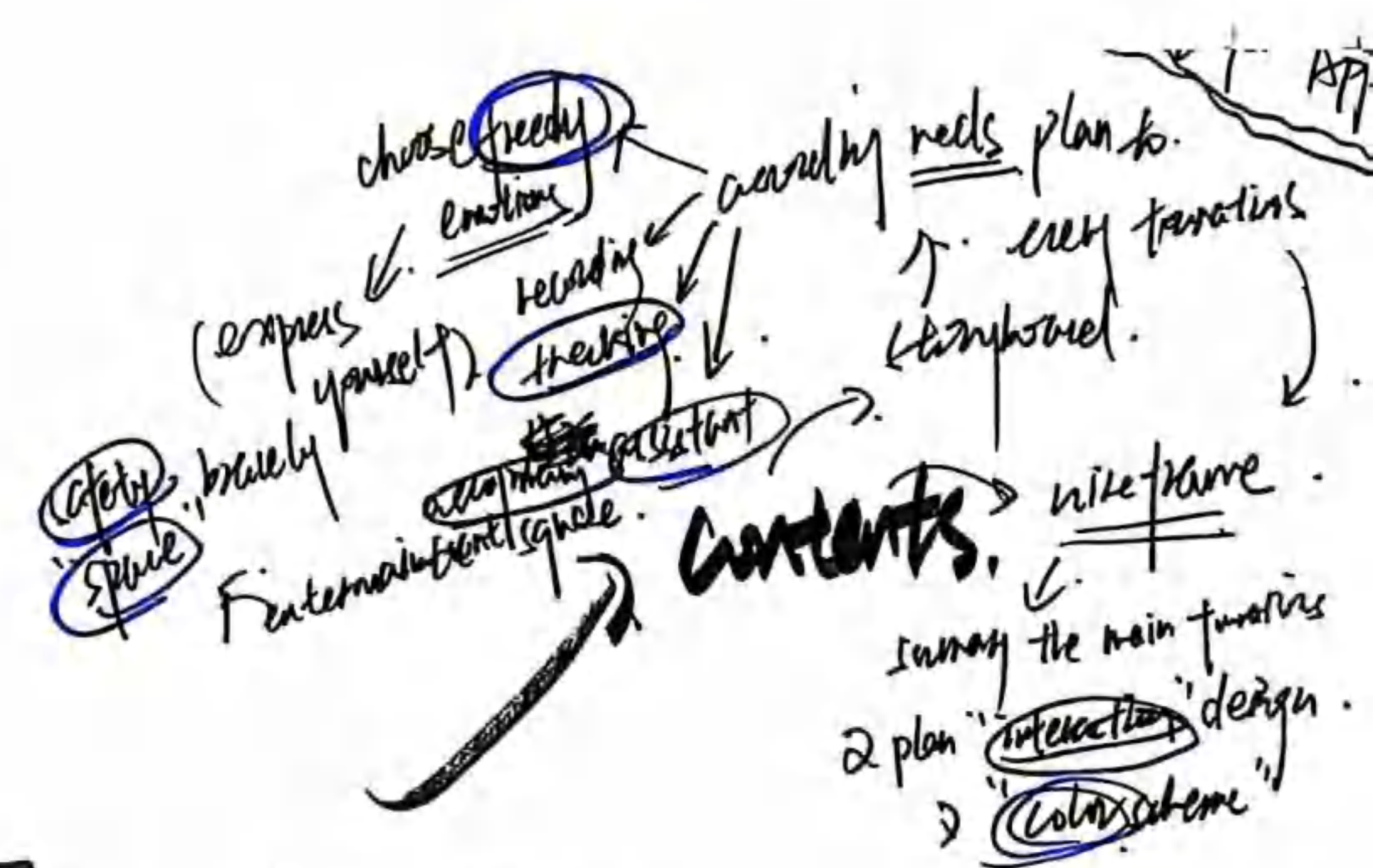
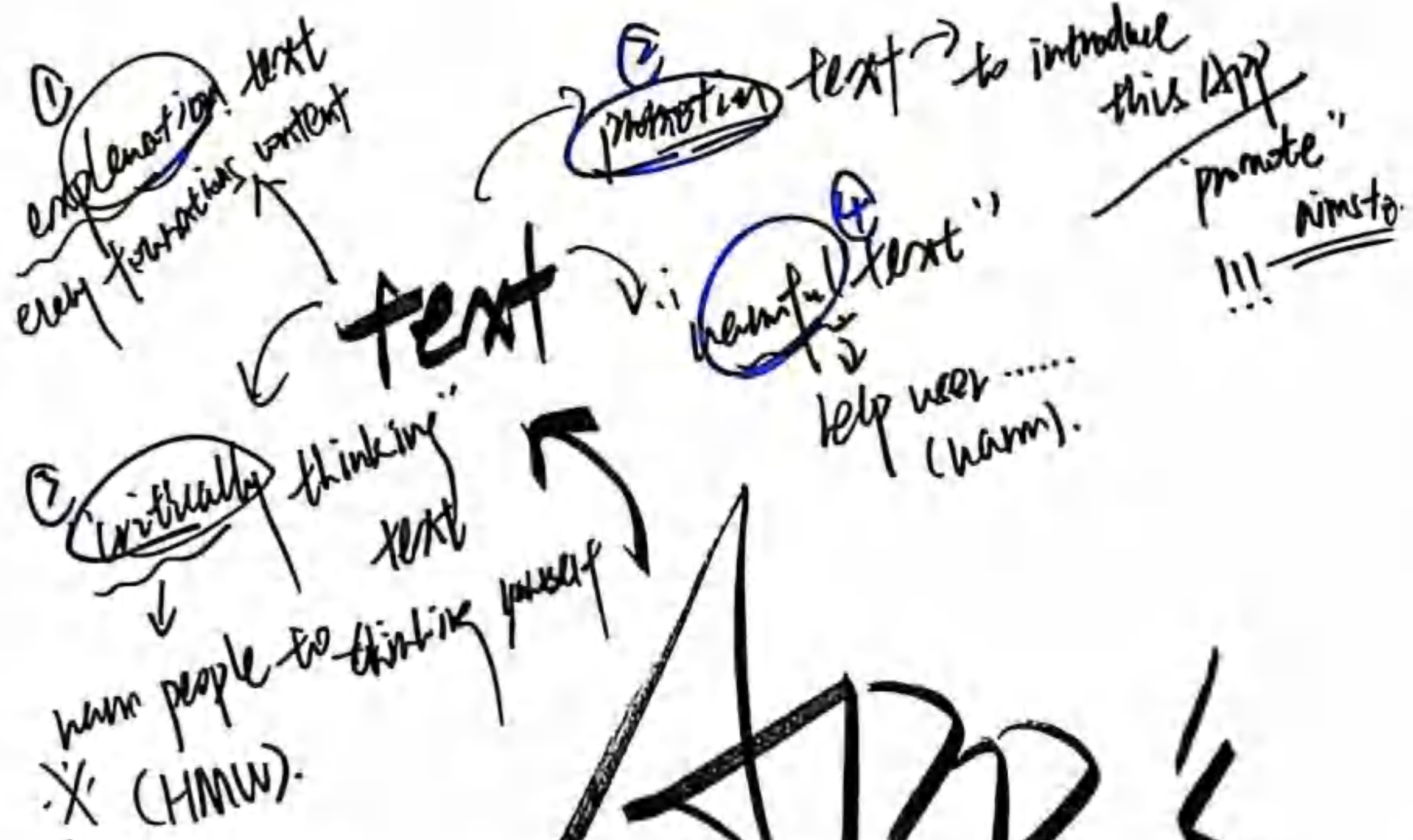
Nature's healing touch: How floral therapy brings peace, purpose, and renewed strength during recovery journeys.

Source: Thursd.com/articles.

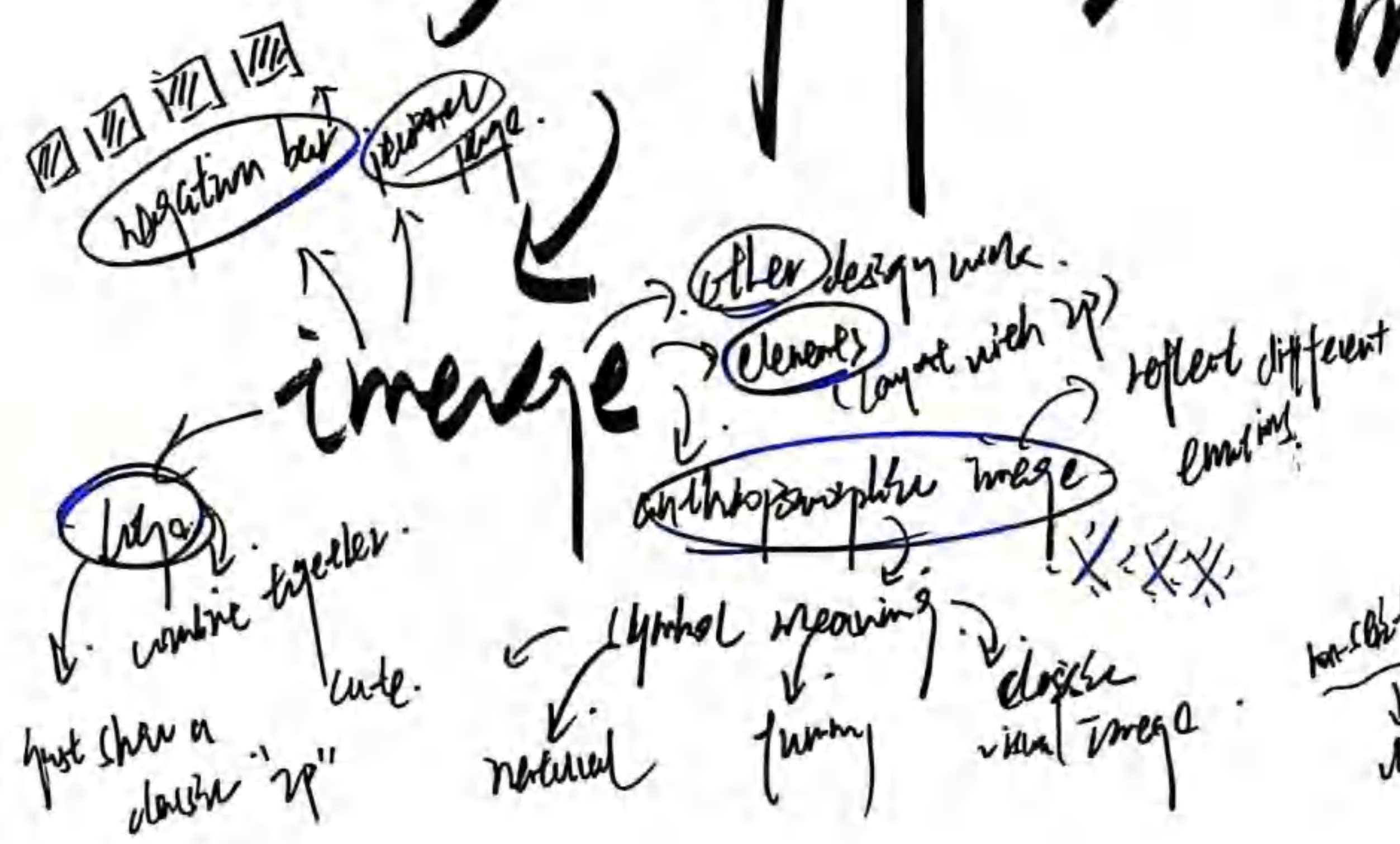
how to solve???

flowers tool for

Art therapy for health health



inspiration



sketches. pencil cleaning.

black & white sketches
color for IP design

plan.

IP

* "flower" appearance
with "short/tall" body

characteristics

represent different emotions.

style

color
blue
red
green
orange
purple

angry, nervous, calm, upset, fear, happy



body language
facial expression
hand

combine brain's with appearance for figures.

design

meaning

help
brushy
express

deeper impression

for user group

use "IP" image to combine with flower appearance

visual effect

"up image" creative.
"empathetic" (representative)
valuable
symbol
imagination
visual effect
extension
logo/poster
other design
interesting point
clear layout for app.

According to the inspiration of "secondary research", the regular interaction of image for desirable "user", is a good way to attract people's attention to use the app and actually ~~use~~ continue to look it. So I research some "inspiration" for designing a "Ip image" to my design project.

I ~~pay~~ ^① ~~importantly~~ focus on "flower and different emotions" related to my design theme.

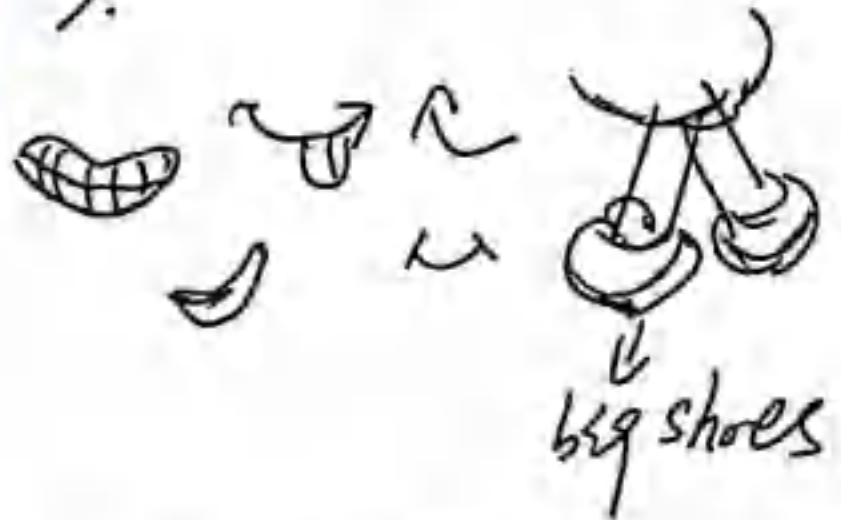
expressions



short arms and big hands, short figures from the whole image from this picture.



focus on = the big eyes and exaggerated expressions (though "mouths and teeth")



Anthropomorphic Image

"flower be like" "Ip's head" (transfer)

"thin & tall" is leg.



pull flower (petal).



big eyes & a cute image.



→ thick hand & frothy feeling.

→ big shoes, short body, importantly highlight flower appearance of hand, expression's specially, to convey "angry" is cute's feeling



→ different appearance of flower and reflect different expressions some of "shy", some of "beauty", it describe different feeling. and keep (certain) flower's appearance



On the base of "shape", add cute and big expressions, to convey "special" meaning

"A deeper meaning" can use "anthropomorphic image" and attract more people to see.

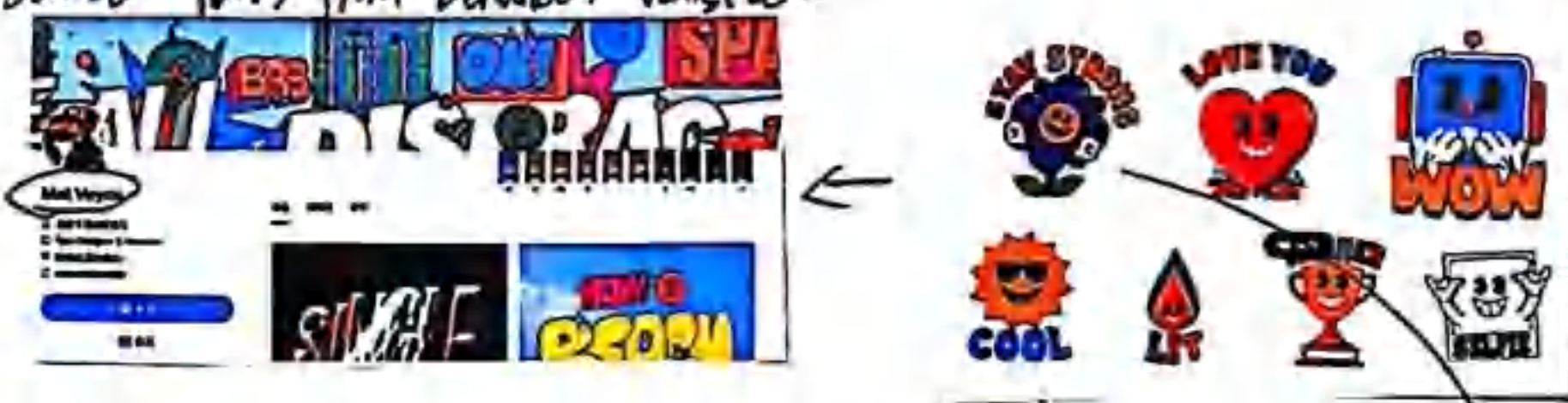
inspiration research

source: photos from pinterest website

inspiration research

To continue to find some flower's image design for IP design. I search some famous designer on "Behance and Dribbble" website. These help me to finish my IP design a lot.

source: photos from behance's website.



This designer design some "cute and big" IP's character in his work website, ~~one~~ one of them he used to design "Big eyes" to give people deep impression.

contain the flower's appearance, change different body language and face's expressions.

source: photos from behance's website.



The flower character always in a motion way to give user's positive image. And emphasize the special meaning through the elements around the character.

source: photos from "Dribbble's website"



The flower character give people a freedom and comfortable visual effect. As its big facial expression and exaggerated body language, the flower's accept different "meaning" transfer "facial & figure's".



source: photos from "Dribbble's website"

The flower's ^{expression} gradually transfer's people facial expression.

his work.



Anthropomorphic image research.

source: from Instagram's platform.



the flower image: change inner facial expression, and the eyes so big and long the mouth so "exaggerated"

the expression space people gave deeply impression and in a visual effect, it inspires me to design a "basic IP image" for my flower ~~the~~ character.

create a visual impression for "an exhibition" or "App" 's image

it can prove so many people like these styles & colors from "Instagram platform"

I research some artwork about "anthropomorphic image" of flower on ~~the~~ Instagram, and these works are popular with user group.

source: from Instagram's platform.



tags so big, and review many likes from the designer's posts.



the big Popper's IP image highlight the "big head" of the yellow flower. And around its head, to add the text and it describe "its deeply meaning". The overall of image is cute and positive. It could / wins many people likes and re share this posts.



Though the brand touch its face, it points out "critically thinking", let people think xxxxxx? This design let user to think more about the deeply meaning. "Did I xxx?"

After researching the anthropomorphic image of "flower", I also search some different emotions' expression on face, it help me think more inspirations.



Source: from pinterest website.

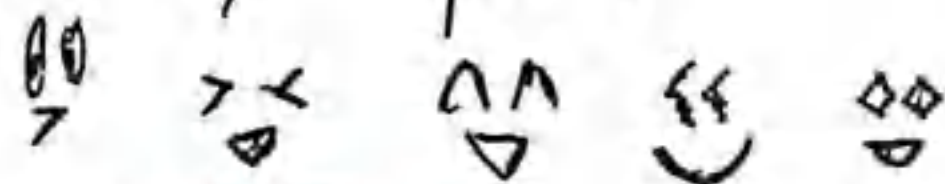
According this screenshot, for some different style for expressions,

such as "cute" = big eyes, big mouth,

"funny" = "small eyes"



the appearance of "flower", its facial according to "character" / "expressions":



→ highlight "bold lines"

Source: photo from "pinterest" website.

expressions research!

source: pinterest's website.



thin/clear lines.

compare "bold" lines (outside).

(inner) bold eyes because highlight facial expression.

And other facial expression

big / small eyes / mouth

thin / thick lines.

appearance's white blank distance

for example: facial expression vs visual comfortable feeling



source: pinterest website.

excited: happy → positive feeling, so the mouth is ↑ up ~ like "a man".

"stressed": "negative", the eyes use "triangle" elements > < ∟.

"sensitive" = use "tears" represent "upset".

For my design there "emotional/mood", so I research some "emotional and healing" 's types' app. these gave me inspirations on "layout".



source: pinterest website's screenshot.

According to different emotions, ~~put~~ "color" for layouts, and some some types of "expressions" under it.

related same emotions under the big "image"



source: pinterest's web. screenshot.

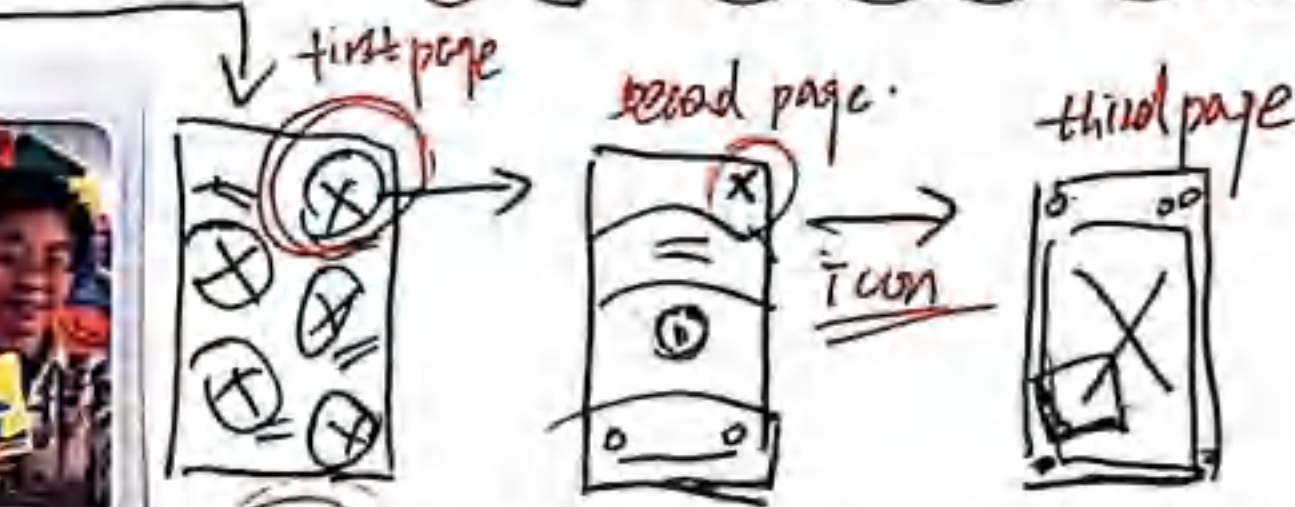


emotion's letter represent "the percent of people's emotions in his heart."

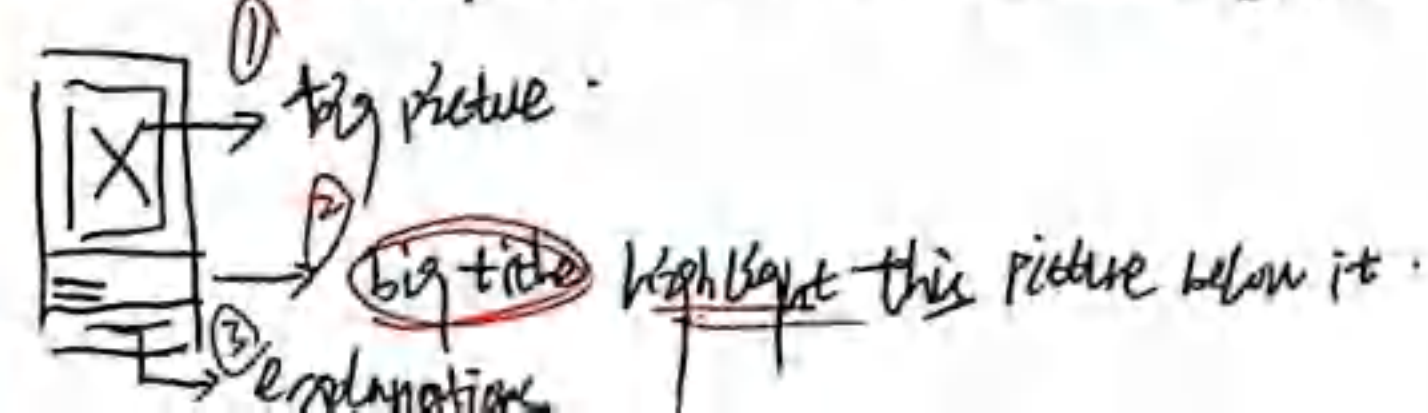
And under the app, ~~other~~ show some another emotions like "joy, anxiety, excited, ..."



source: pinterest's web screenshot.



click one of emotions, and then go into next page. click "X" icon to third page.

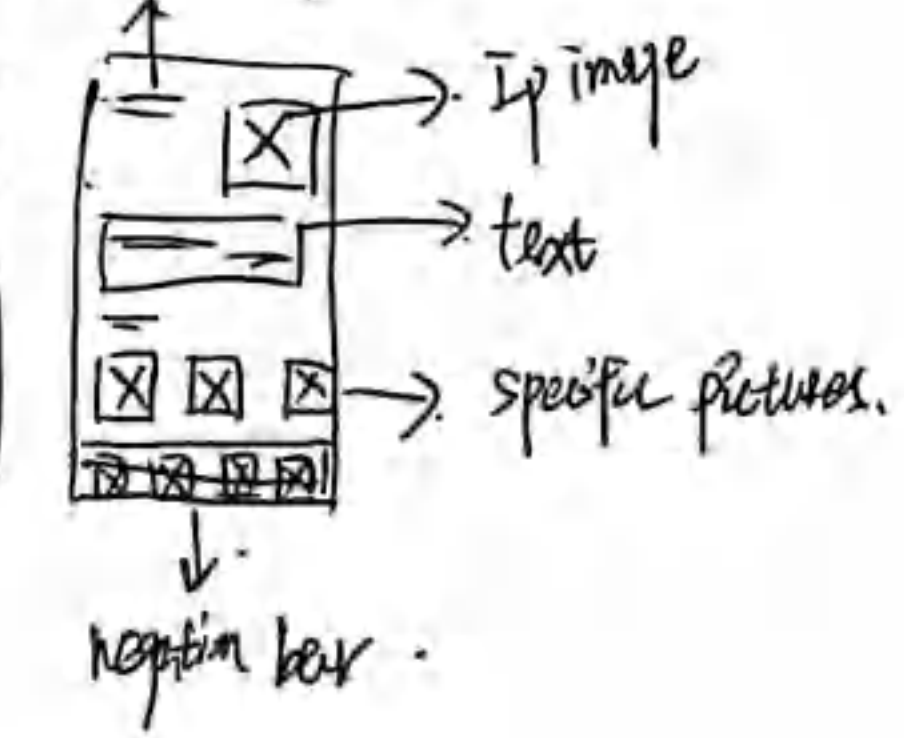


App research.

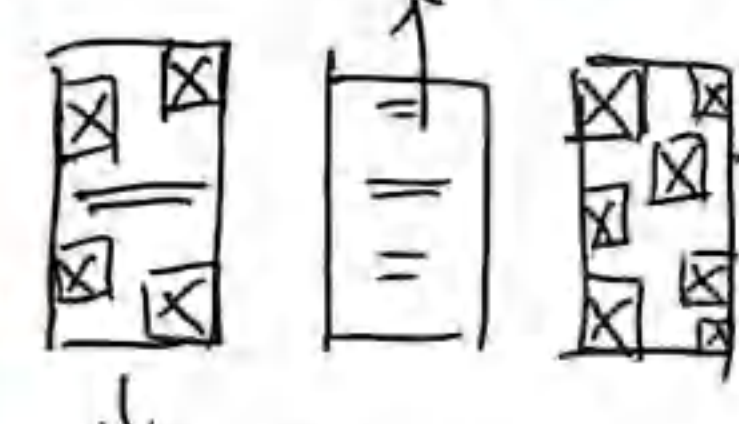
source: pinterest website's screenshot.



personal homepage.

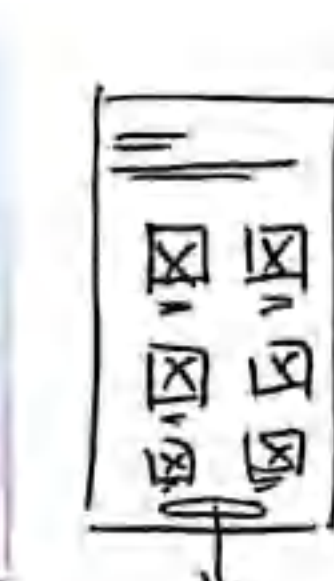


② put "simple" layout, highlight brand.

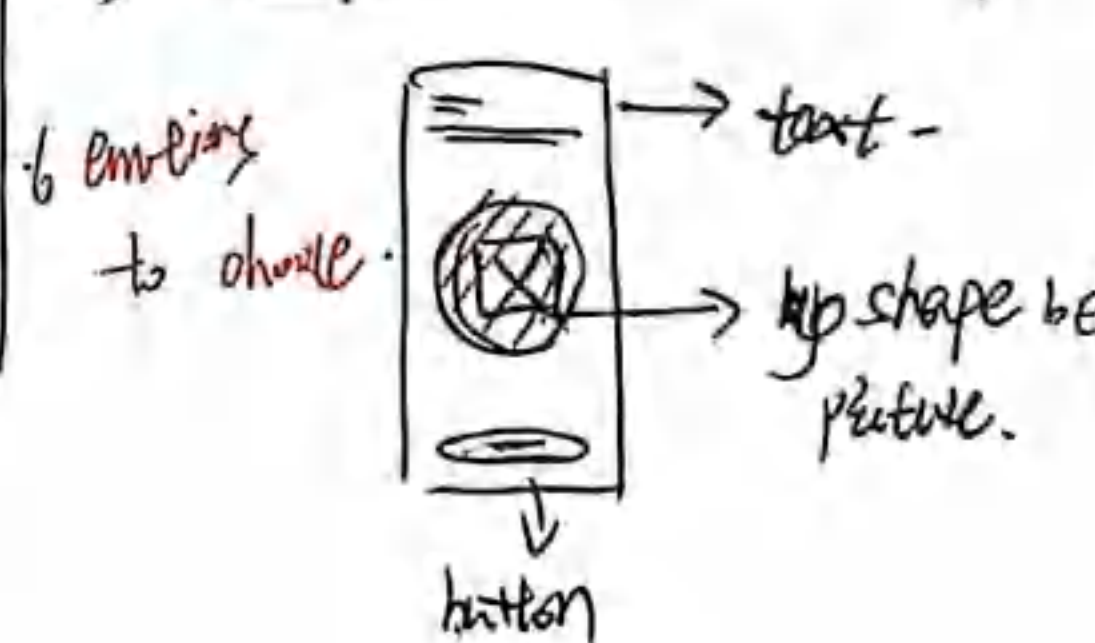


② "show letter" to layout in a different way

① put "character's" images on main page, to give impression for use.



→ give people thinking naïve text.



source: pinterest's white screenshot.



text (h3 title)



explanation

text (data)

image



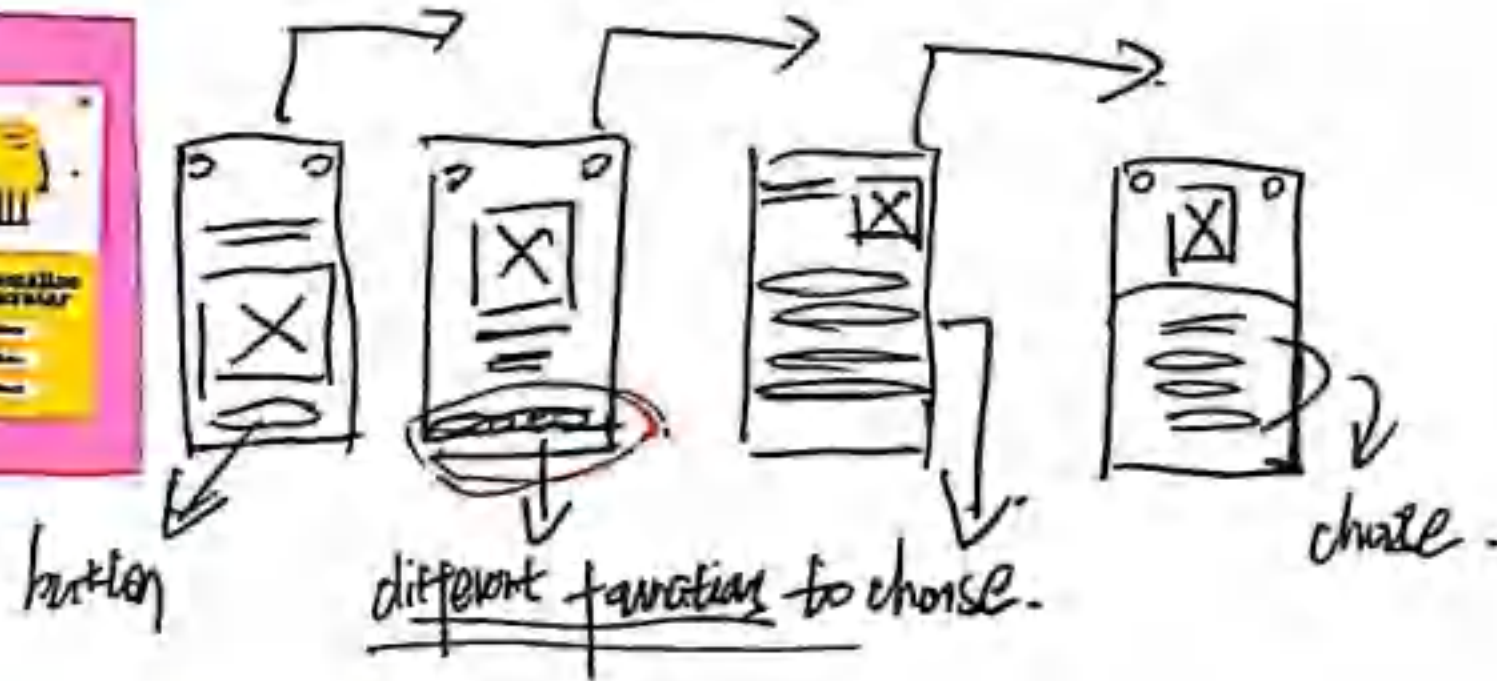
big title

button

character

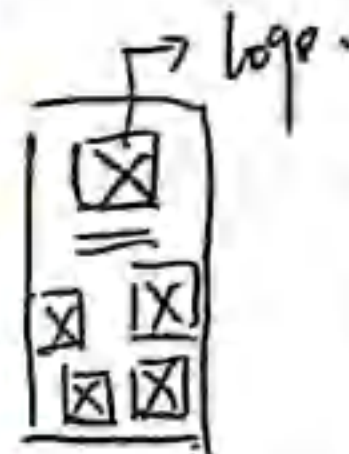


source: pinterest's white screenshot.

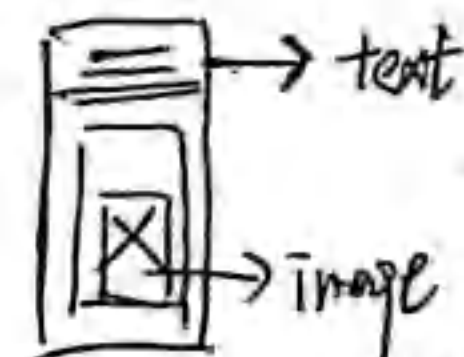


source: pinterest's white screenshot.

4 character's represent different meanings.



logo



text

image



text

data



inner page

vertical text



source: pinterest's white screenshot.



source: pinterest's white screenshot.



Another emotions can click.

button

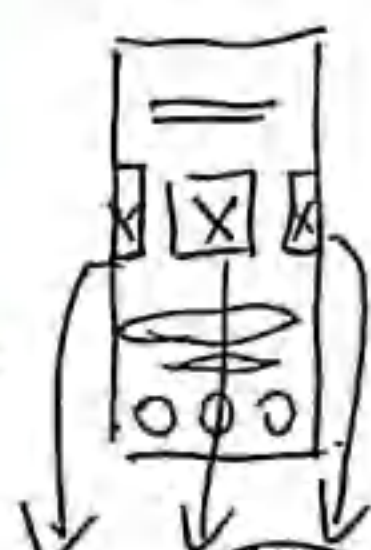
specific pictures



different function



highlight emotion's picture according to "status" in inner page.



click three pieces from left to right



display "the middle" emotion from "function"



divided into 4 parts

App Research



recording

emotion's calendar



source: pinterest's web screenshot.



show different emotion
expression
(mini shapes).

source: pinterest's web screenshot.



picture under
background

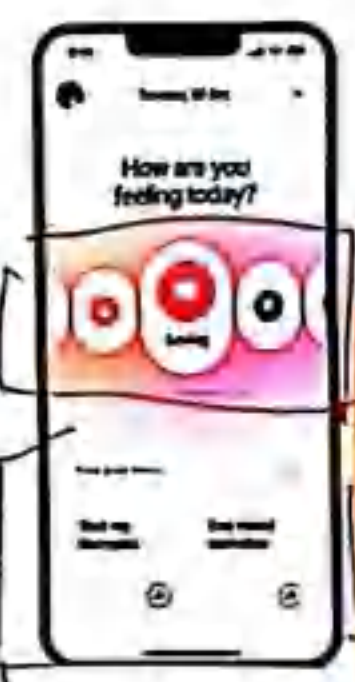


login

account

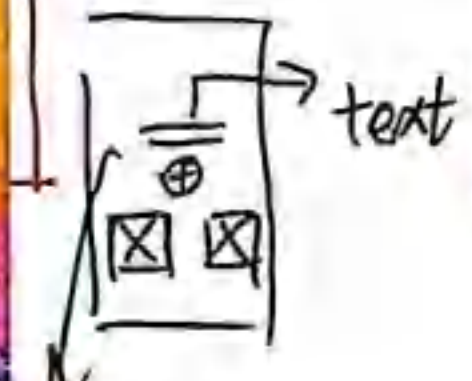
login page's way.

source: pinterest's web screenshot.



login

in white page and
a little pink + orange.



text

pleasant color -
(yellow + pink + orange)

source: pinterest's web screenshot.



Apple/
Google/
facebook

can freely
write.



title

login

get started



file
navigation bar.



Personal page

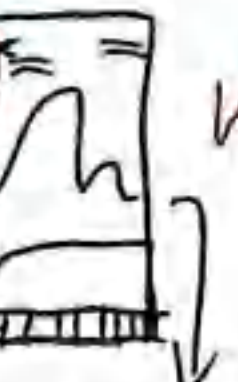


click 'each' square

source: pinterest's web screenshot.

data

likes



reflect data.



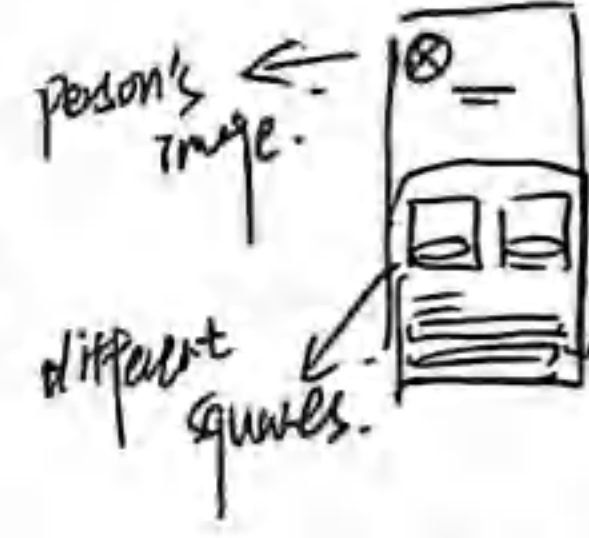
click

pages
from left to
right.

source: pinterest's web screenshot.



picture's layout
elements
figures.
explanations
button



person's
image.

different
squares.



emotion's
changes.



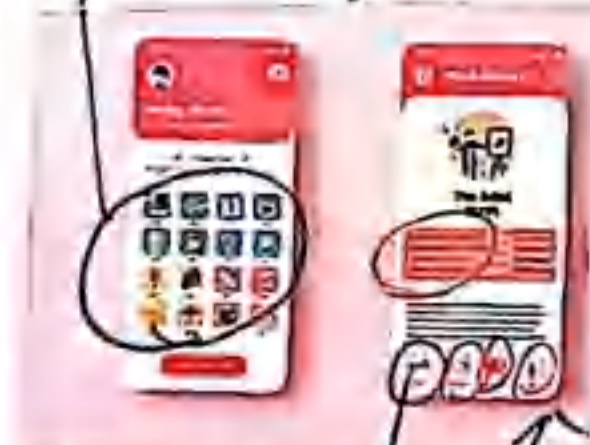
source: pinterest's web screenshot.



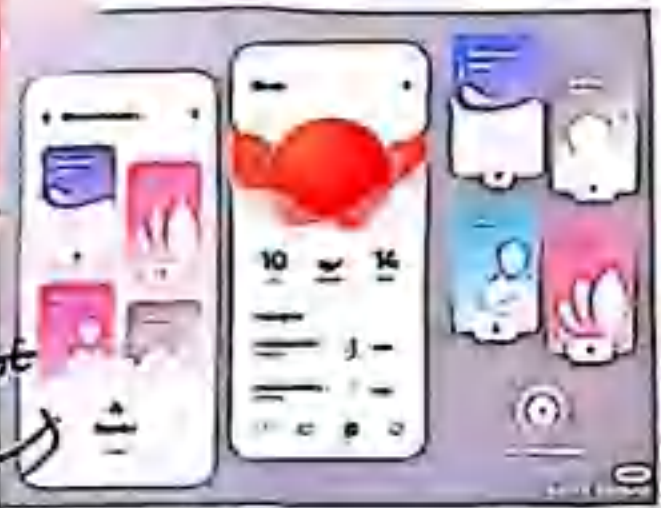
title.

different functions.

login button.



source: pinterest's web screenshot.



data 2. Explanations



inner page.



button

Source: pinterest's web.



→ 3 colors.



Source: pinterest's web.



Source: pinterest's web.



most of white area

Spaced squares
are reflects
emotions.



Anxious we orange

different emotions
reflect colors.

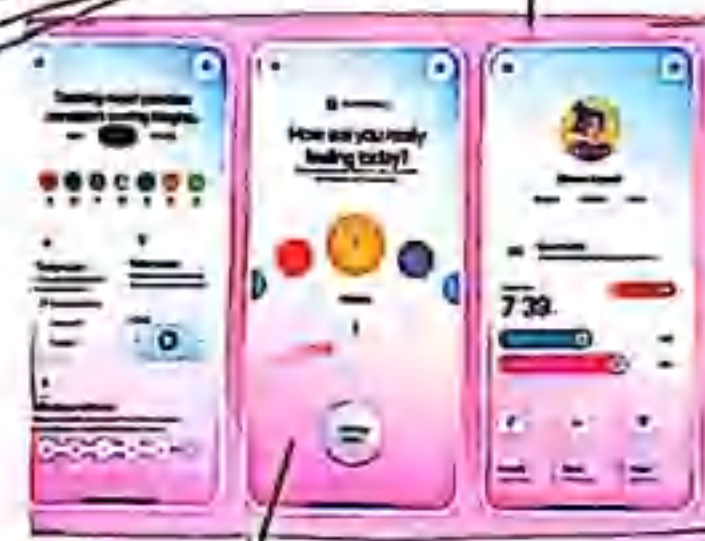
For color's inspiration, I find some examples from "pinterest" website. I hope my final project's app's color can be in a healing feeling. to represent a "emotions" can be express.

the overall colors are strong and colorful, use "dark pink / blue / purple" to reflect emotions, and combined different "shape" in App.

inner page: use most of white area to let colorful shapes not too complex.

inner page points out one emotions.

Gradient color in background - *

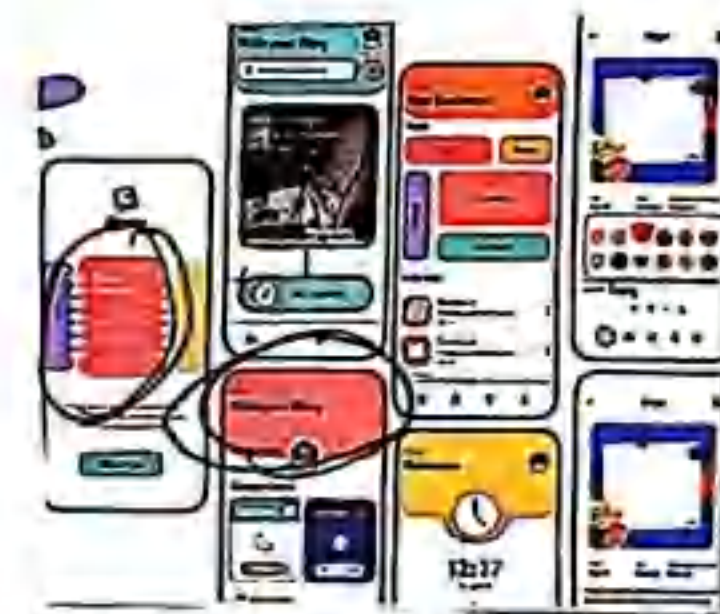


Warmful feeling

Source: pinterest's web.



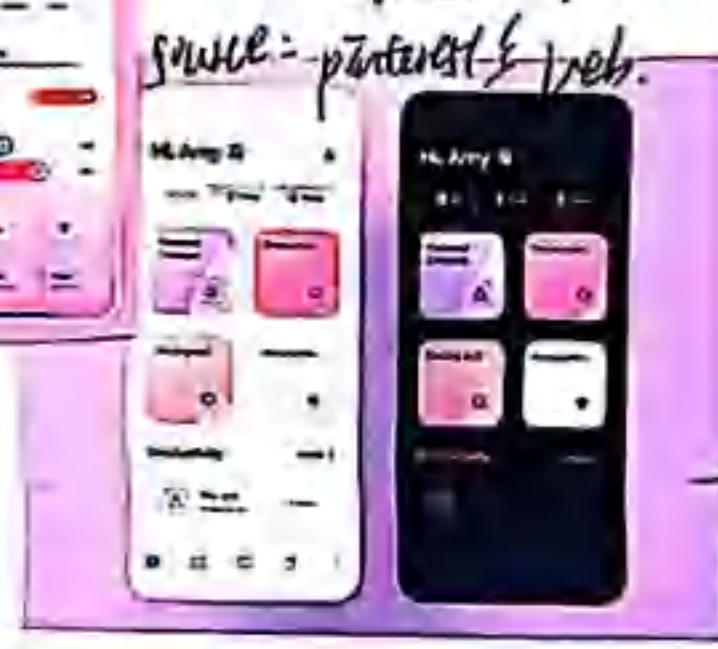
blue, yellow, pink, green...
different colors in "white" background



Source: pinterest's web's screenshot

App color's research

fine color points to different expressions.
(happy → red)



use "white / black" typeface to give people 2 choice in every App.

inner page - points "pink" page
request "click"



inner pages colors too complex and colorful. So, the background use "white"

"green" - highlight this square.

highlight this square.

same colors, = orange represent "one content"



main page

inner page

And also I research some "healing" app's layout, these can give me create a "overall" visual feeling for layout.

source: pinterest's web



orange combine the background, and the character's color too complex, so use "white" area to be clear.



"pink + red" + red color in one page not too more (just to be clear 2-3 color).

white area to highlight the middle's image.

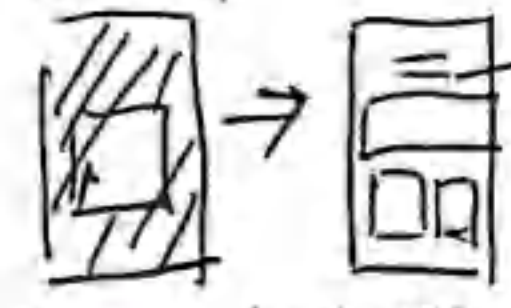
source: pinterest's web & screenshot



background is too colorful
inner page "white" too highlight - red & yellow be colorful.

creating different meaning, can change / the transfer different color.

almost pink



"pink text & square & icon"



have page



source: pinterest's web

inner character's in one style & color but outside square can use "different" colors to difference them. (not complex)



different pages reflect different content

white area in background



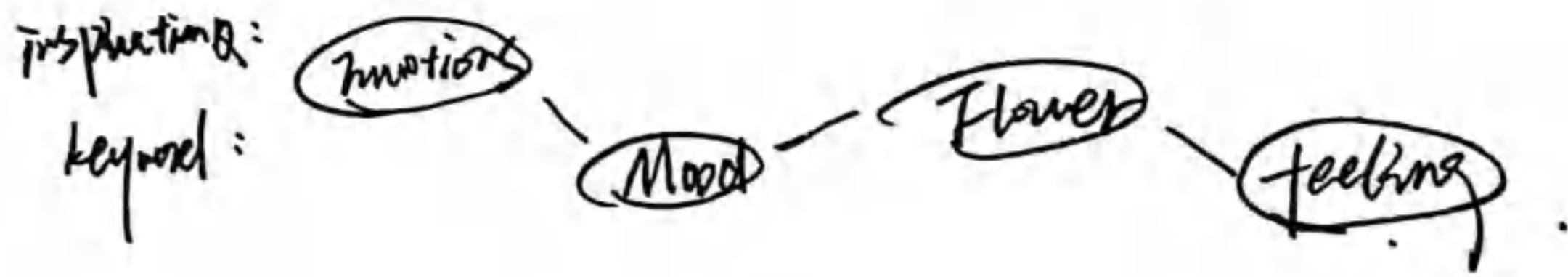
display 6 emotion's flowers, and inner use "white" + another special colors (pink are) to layout.

eg: tells "xx" use "green"
tell "xx" use "blue"

show "different"
source: pinterest's web screenshot

Project name is inspiration.

Color experiment



emotion →
mood →
feeling →

flower ???

think about how to combine create
a impression memory.

eg:
1. Emotions flower. 2. Emotions petal. ⇒ "Ep" 3. Emotional Garden.
4. Emoflower. 5. EmoFlower. 6. Emotional Garden.

7. Mood Flower. 8. mood flowering. 9. Mooding. 10. Moodly.

11. Amord (one mood). 12. Mooding Garden. 13. Feel well.

14. Flowering. 15. What we feel. 16. Flower Center.

Mood Flower

explain: ① Mood represent "different types emotions"
② flower represent "deeply meaning" → growing up,
→ freely, beauty

experiment 1:



why: to reflect "healing & expressing beauty" meaning. I chose
"natural" color style, like "rose (pink), yellow, blue" and
reflect "a gradual gradient effect".

experiment 2:



to give 2p's color; create a visual effect, I also
why: try to give bright and colorful style, like "dark bright
blue, purple, pink, green".

experiment 3: mix "different" color

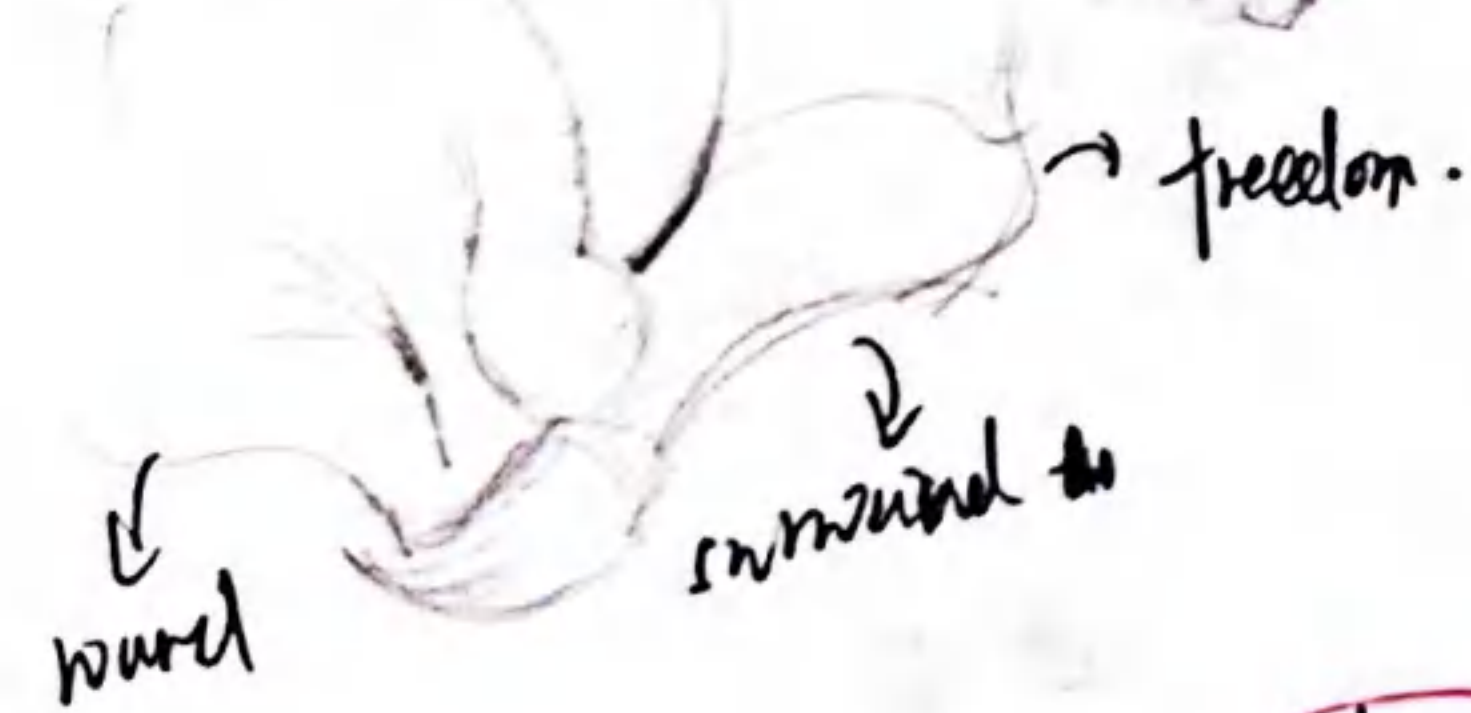
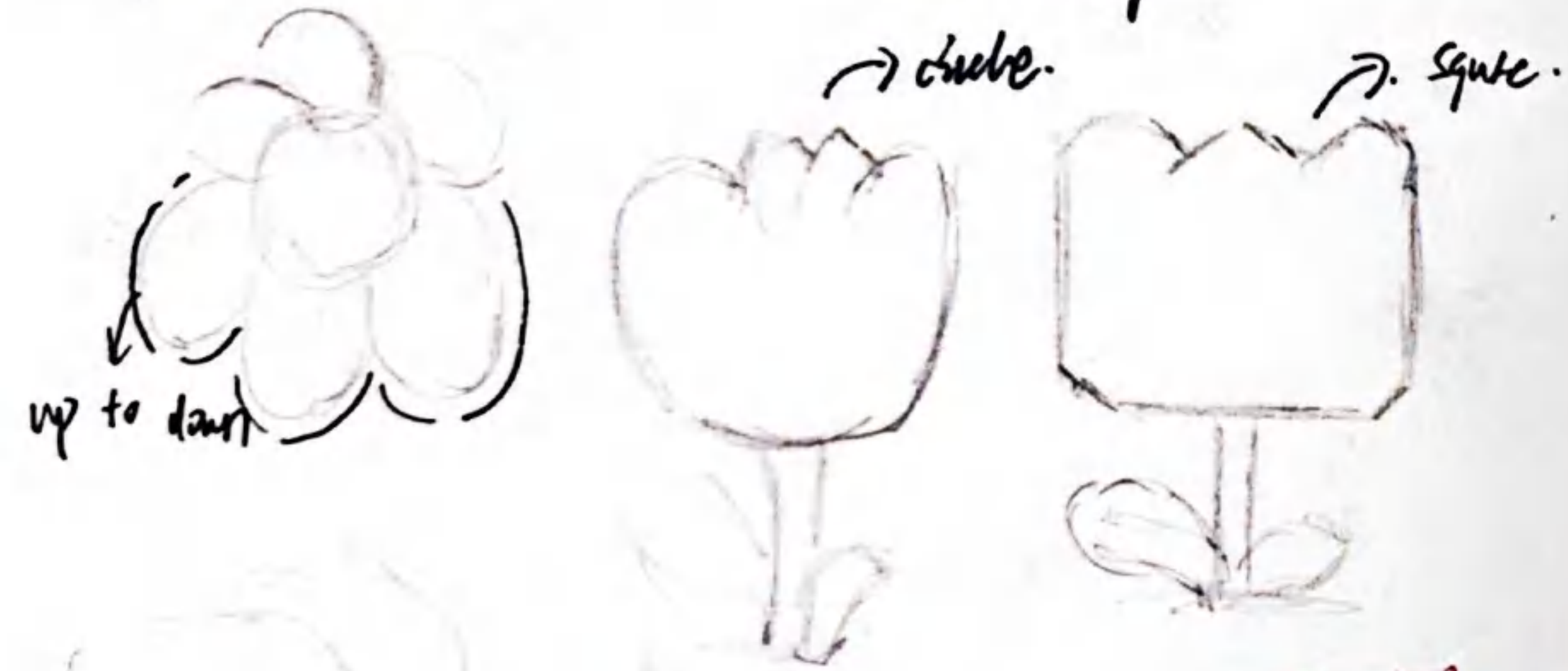
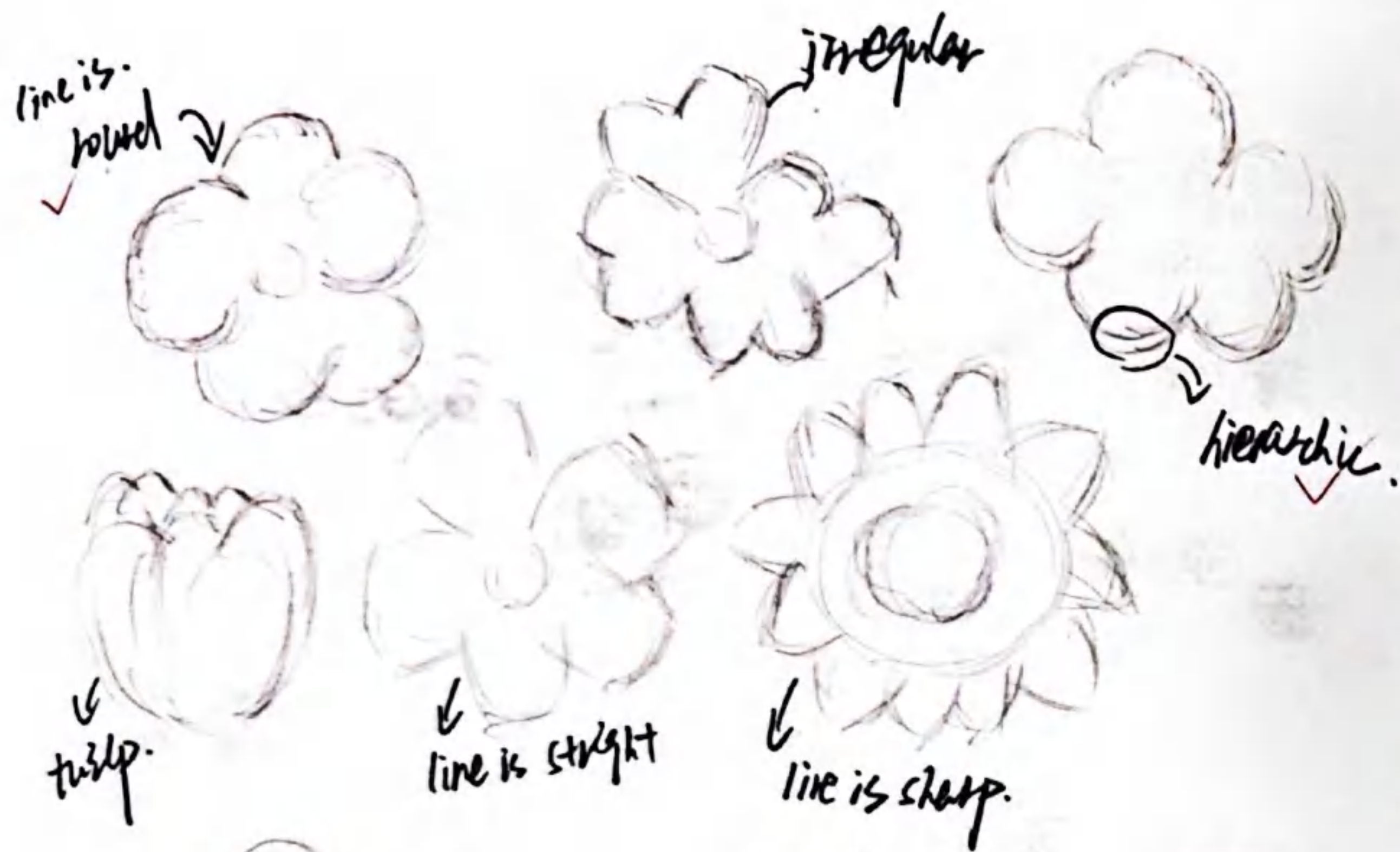


in gradient style,
and let App's layout
in a "comfortable
& natural" style.

experiment 4: And 2p's style
can use emotion



color them
represent col
such as
blue → one



symbol: "different emotions" "met feeling"

finally, I chose "round and smooth" appearance to continue my final artwork. characteristics: give people "a sense of freedom & comfortable"

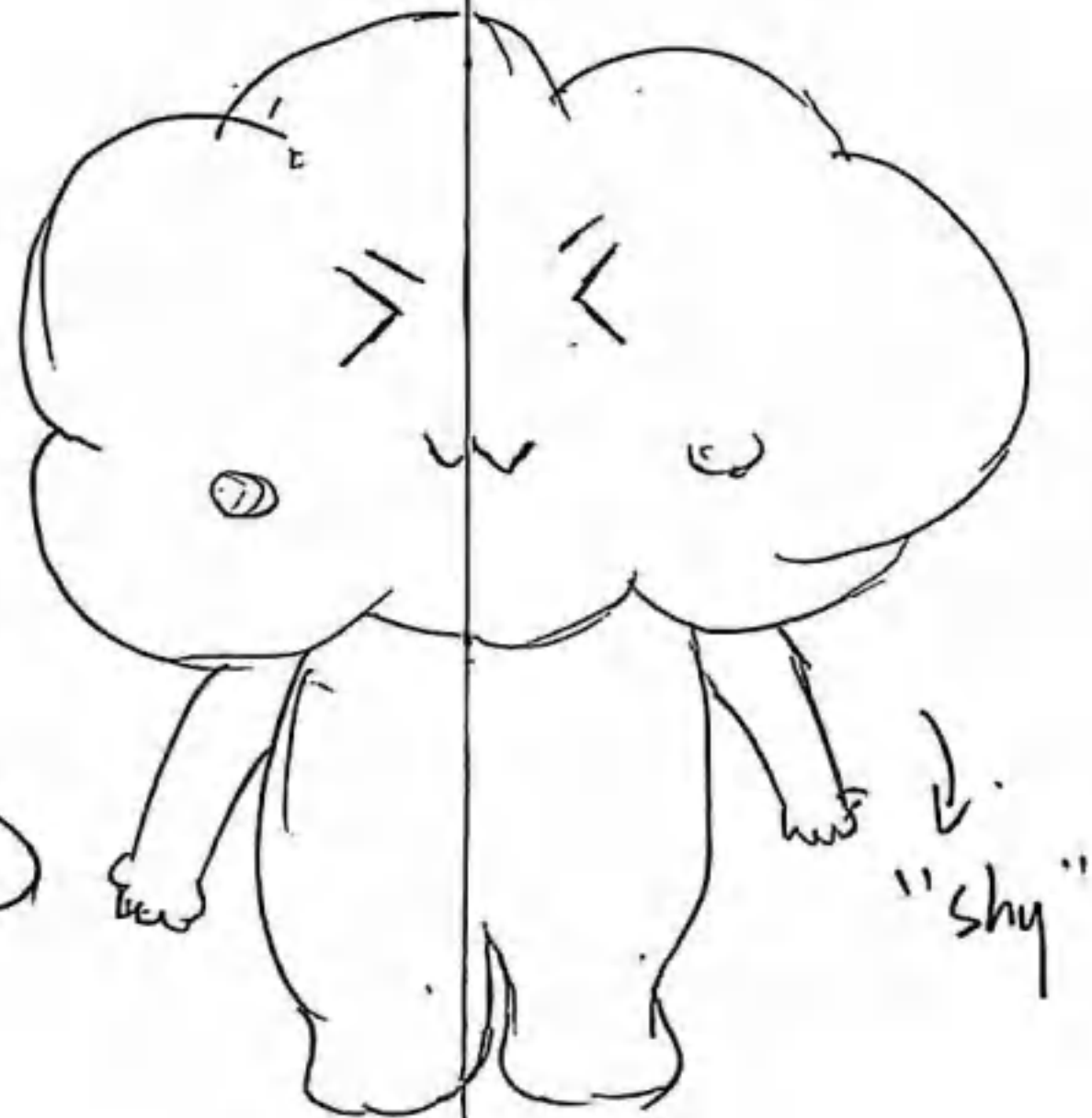
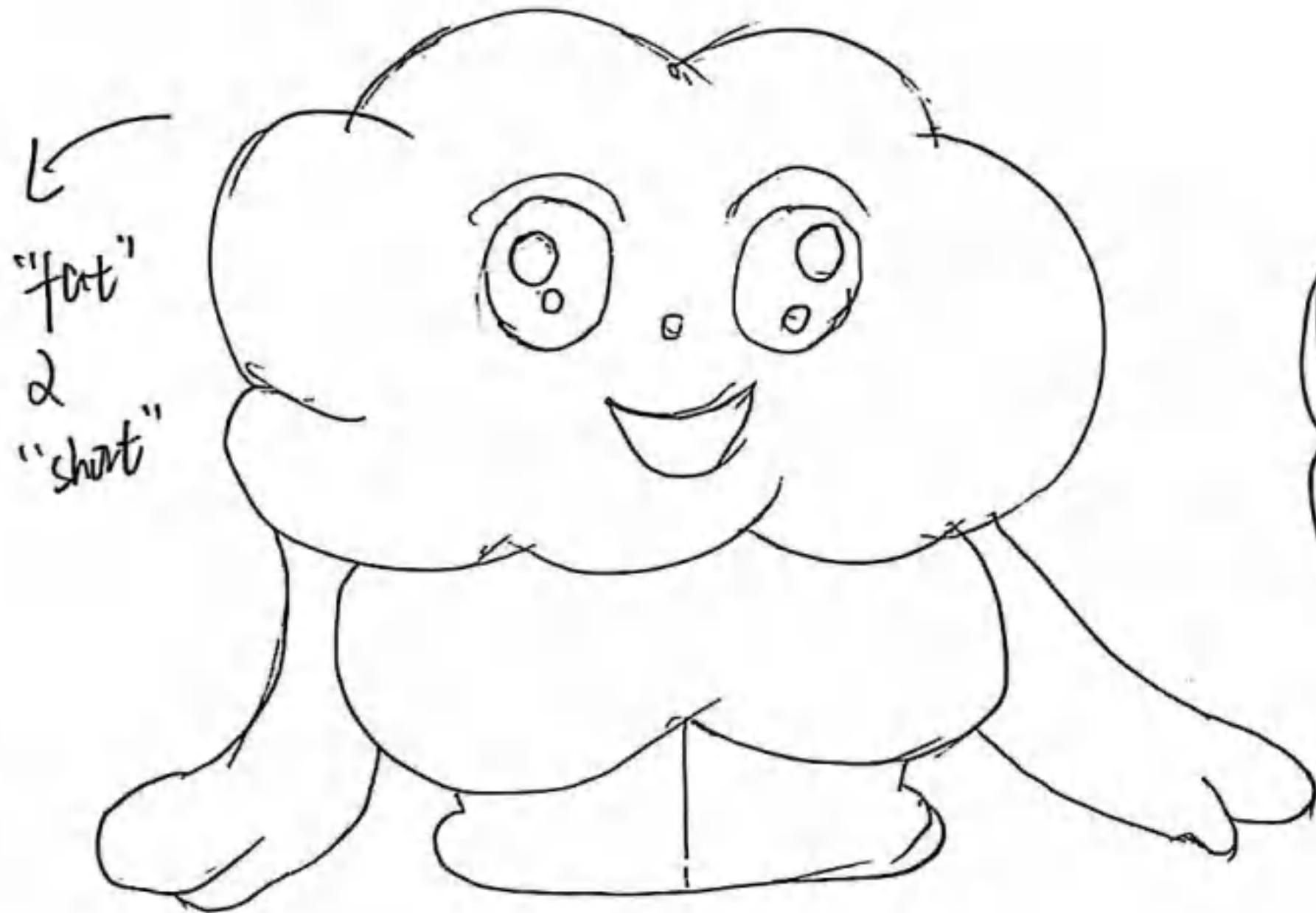
Sketches

Sketches for 2p.



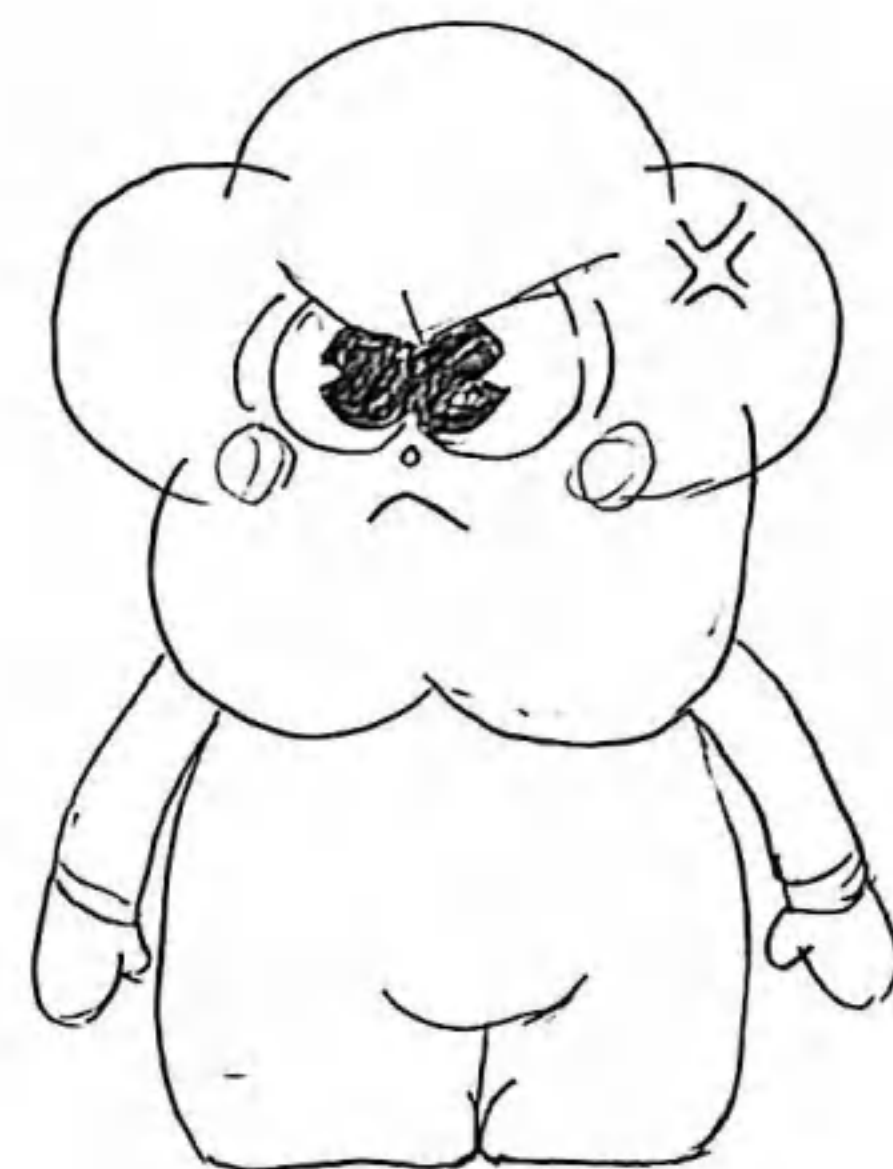
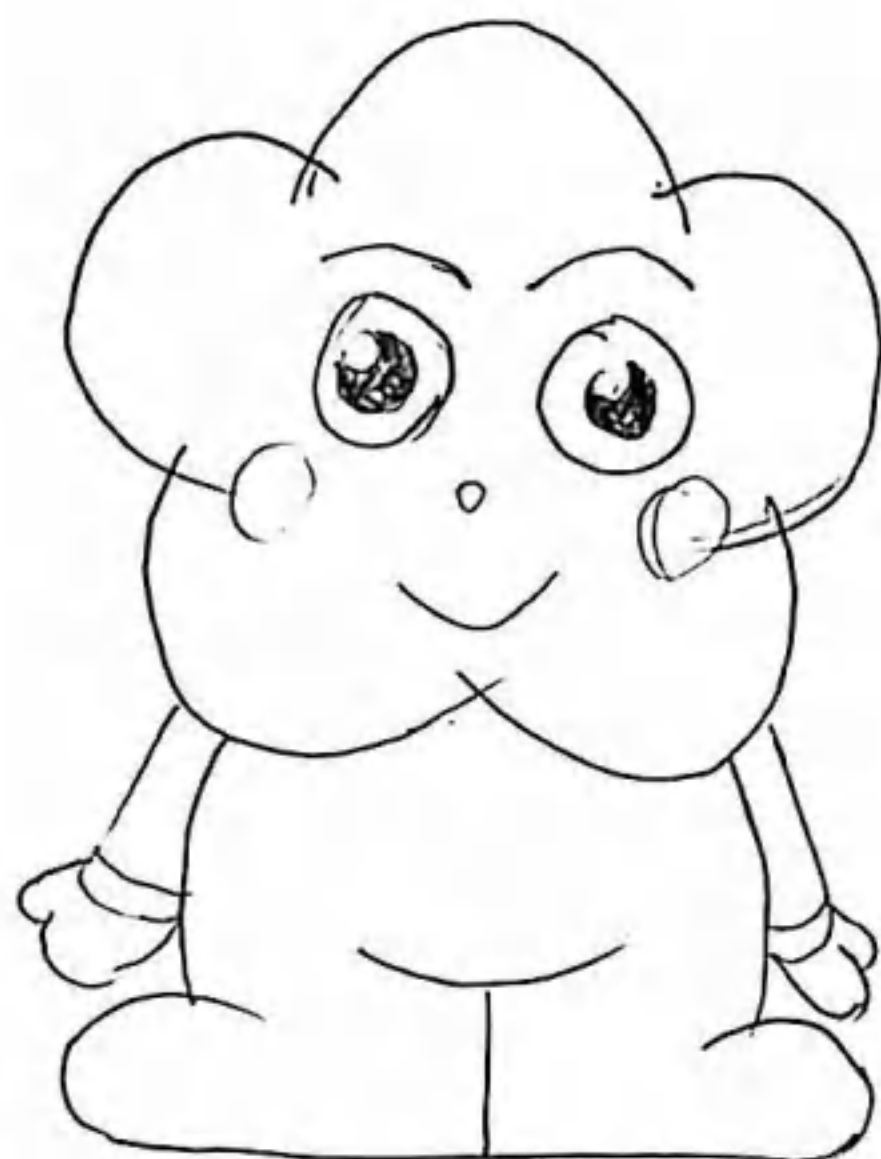
Sketches for IP.

I try different "styles" characters for "flower appearance".
(though body language and flower's special shapes to compare what I need)

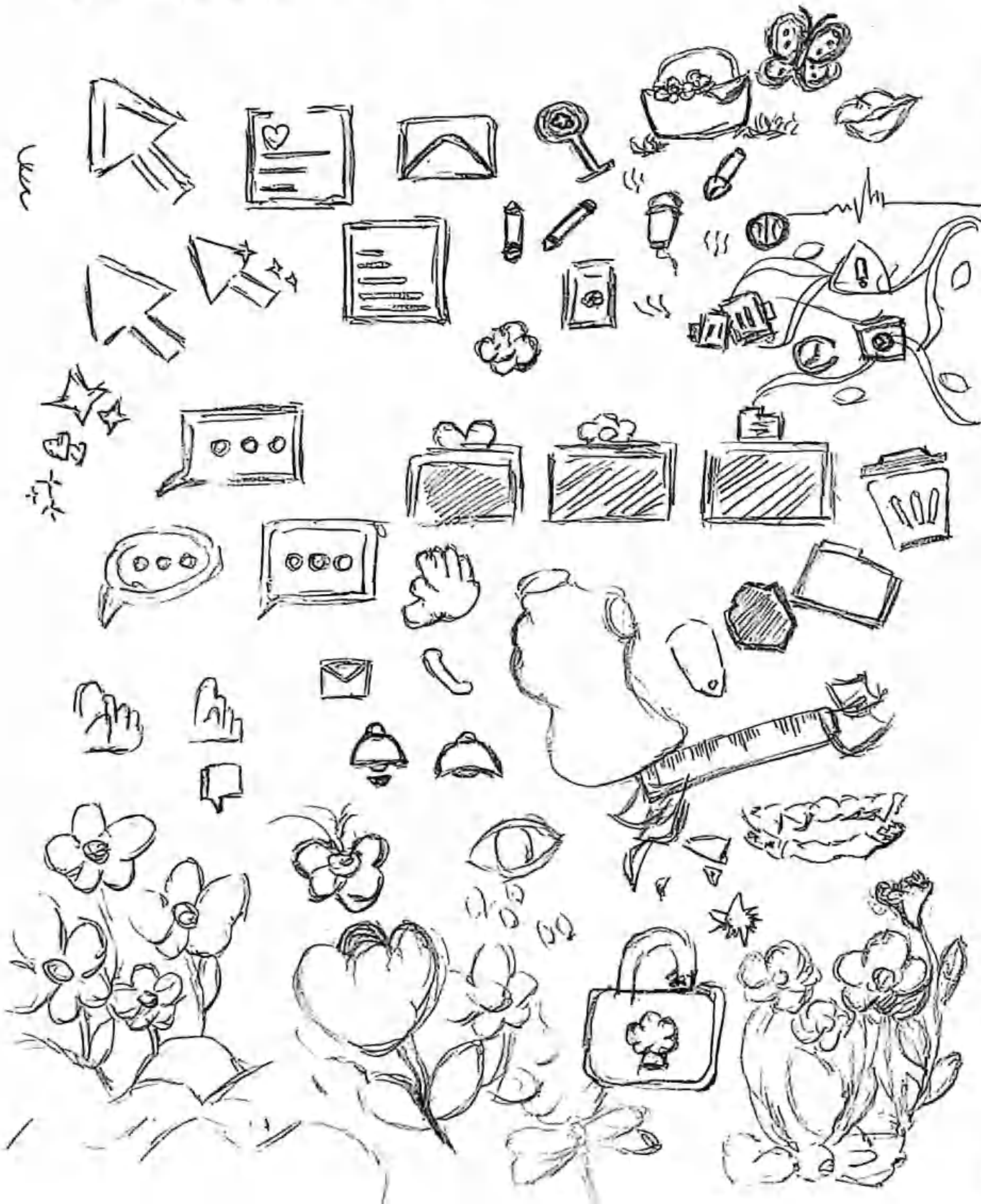


Finally, I chose "this style" to develop my design project & IP.
the overall style is "round" & "full" give people "a comfortable" feeling.

Final Sketch.



Sketches for illustrations



Logo Sketches.

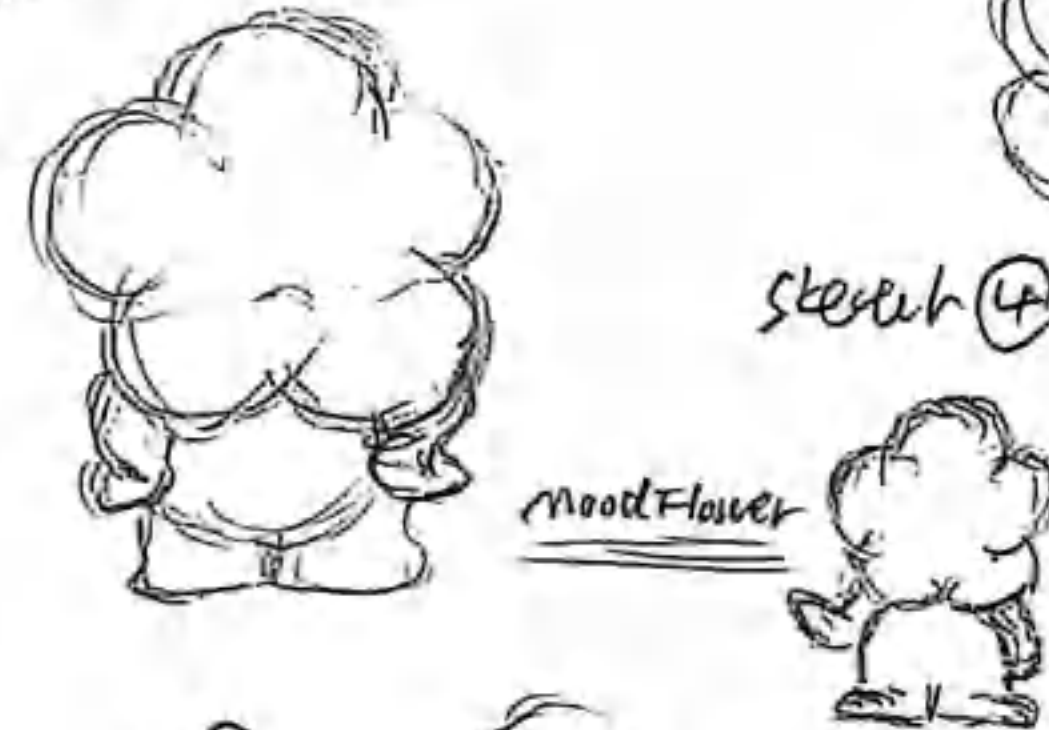
Sketch ①



Sketch ②



Sketch ③



Sketch ④



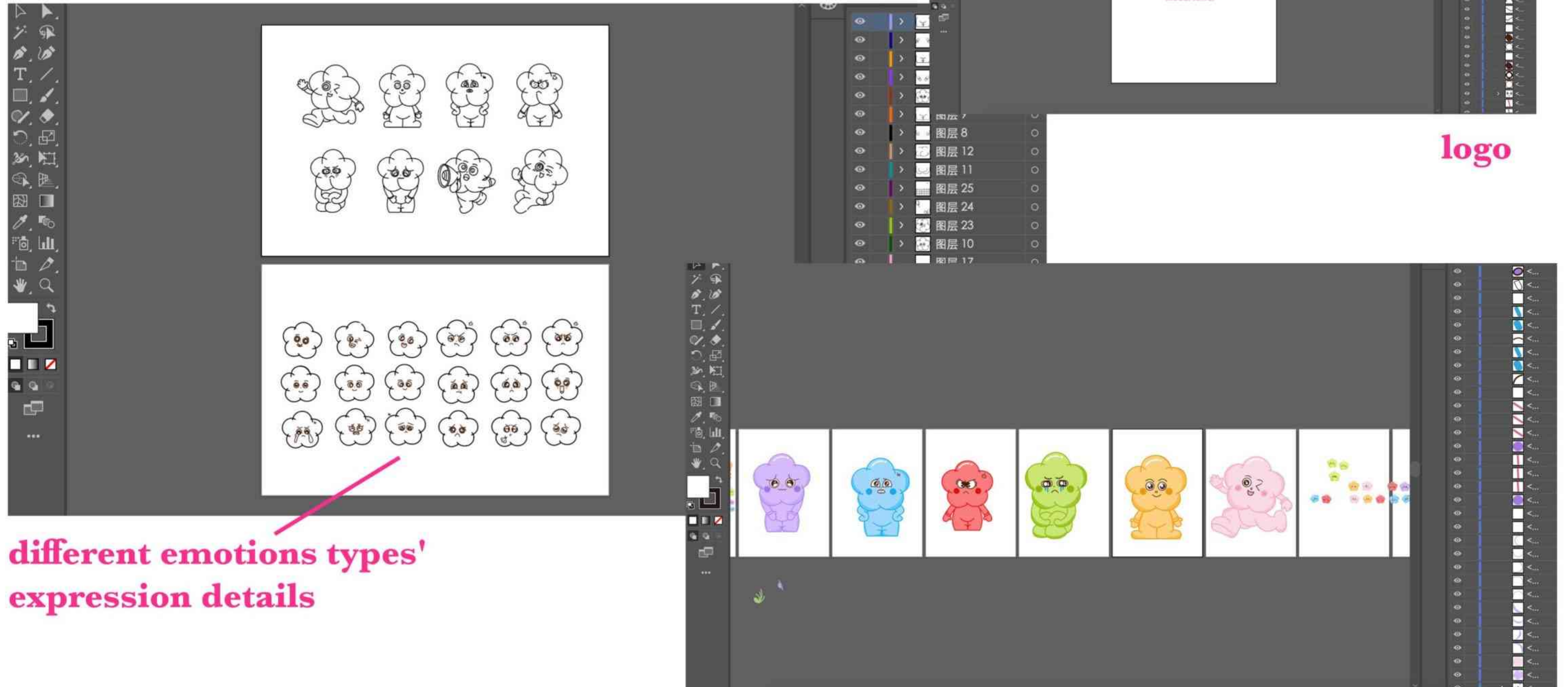
Sketch ⑤



I try 6 sketches styles to experiment the logo, combined 6 different emotions' 2p and create a overall image for user, finally. I choose the sketch ① for my final logo, because it satisfied the design theme "reflect different emotions, happy, freedom, expression", women can understand easily.

Illustration's process

designed by Adobe Illustrator

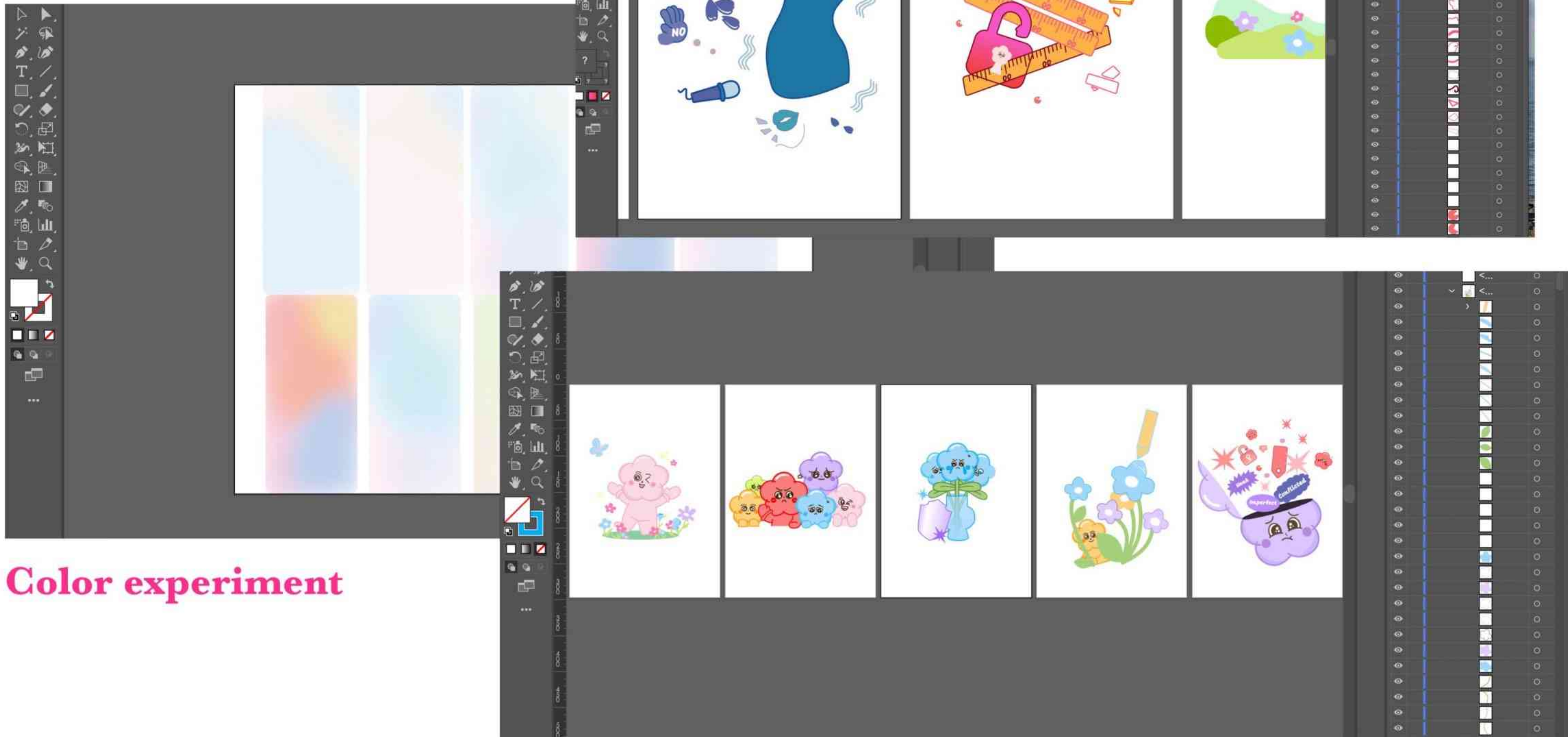


different emotions types'
expression details

through IP's characters
reflect 6 emotions

Illustration's process

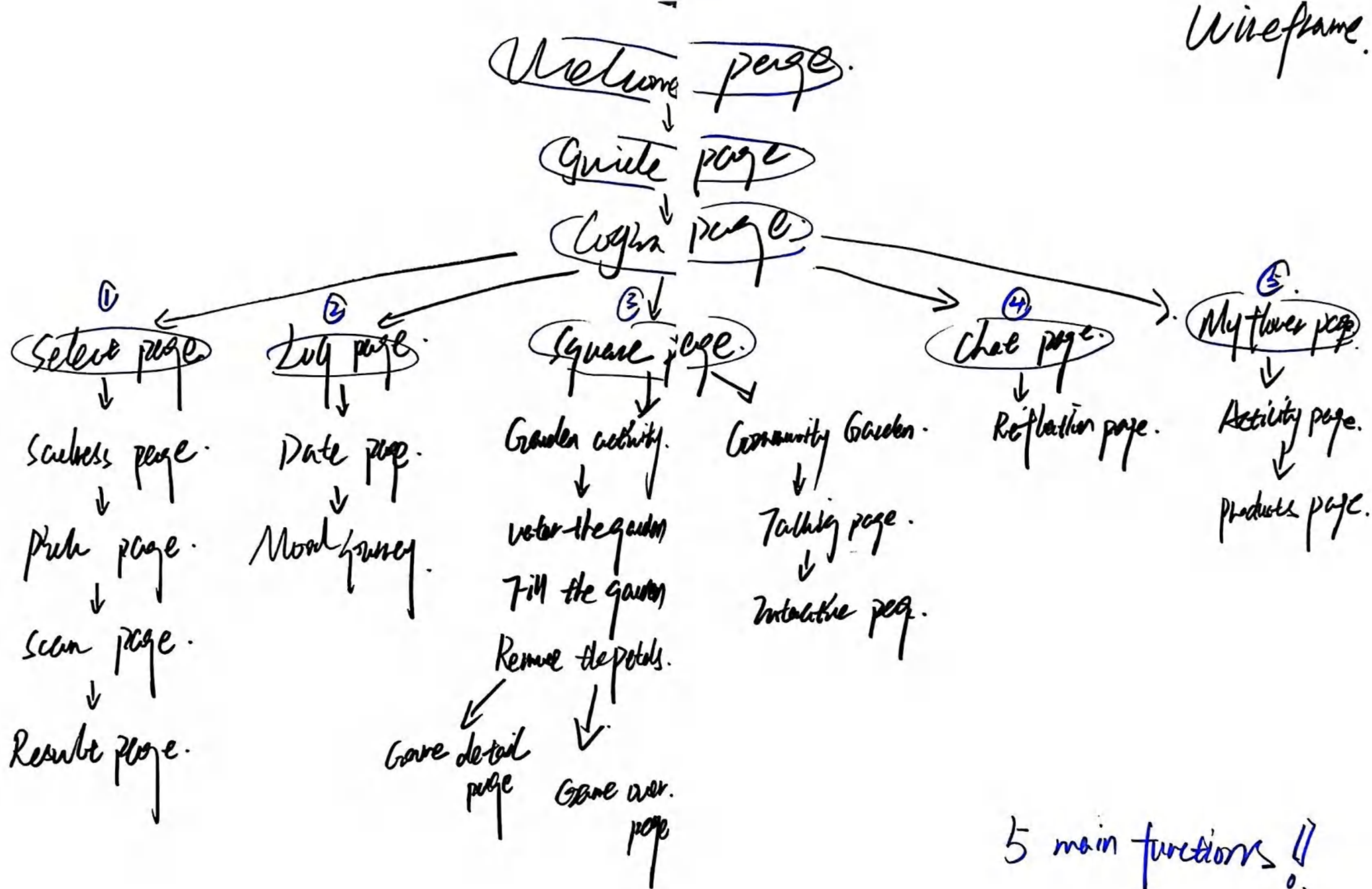
designed by Adobe Illustrator



Color experiment

The layout combination
of characters and elements

Wireframe.



5 main functions!!

Promotional word:

- Draw your own emotional flower.
- Release emotions, free expression.
- Be to be yourself.
- Be to be yourself, open your heart.
- Different emotions bloom in every flower.
- Feel deeply, live boldly.

Guiding word:

- Join us and express yourself freely.
- Open the code and open your emotional garden.

Location:

Follow the app to get the latest event information.

Time: September 2024.

Wireless Art Gallery, SO23 SW1, UK. exhibition

Promotion words.

Mark Flowers → App's name.

main theme's name.

Combine "guiding" word to attract user's attention.

"introduction" word like bread's text exhibition / story.

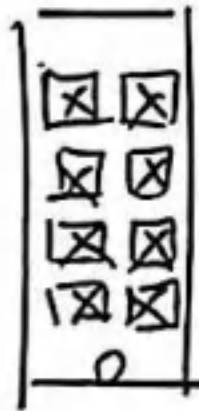
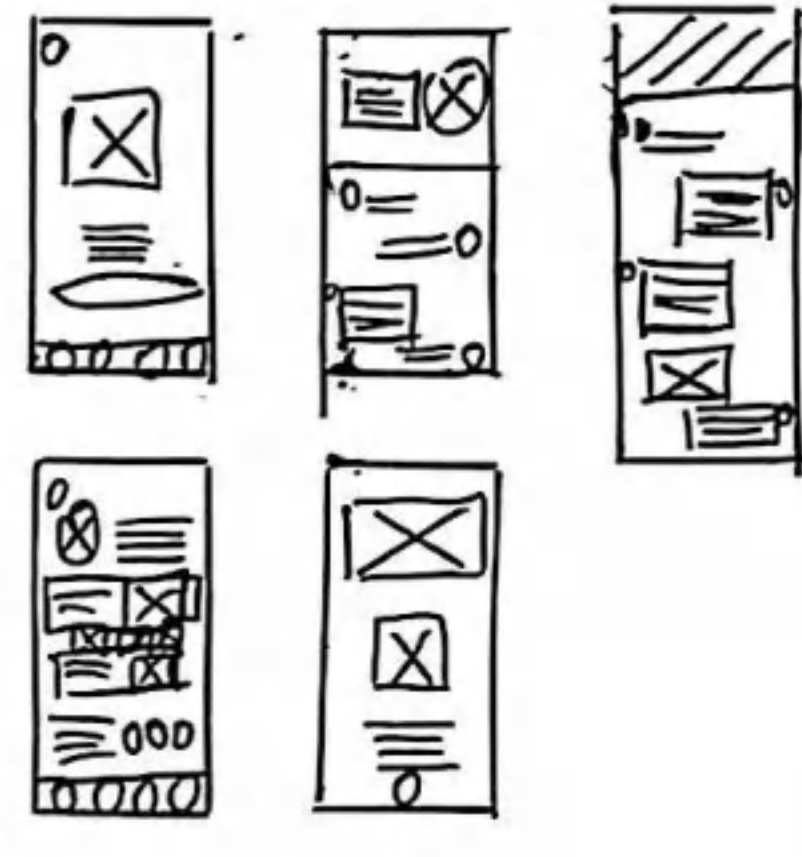
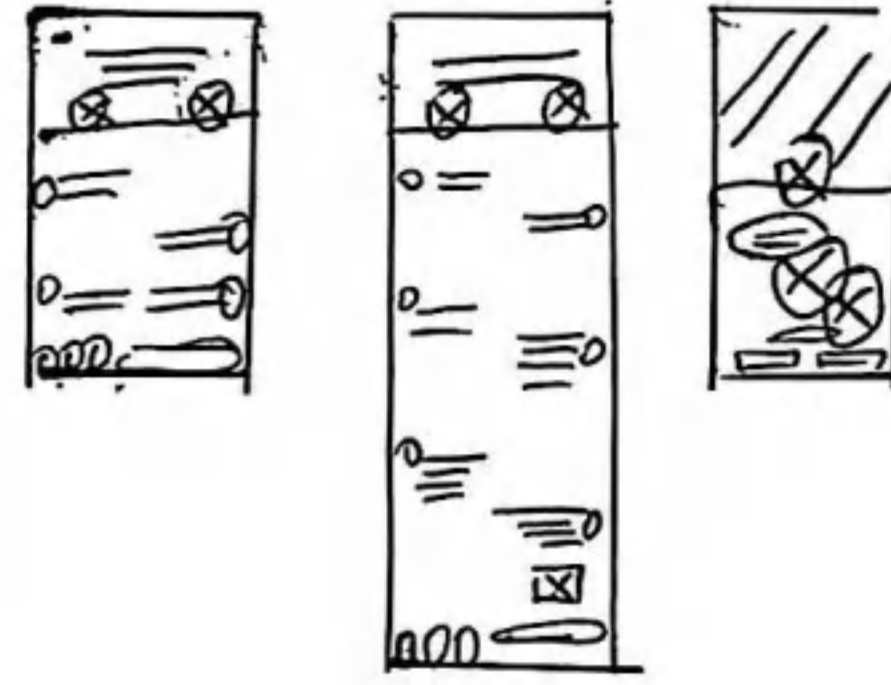
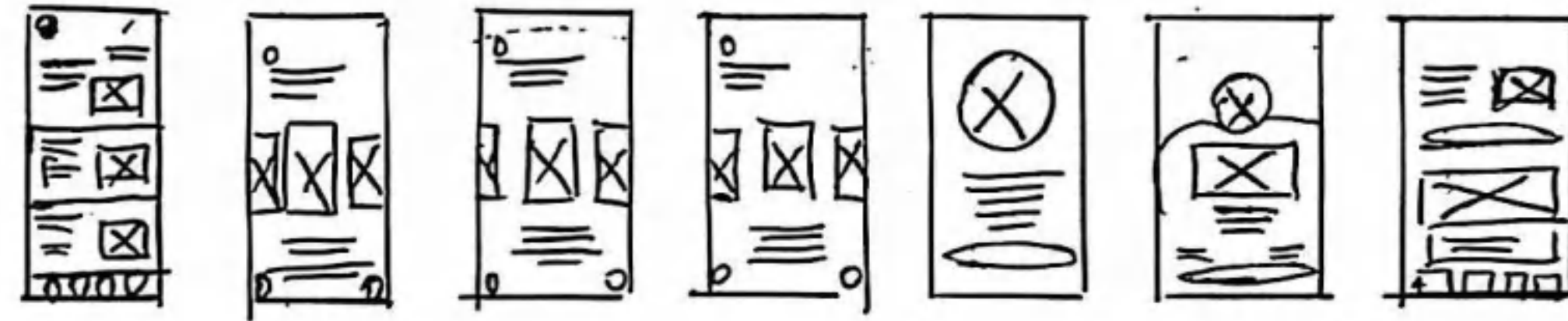
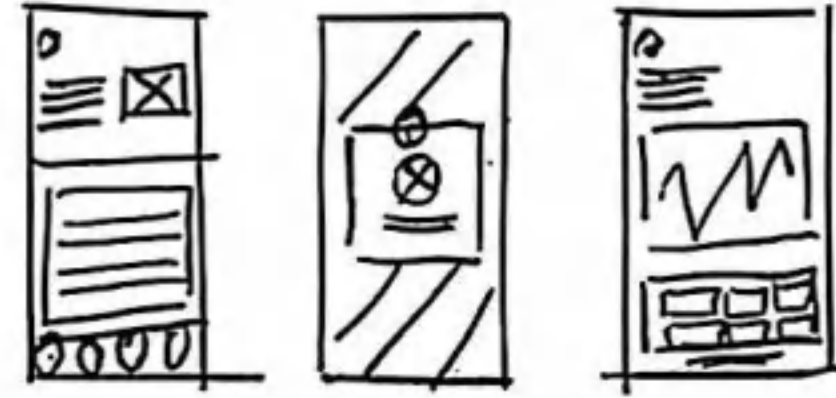
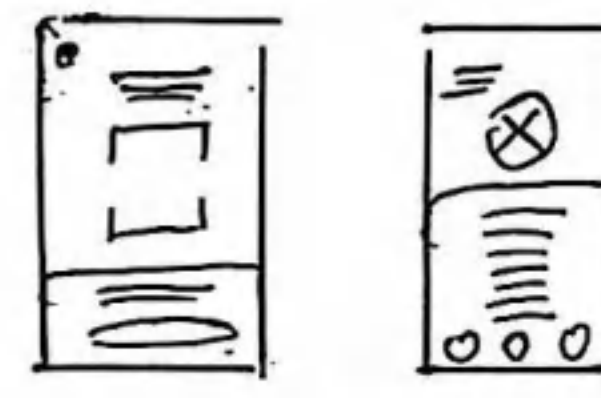
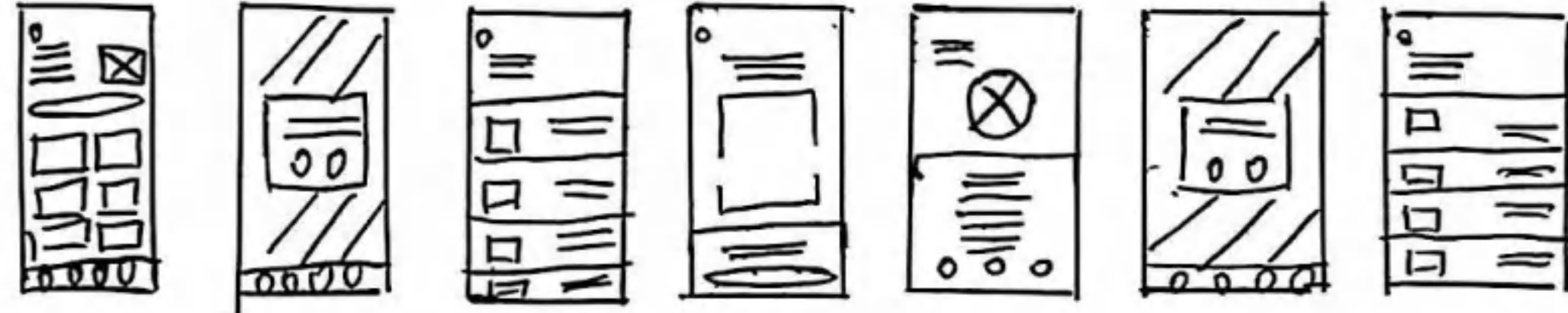
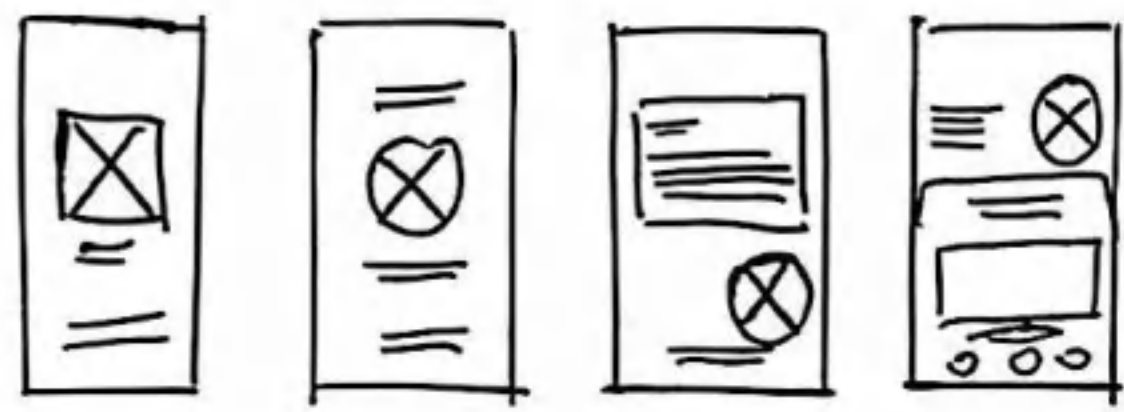
Promotional word.

↓ (short, a little word).

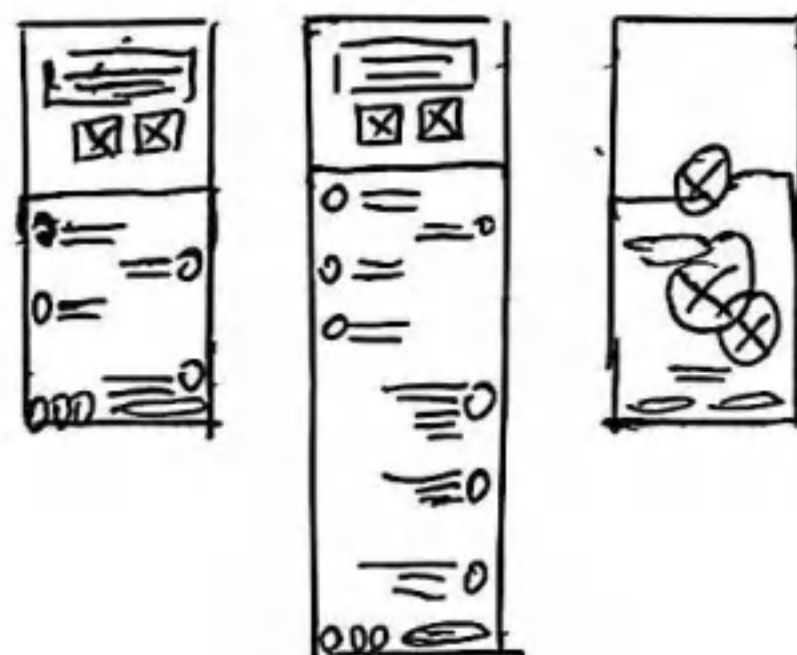
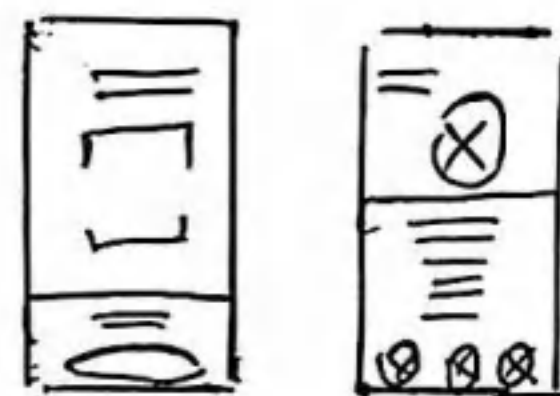
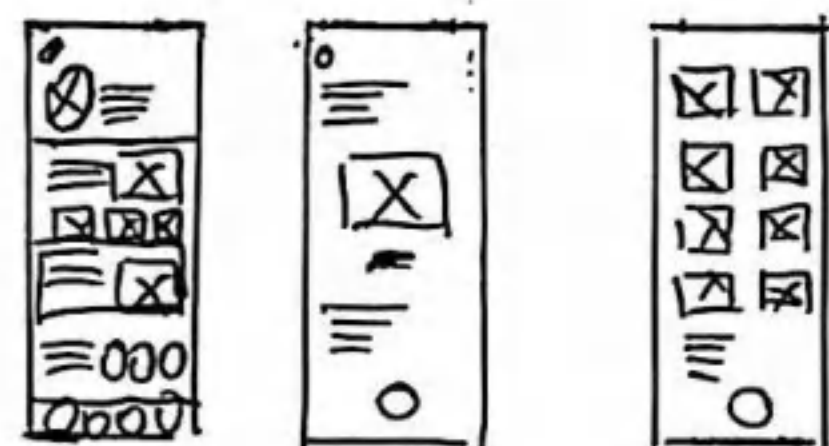
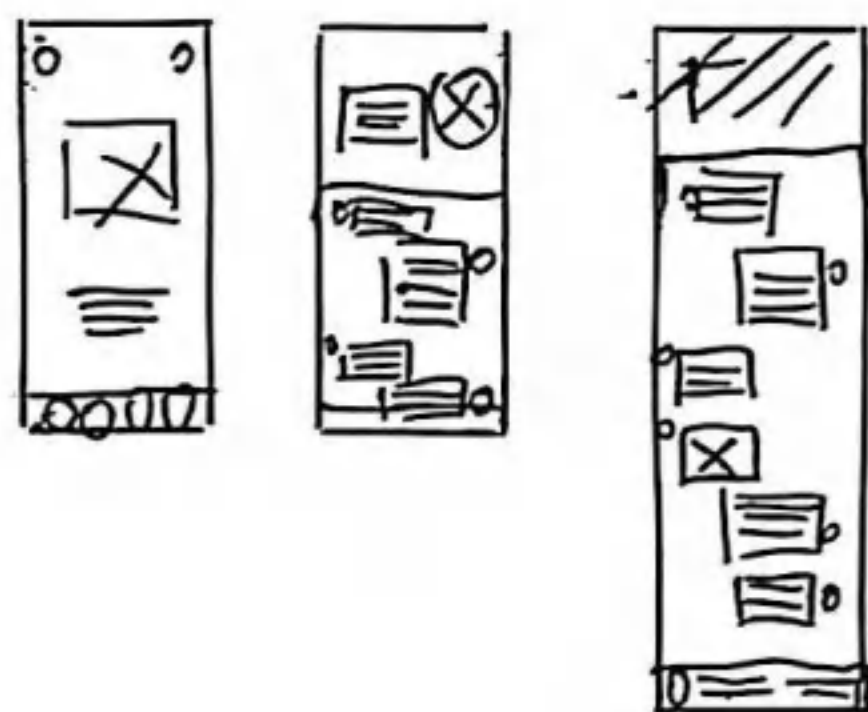
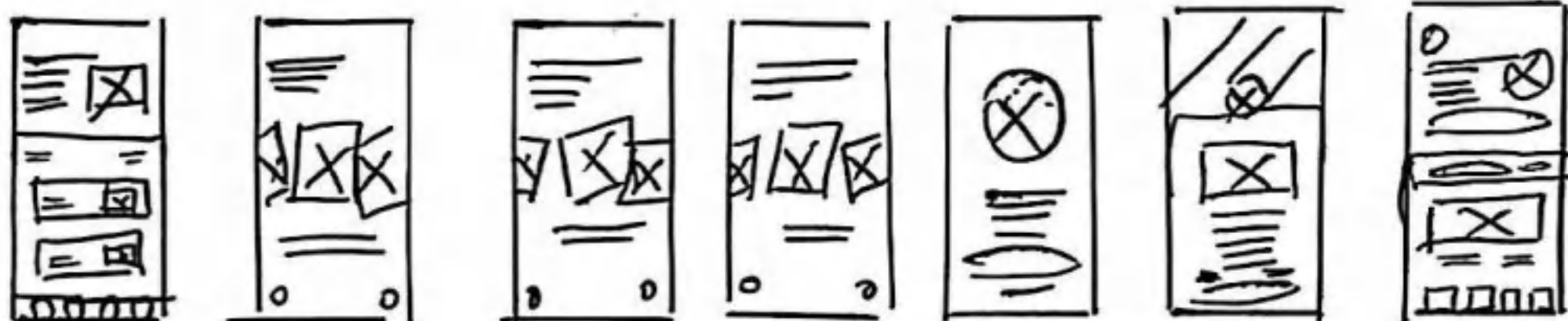
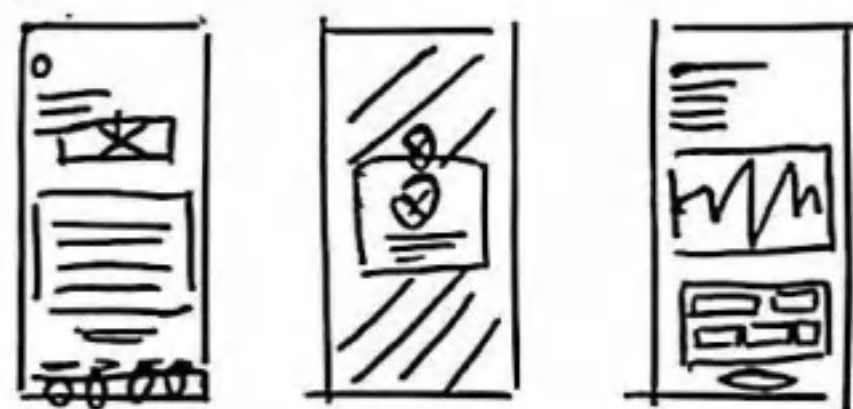
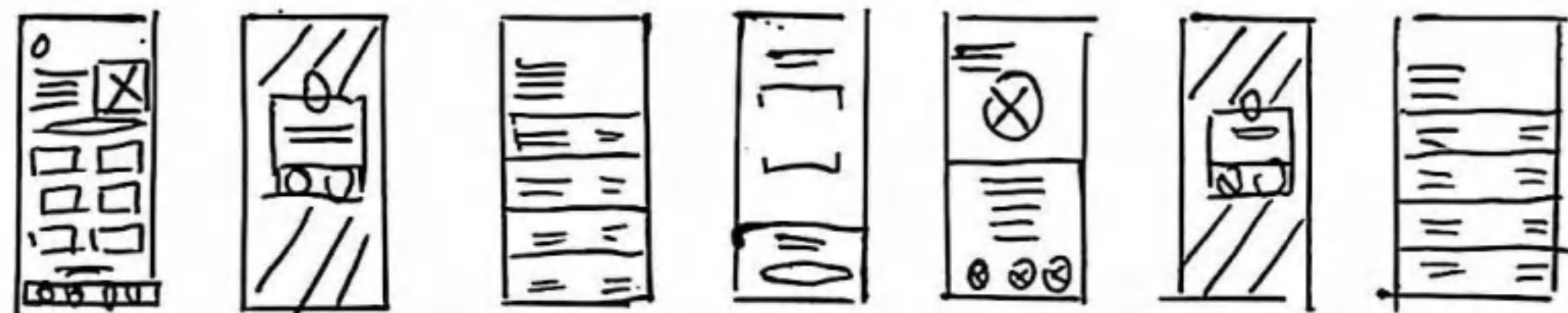
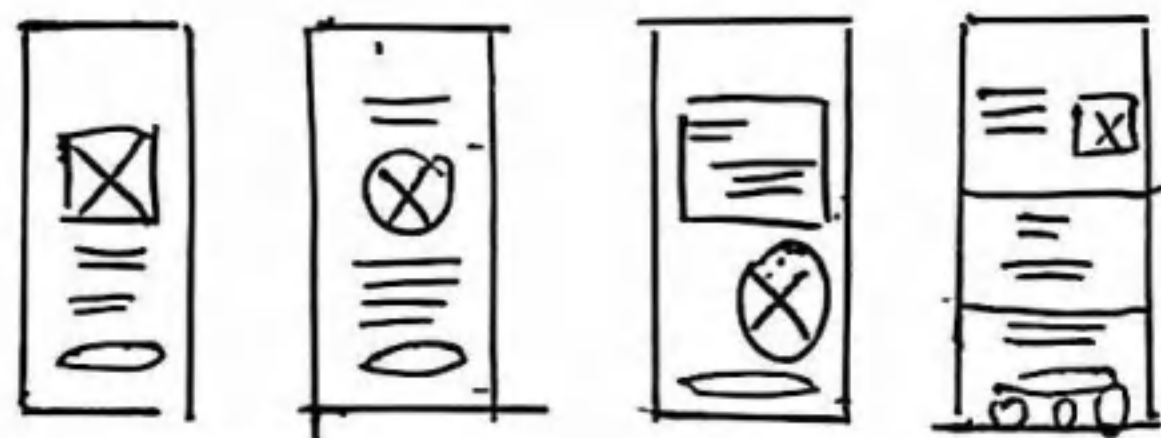
Reflection word ???

1. When was the last time you truly expressed emotions?
2. If every emotion were a flower, would you want it to bloom freely?
3. Do you think social media platforms really allow you to be yourself? Which emotions have you overlooked?
4. Have you ever suppressed your true feelings to meet aesthetic standards? Would you still post content without a filter?
5. Are you ready for your emotional journey?
6. When was the last time you truly expressed your emotions?

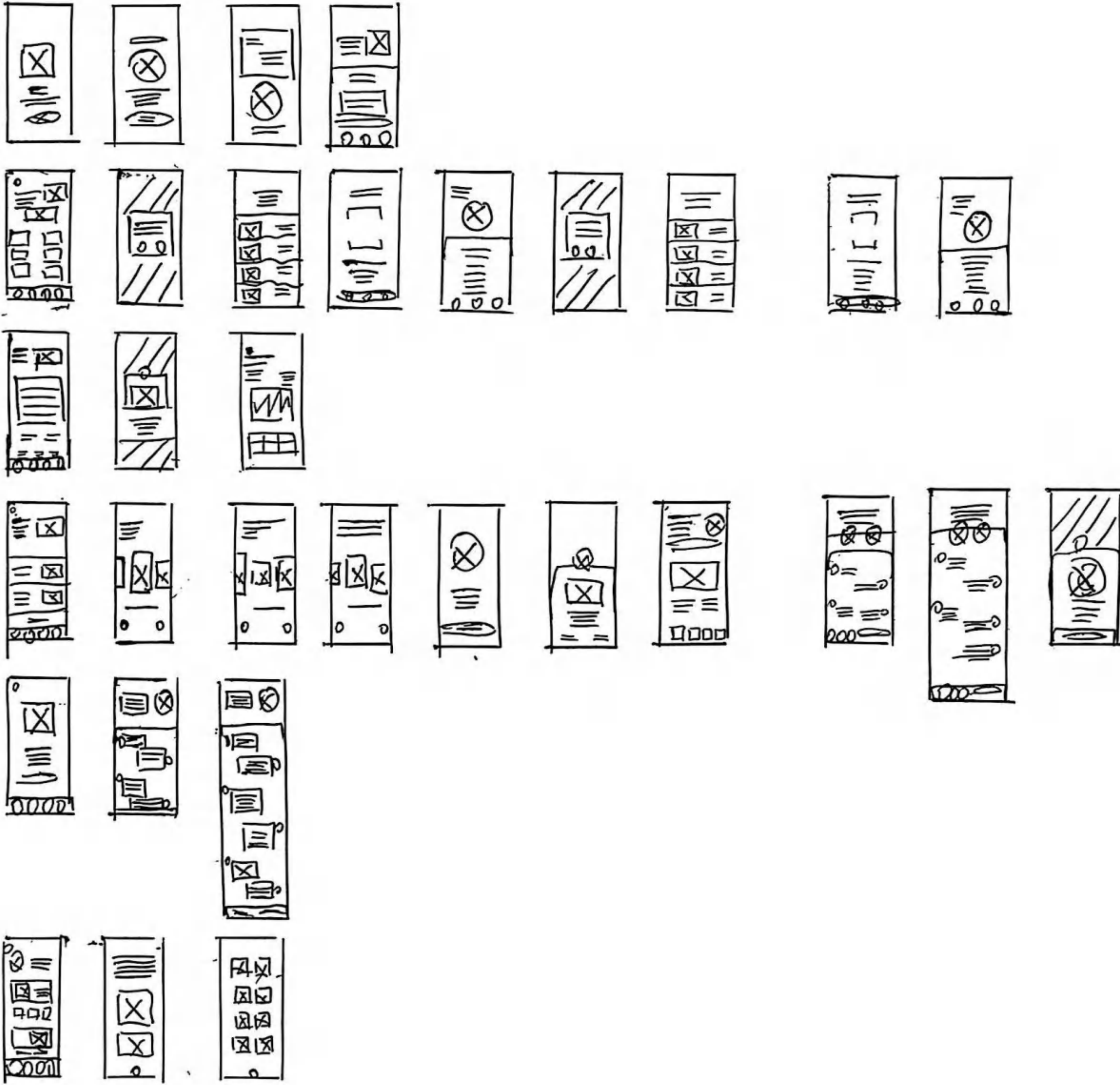
Sketches
App layout B.



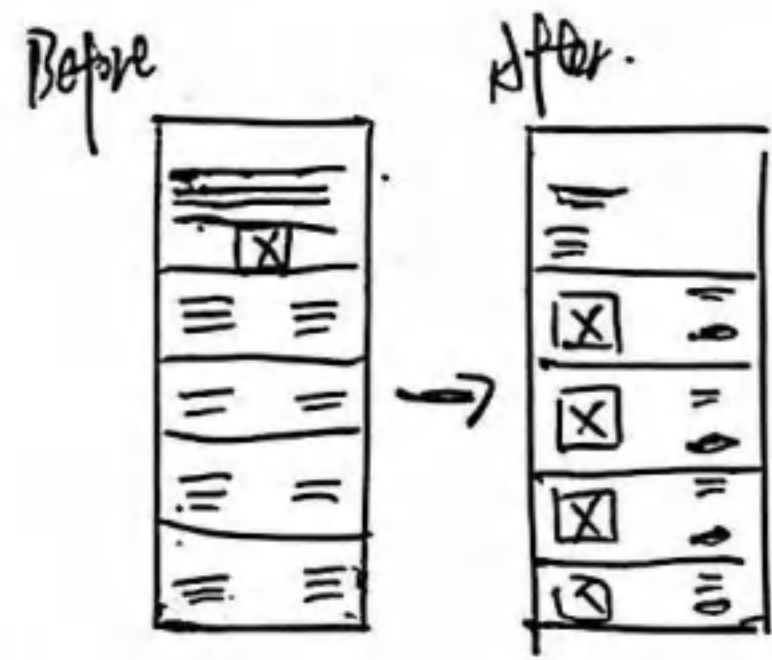
Sketches
App layout 3



Sketches.
App layout 3.

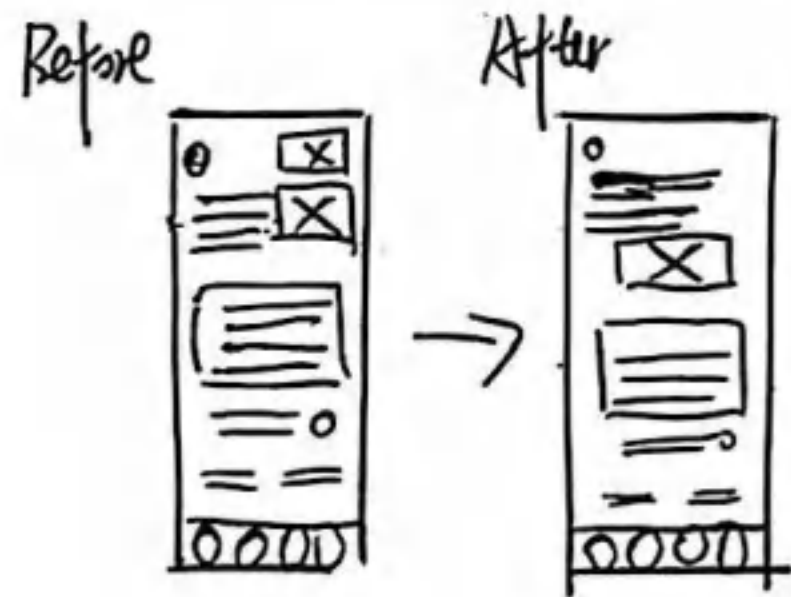
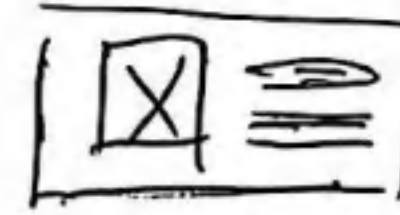


Implementation process.

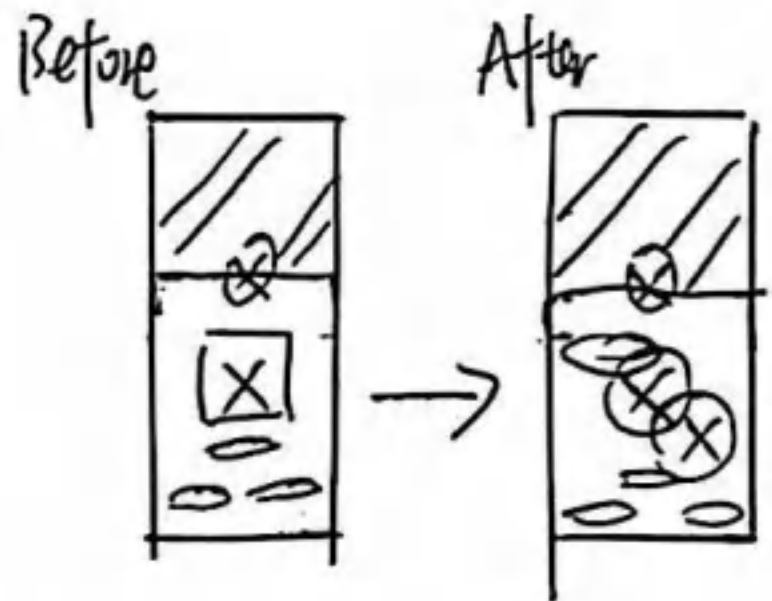


Deleted the extra novel (-texts)

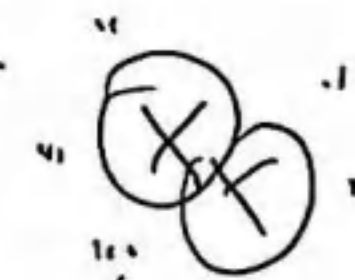
and add some elements to combine with these texts.



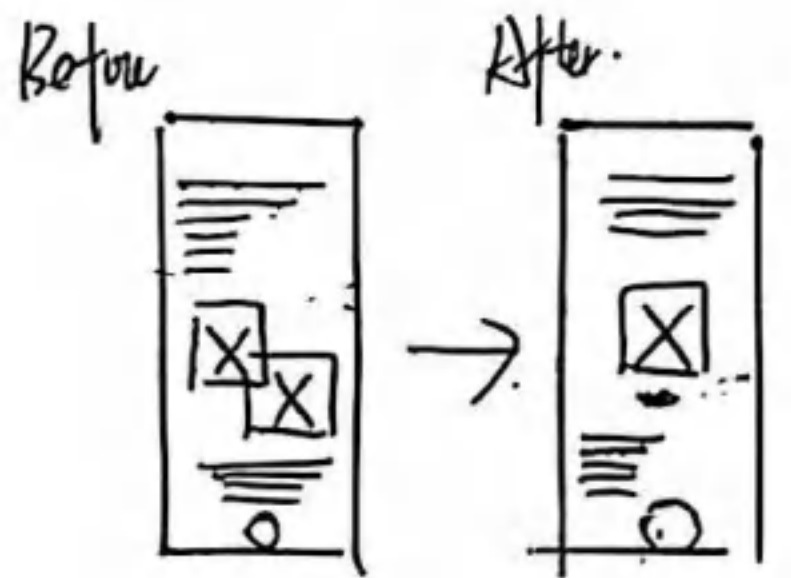
Deleted the "elements", and put the characters before than before page. Highlight the main characters.



Add some natural elements ~~between the~~ main characters. to add the kneading, give different visual effect.



→ natural elements.



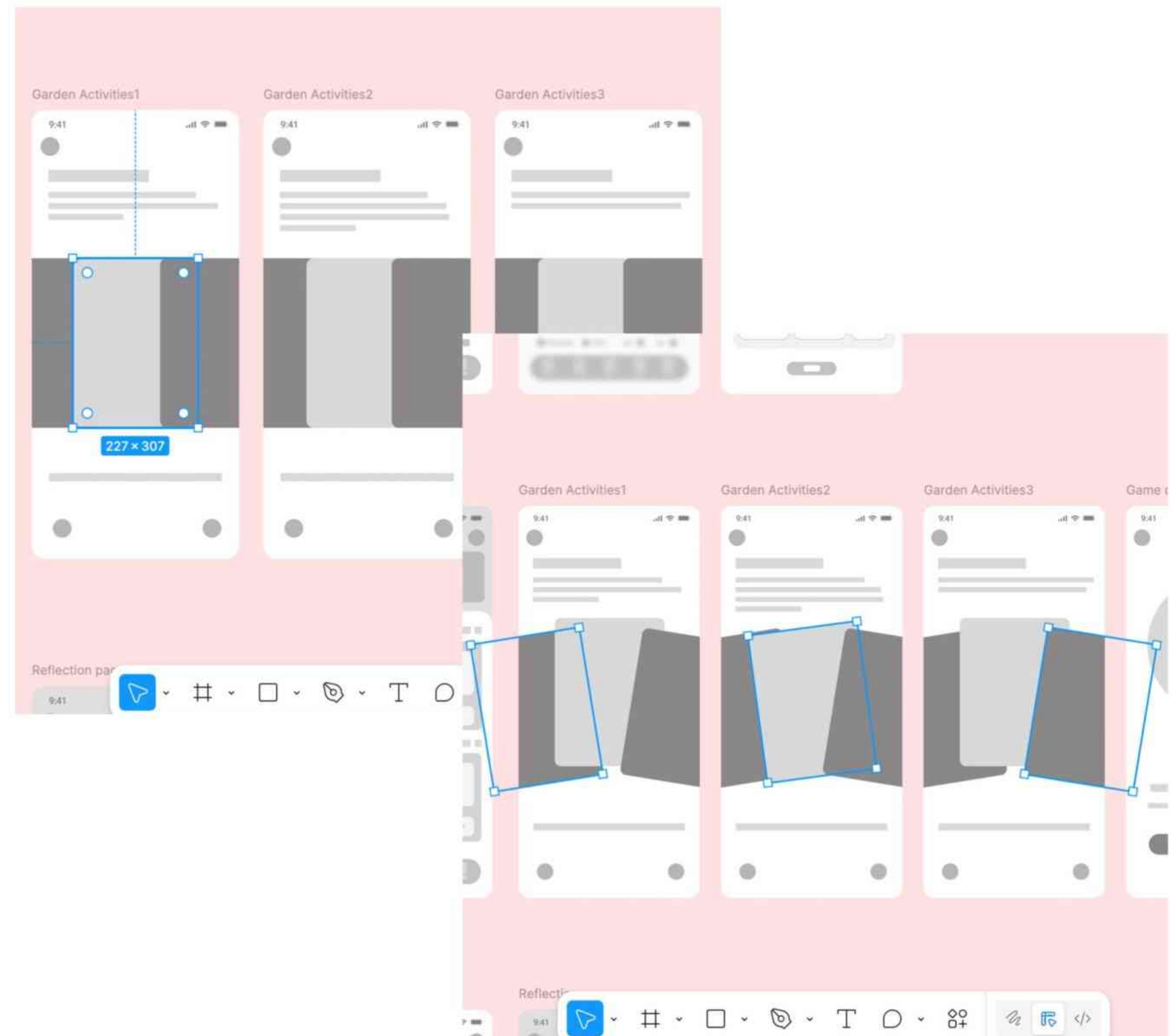
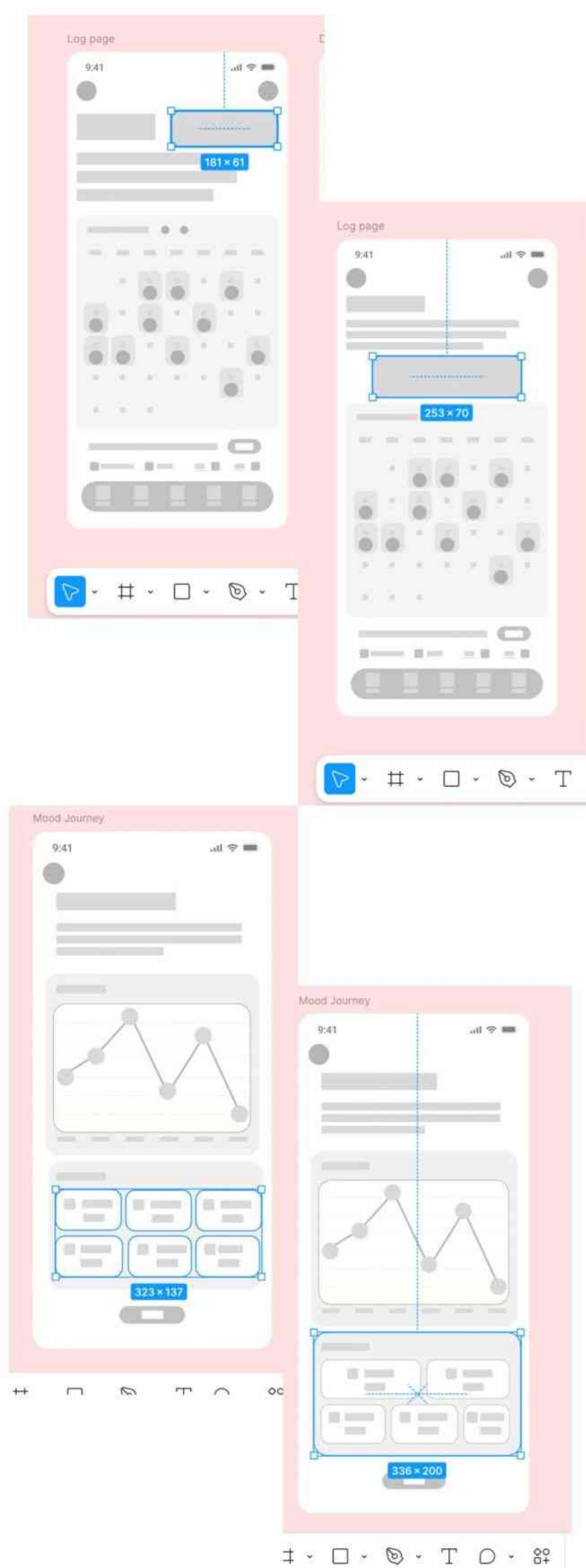
Keep the RR code's position clearly. So, I decided to delete the extra "Ip" characters, become its size smaller.



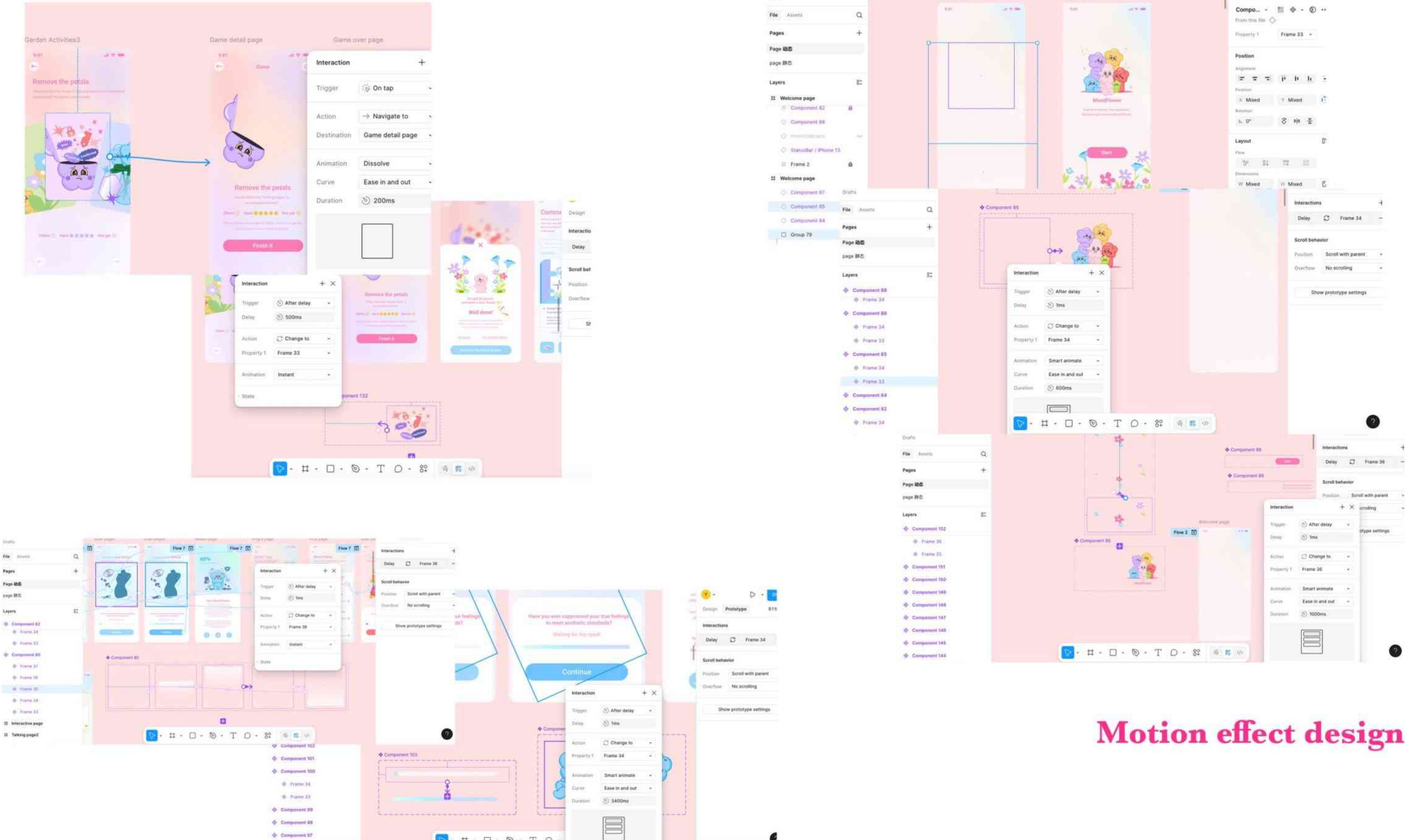


App's Improvement process

designed by Figma



designed by Figma



Motion effect design

低保真2

Drafts

File

Assets

Q

Pages

+

Page 1

Layers

≡

Select page

StatusBar / iPhone 13

Pick page

Pick page

Scan page2

Scan page2

Scan page1

Scan page1

Result page

Result page

Mood Journey

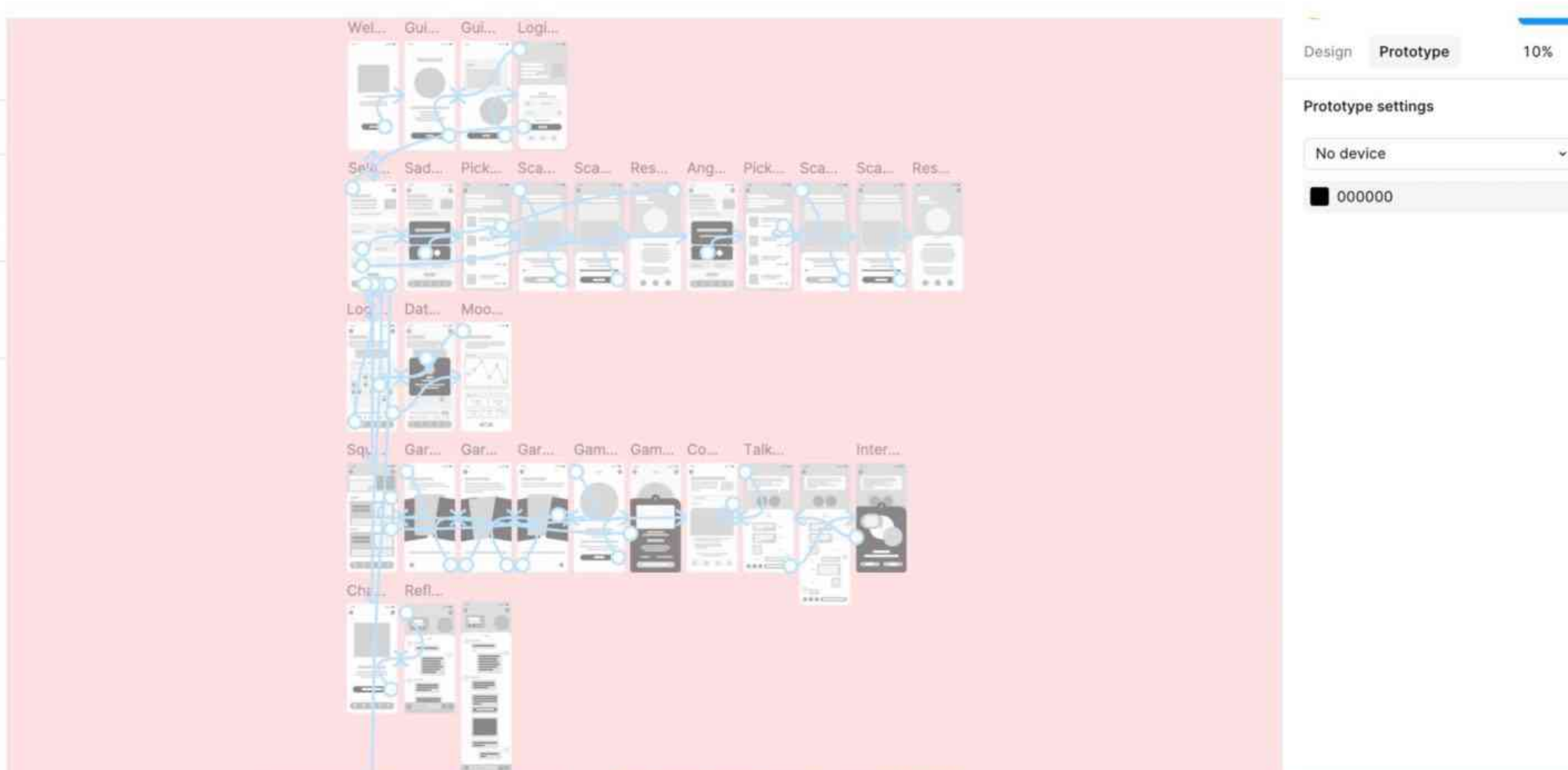
My Flower page

Rectangle 994

Rectangle 993

Rectangle 992

Rectangle 991



Design

Prototype

10%

Prototype settings

No device

000000

Thumb Wireframe

designed by Figma

Low-fidelity model

File

Assets

Q

Pages

+

Page 动态

page 静态

Layers

Scan page2

Scan page1

Result page

Mood Journey

Pick page

Pick page

Date page

Log page

Chat page

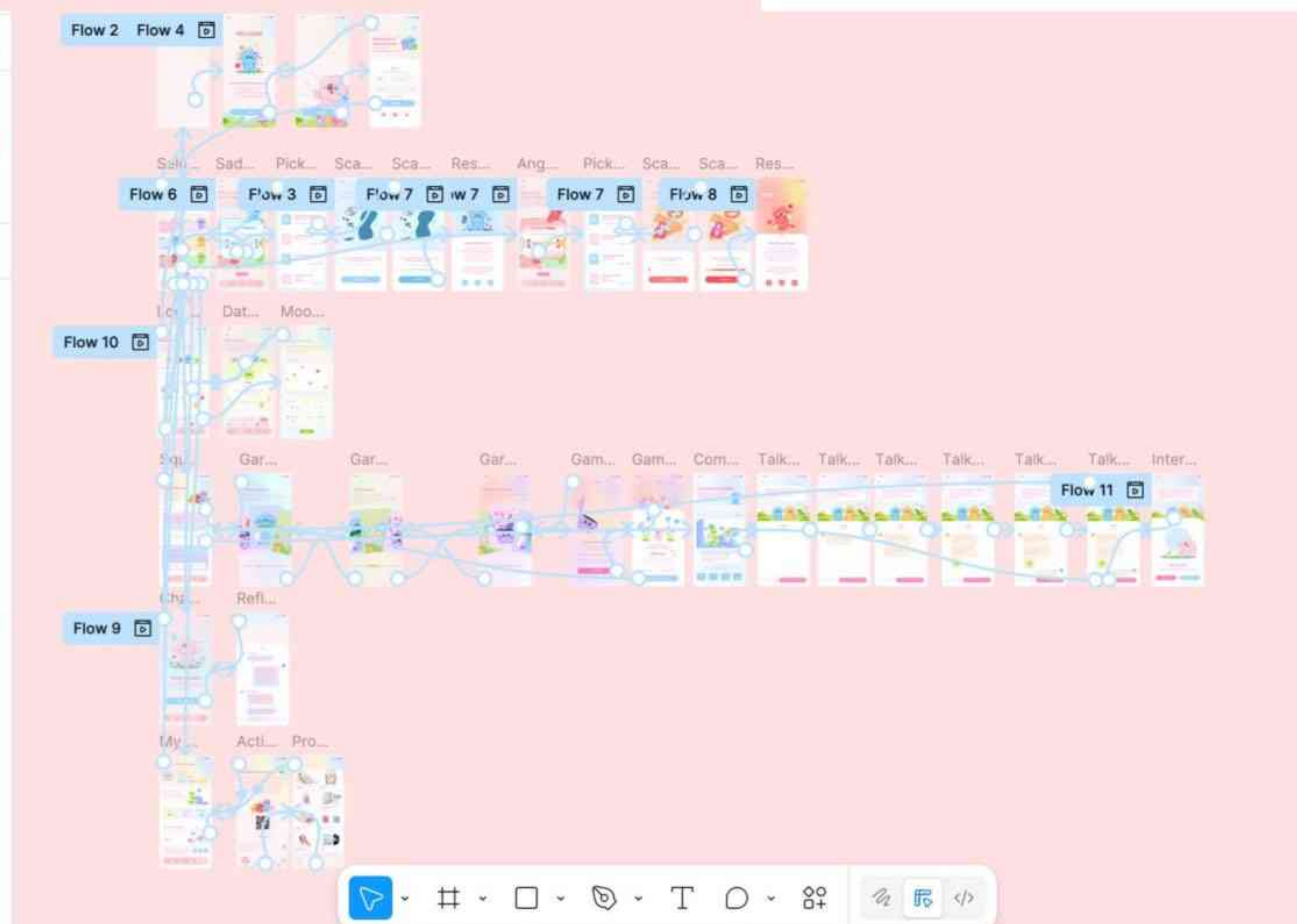
Star 3

My Flower page

Sadness page

Angry page

Select page



Prototype settings

iPhone 13 mini

Midnight

000000

Flows

Flow 2

Flow 3

Flow 4

Flow 6

Flow 7

Flow 10

Flow 7

Flow 7

Flow 8

Flow 9

Flow 11

High-fidelity model

source - pinterest.com

So, I plan to "create a exhibition/activity" to attract more people to pay attention this event, I find some inspirations from "pinterest" web.

exhibition.



Features:
① Big, highly main image / stickers, on the "door", to give people impression.

derivative products.



promotion "notebook"

with colors, visual effect, "symbol", "impressive", "biggest"



same little thing.

poster's inspiration



BLOOM

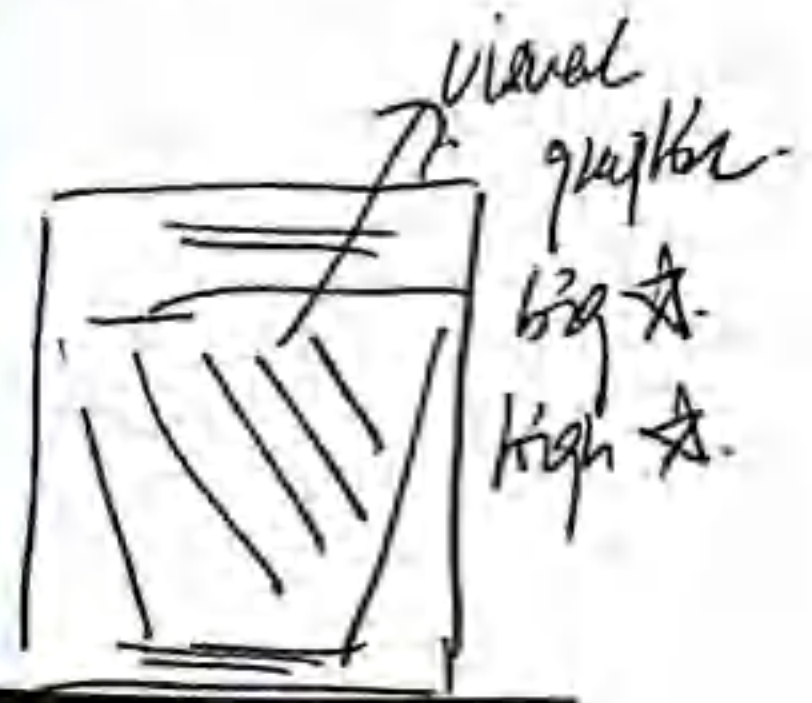


QR code, explanation text

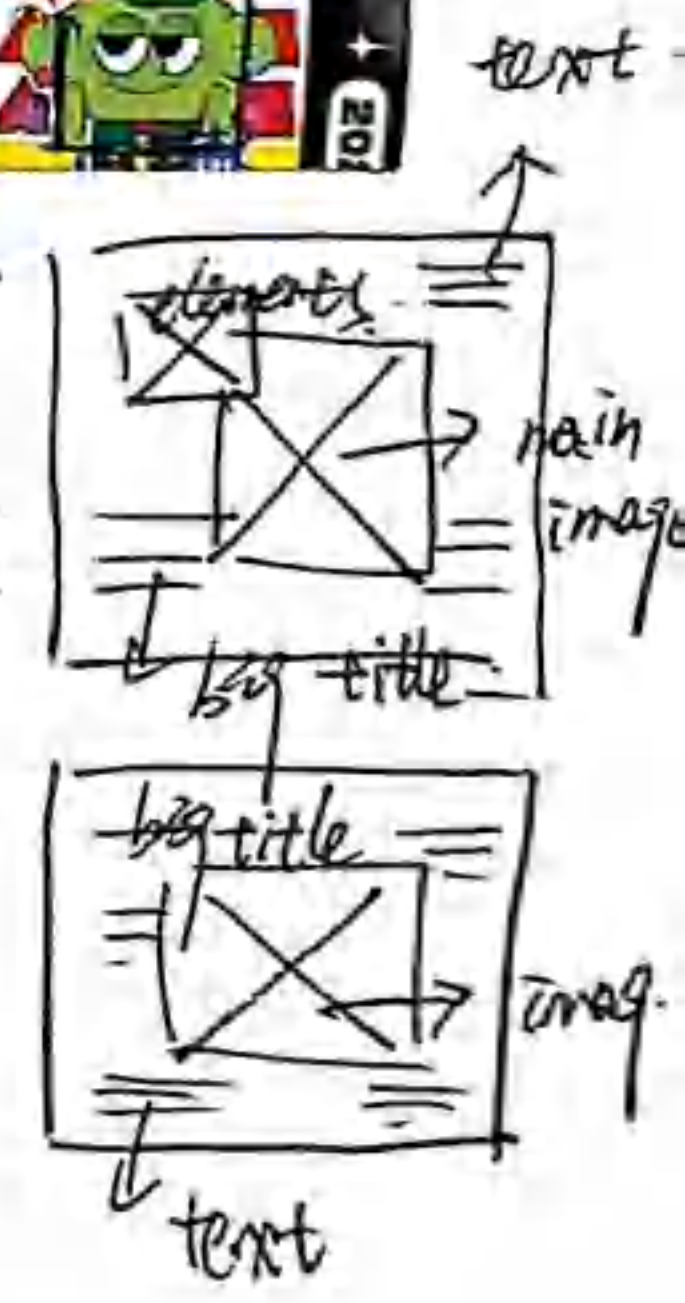
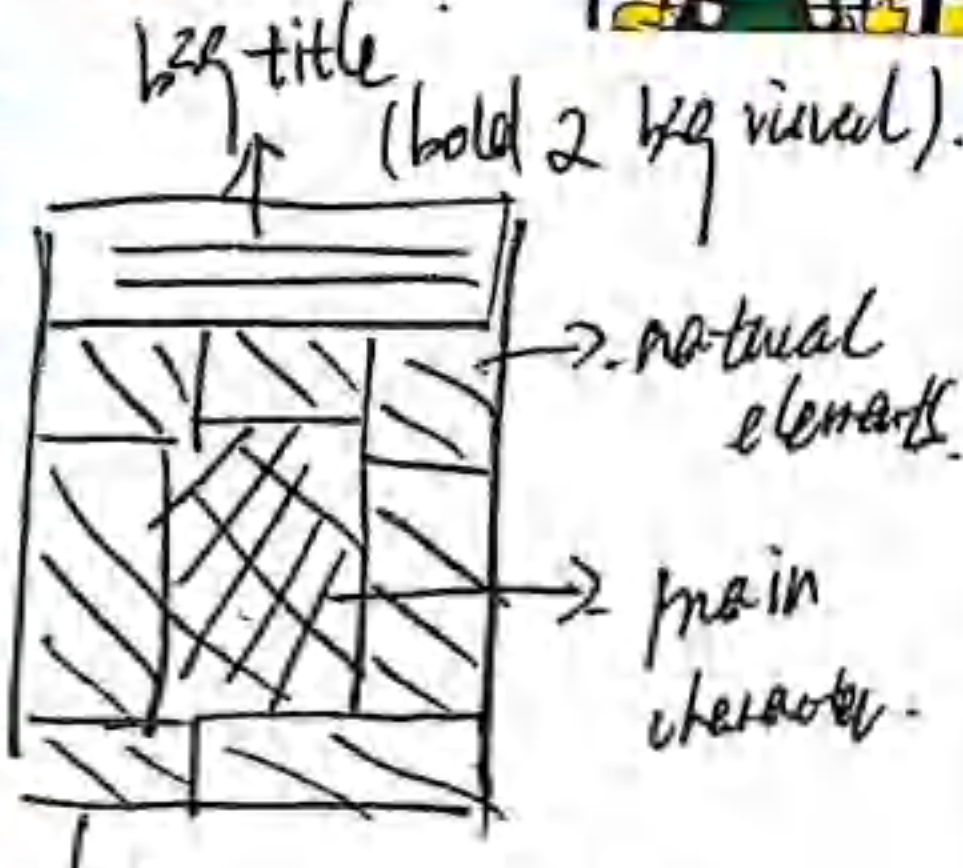


inspiration.

source: pinterest.com



Not in video, motion effect, promote



divide into different parts, give deeply impressive.

mind map

shining "effect"
important "QR code" + "text"
revel "details" through
create a whole story (practical video).
animated effects.

multi-sensory
vision + listen + motion
viewer

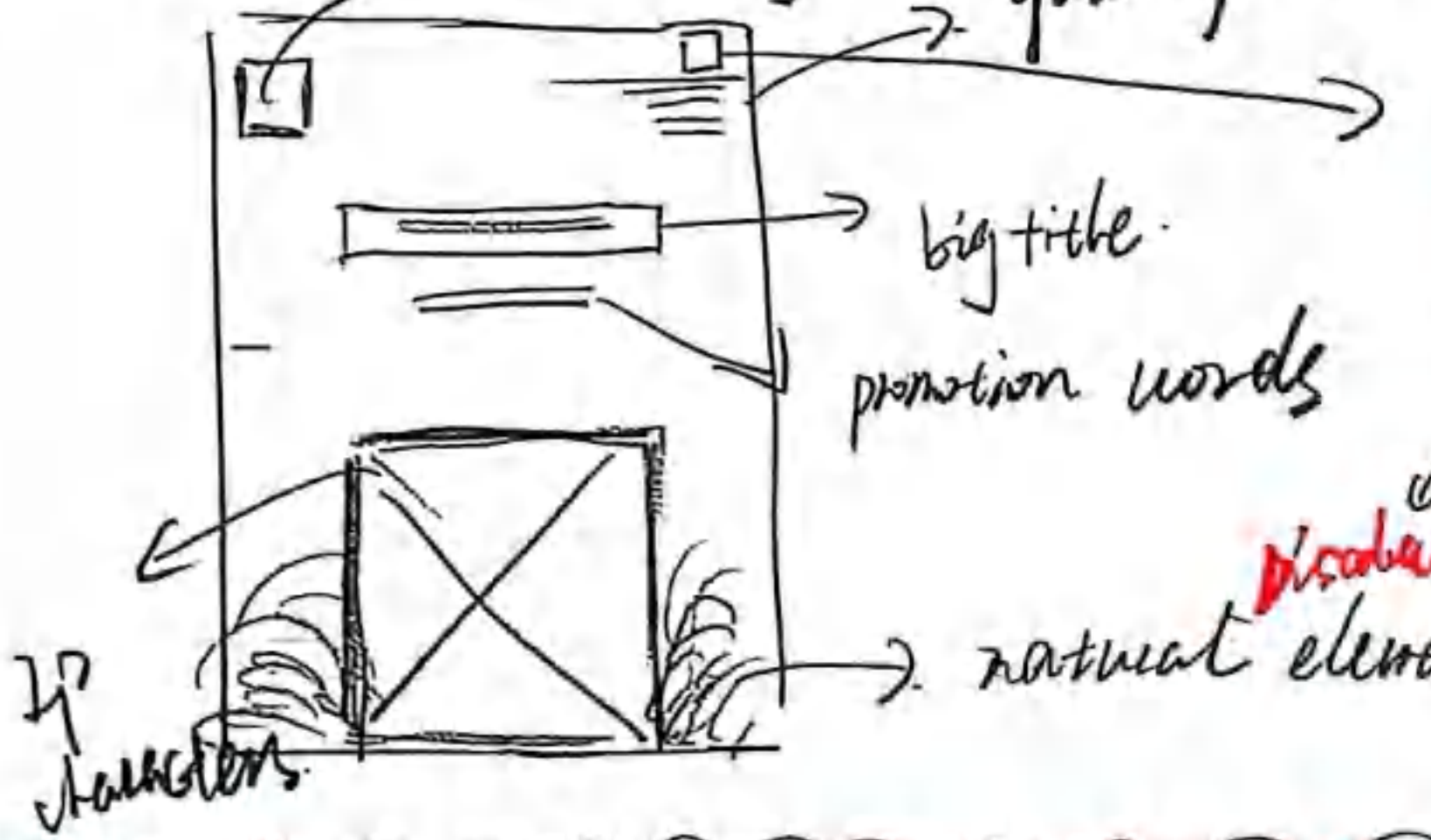
Exhibition

divided different
IP character
Poster
layout "QR code" + "text"
promotion
meaning
critically thinking
guiding
"pink" & "yellow" → positive
"blue" & "green" → negative
"red" & "purple" → 6 posters
reflection

notebook
phone case
card (QR code)
derivative products
clothes
bag

idea
Beside → QR code
video's card
layout some "devices" → flag / walls / advertisement
posters KT card "TV" / subway TV

Sketch ①: logo guiding text.



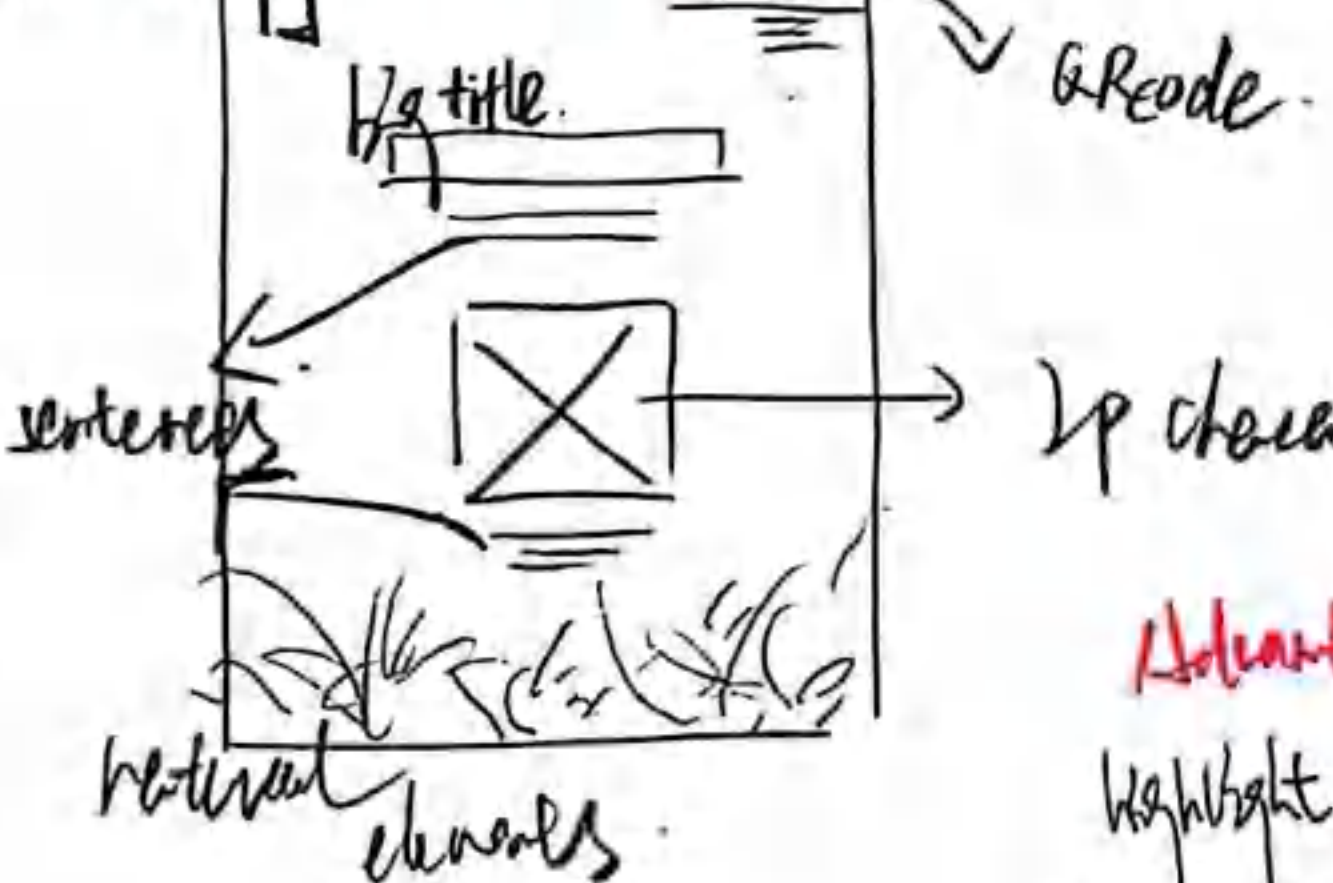
QR code. ^{big 2p, attract attention}
Advantage: big characters too big, other text not enough position.
Disadvantage:

Sketch ②: title



Advantage: text layout better than other sketches.
Disadvantage: layout too complex, not catch eye's attention.

Sketch ③: QR code



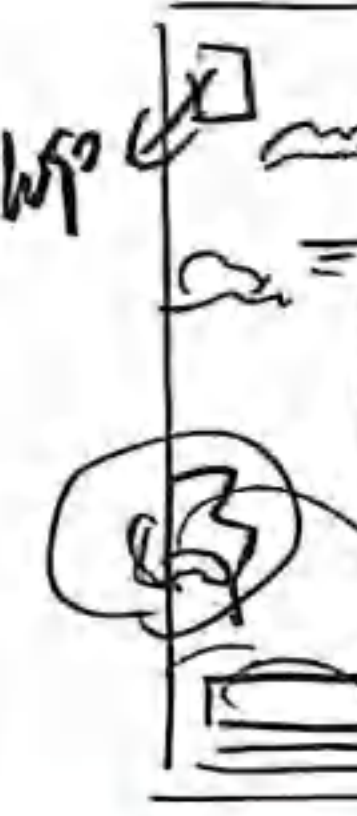
Disadvantage: some characters a little bit smaller, influence effect.
Advantage: highlight main characters and give some blank space for poster.

Sketch ①: logo



Advantage: enough big characters. Highlight "Hottest of poster" (blue sadness & fear).
Disadvantage: emotions. not clearly see QR code. (so small).
 natural elements. (cloud, flower, stars).

Sketch ②:



Advantage: big characters and combine with other flowers & plants (ingarden).
Disadvantage: too much elements, can deleted some of them.

Sketch ③:



Advantage: the big title text too clearly.
Disadvantage: the characters too large and deleted some of them, too much. just keep "2 characters".

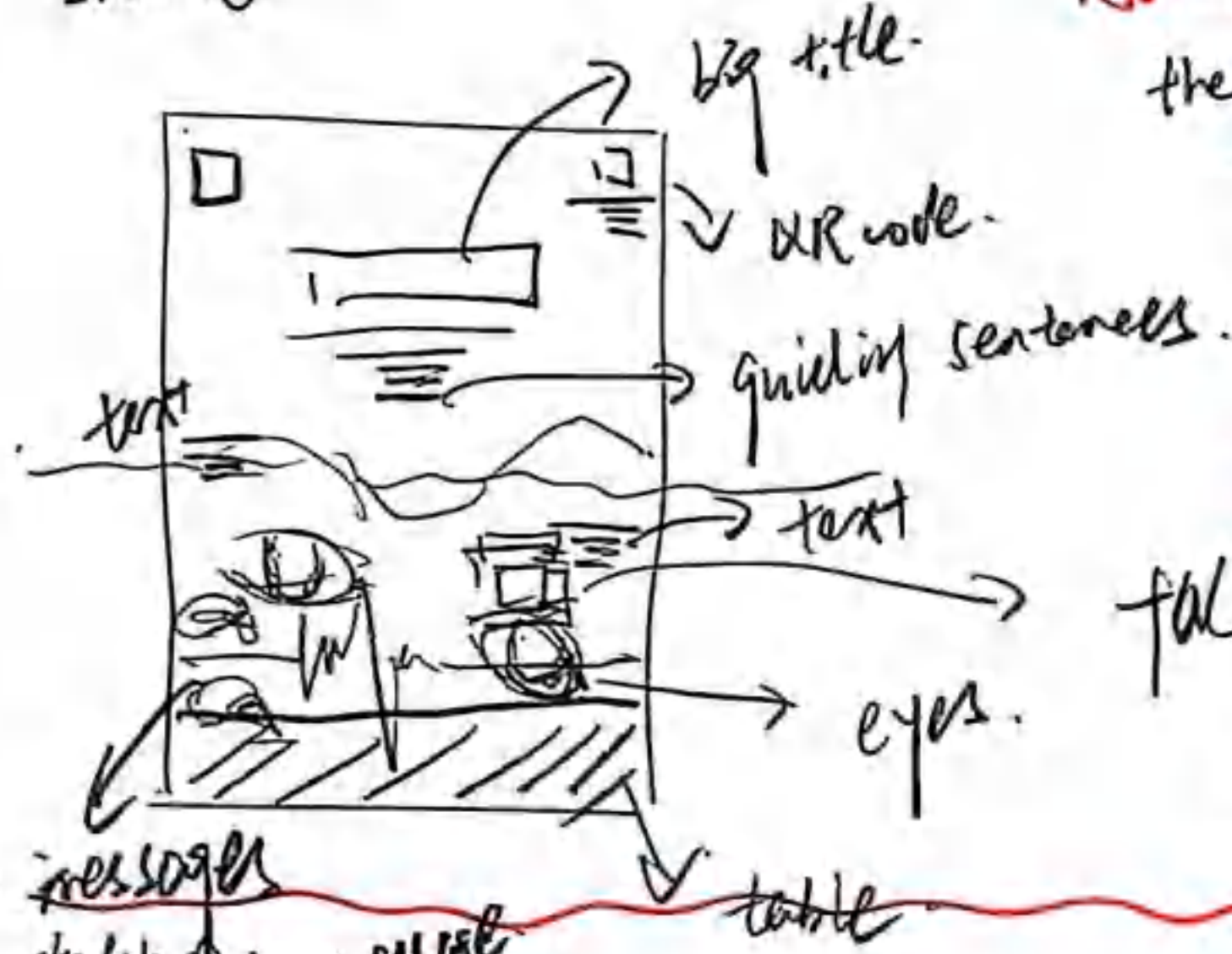
Sketch 1:

Advantage:

the overall elements are high in the poster (overlaid the center of poster).

Disadvantage:

elements too small. select one of eyes to highlight details.



message

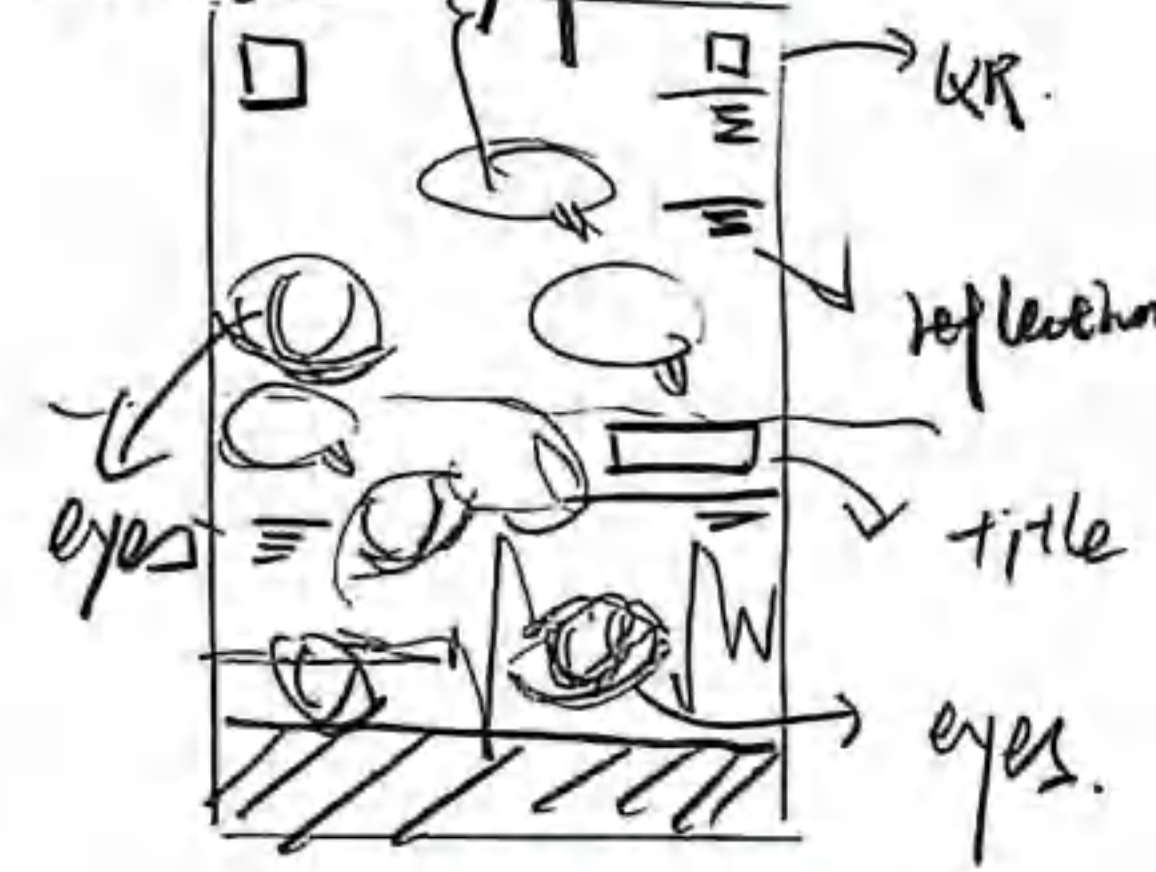
Sketch 2:

Advantage:

Prominent style, not text to see for readers.

Disadvantage:

too much elements in the center, and not clearly see the title.



Sketch 3:

Advantage:

the overall layout is complete, and clearly see text.

Disadvantage:

too much space (blank) under the poster.



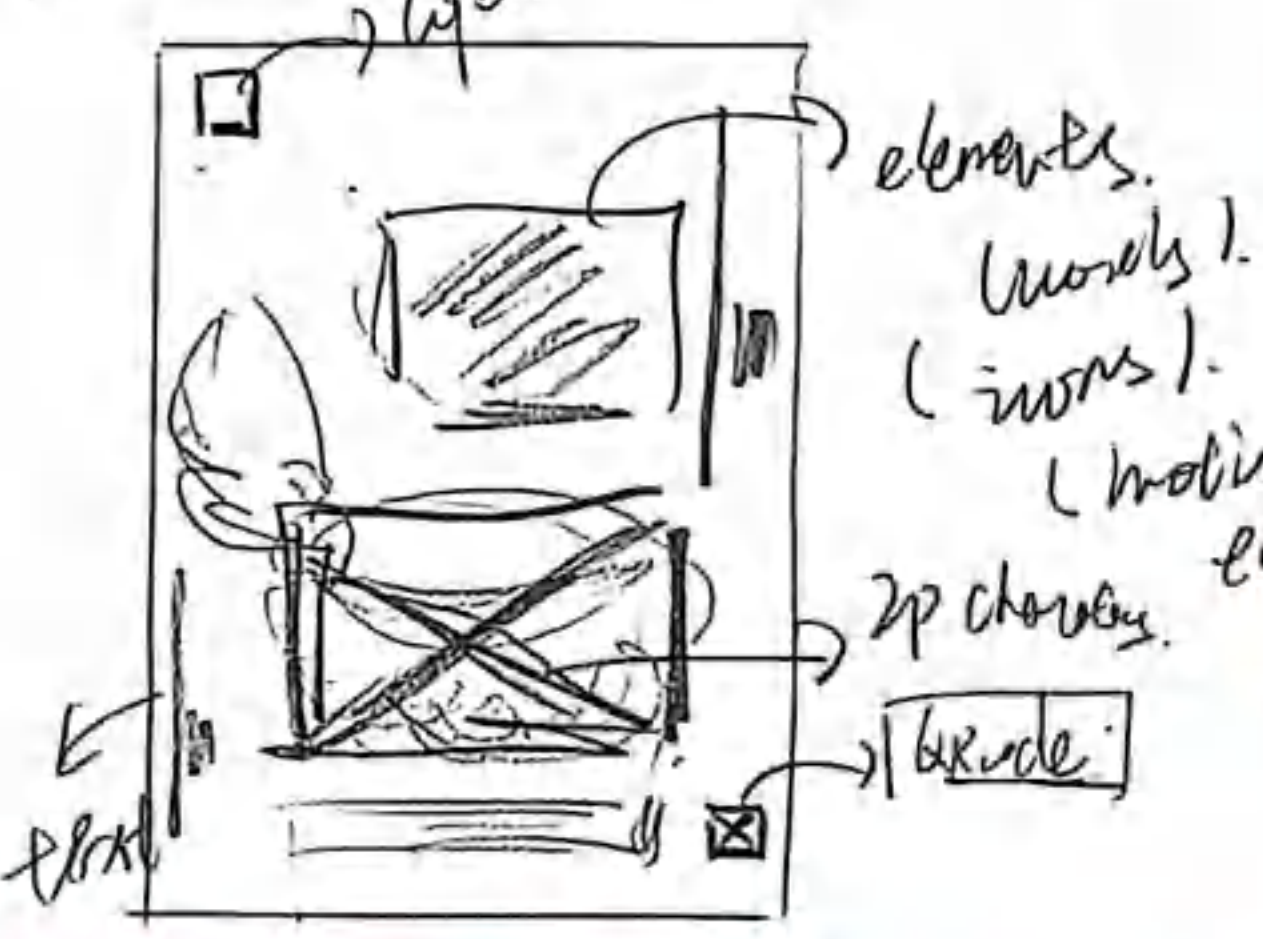
Sketch 4:

Advantage:

elements so enough in this poster but influence the text's position.

Disadvantage:

text somewhat smaller, deleted some icons (elements).



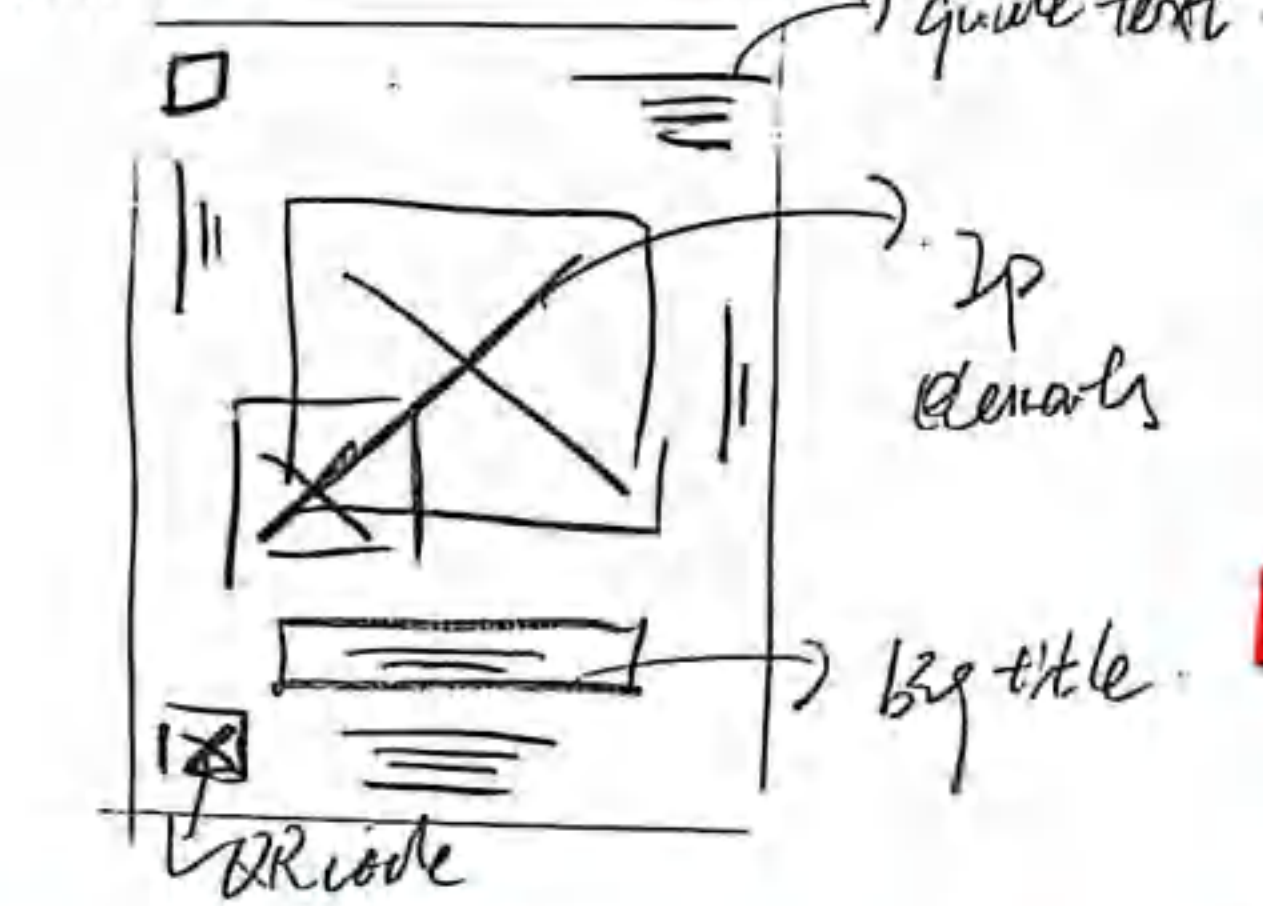
Sketch 5:

Advantage:

text the layout between 2p characters is clear, text next to QR code is easy to scan.

Disadvantage:

QR code can be cut at the top of (right corner).



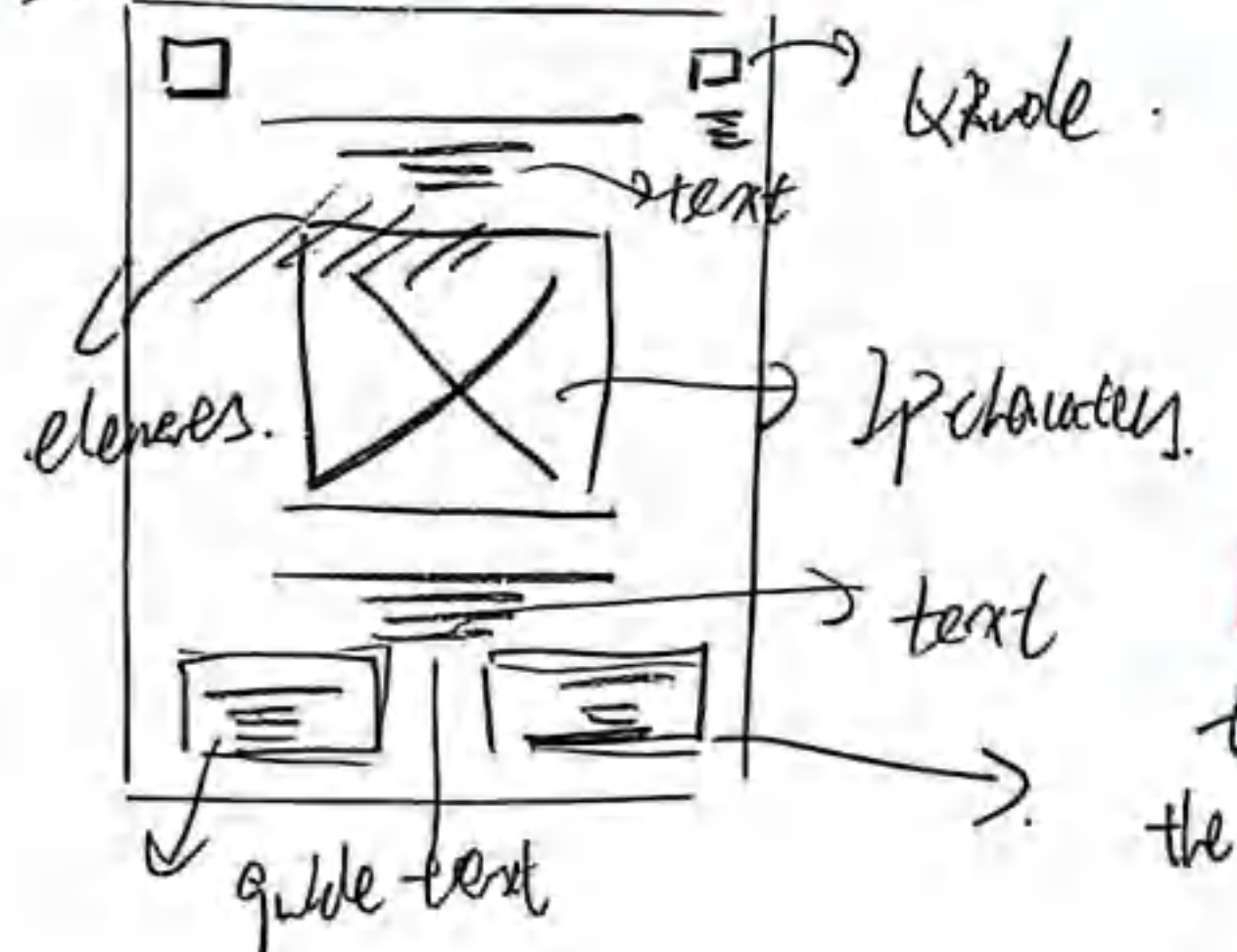
Sketch 6:

Advantage:

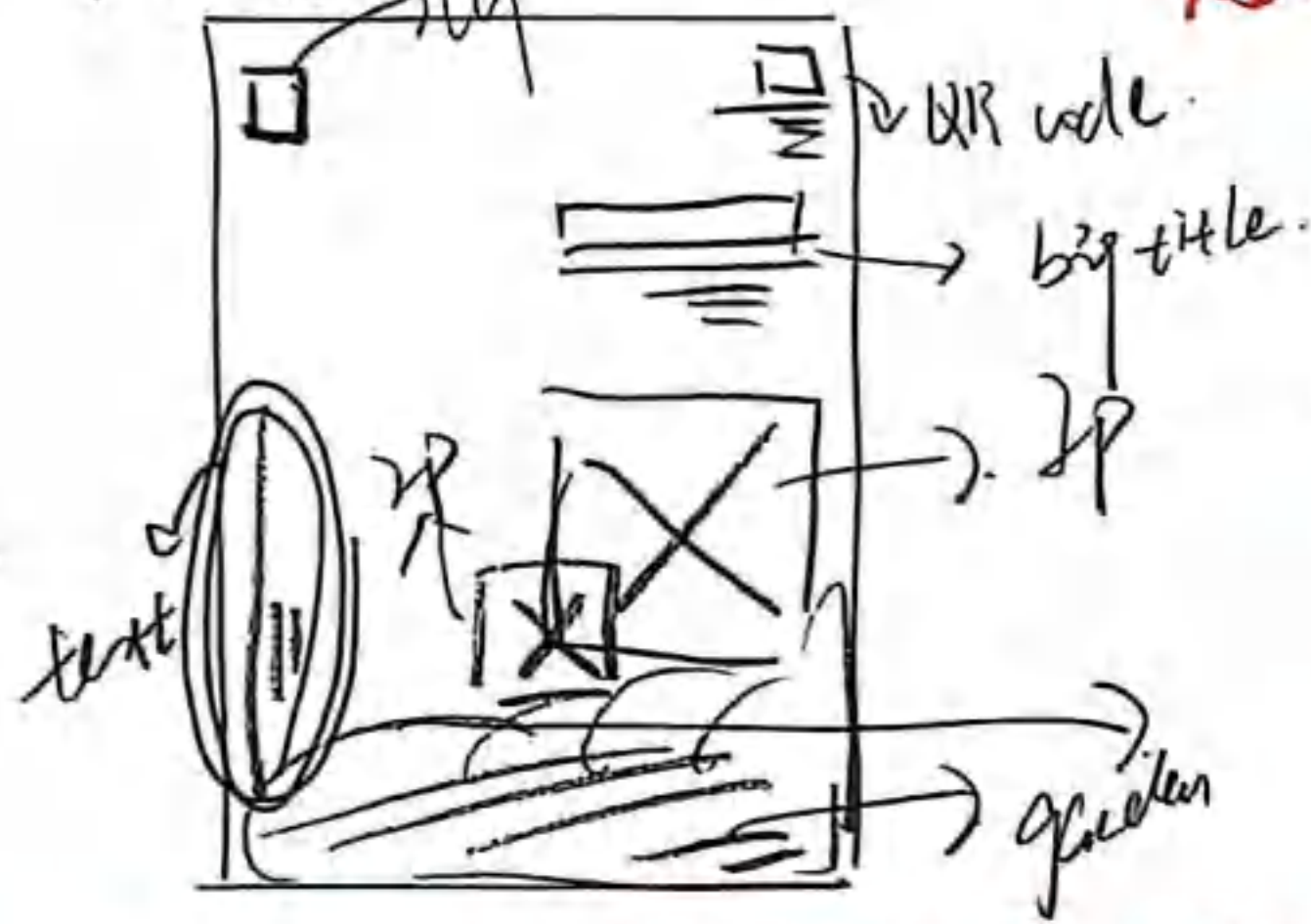
the elements 2 2p characters is better than other poster.

Disadvantage:

text a little like confused under the poster. (but the square can detect).



Sketch ①: logo.



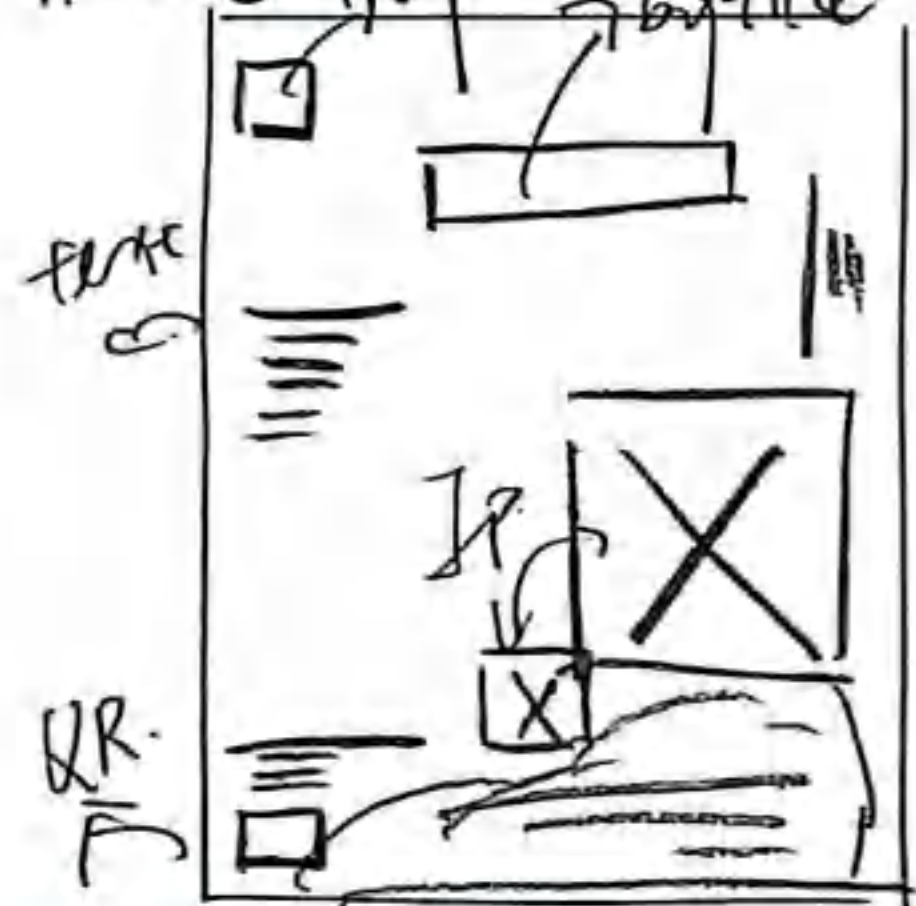
Advantage:

the 2 2p characters has a clearly between the two
with blank, comfortable feeling is had.

Disadvantage:

the long sentences can divided into 2-4 lines.

Sketch ②: logo.



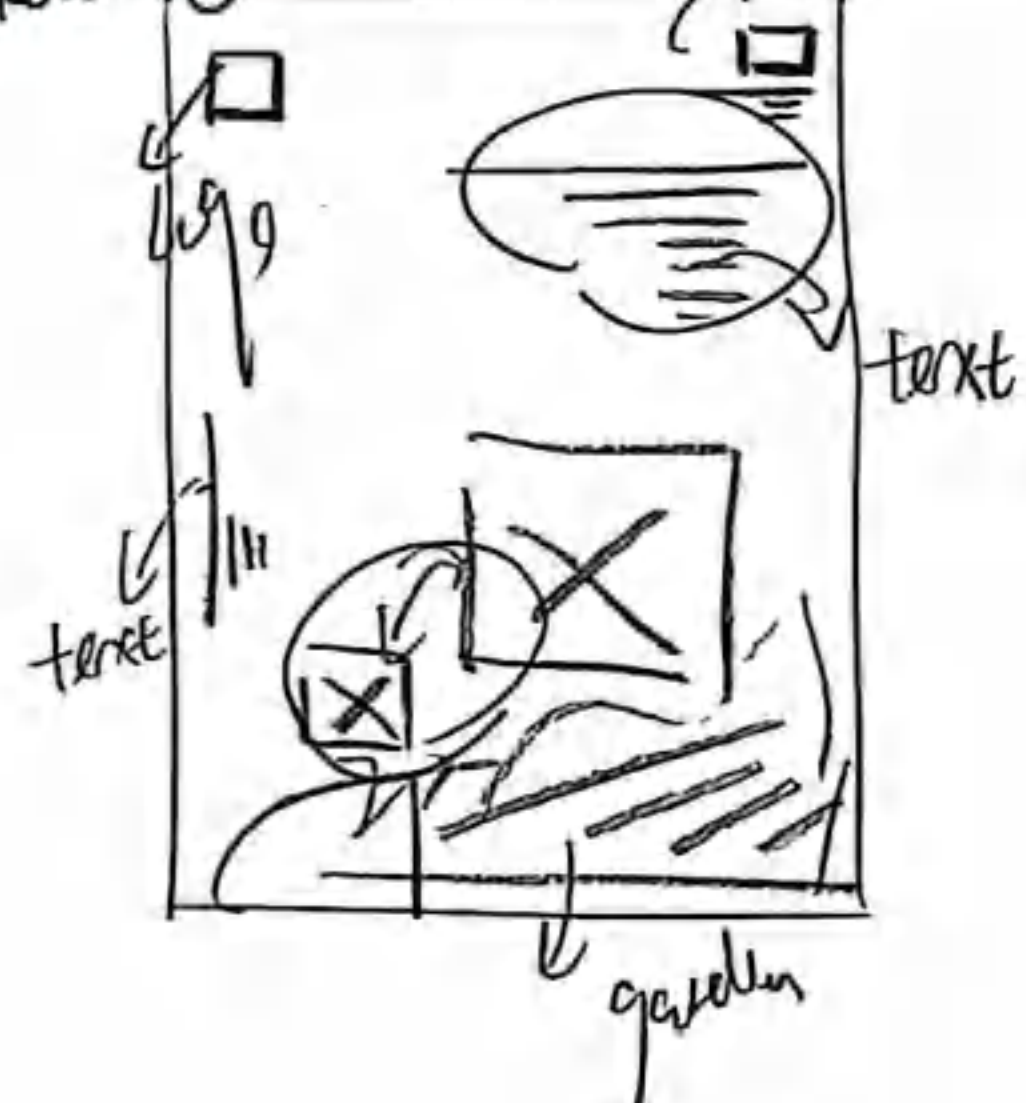
Advantage:

the text's layout better
quickly

Disadvantage:

2p a little smaller, and title too much big than other layouts.

Sketch ③: QR.



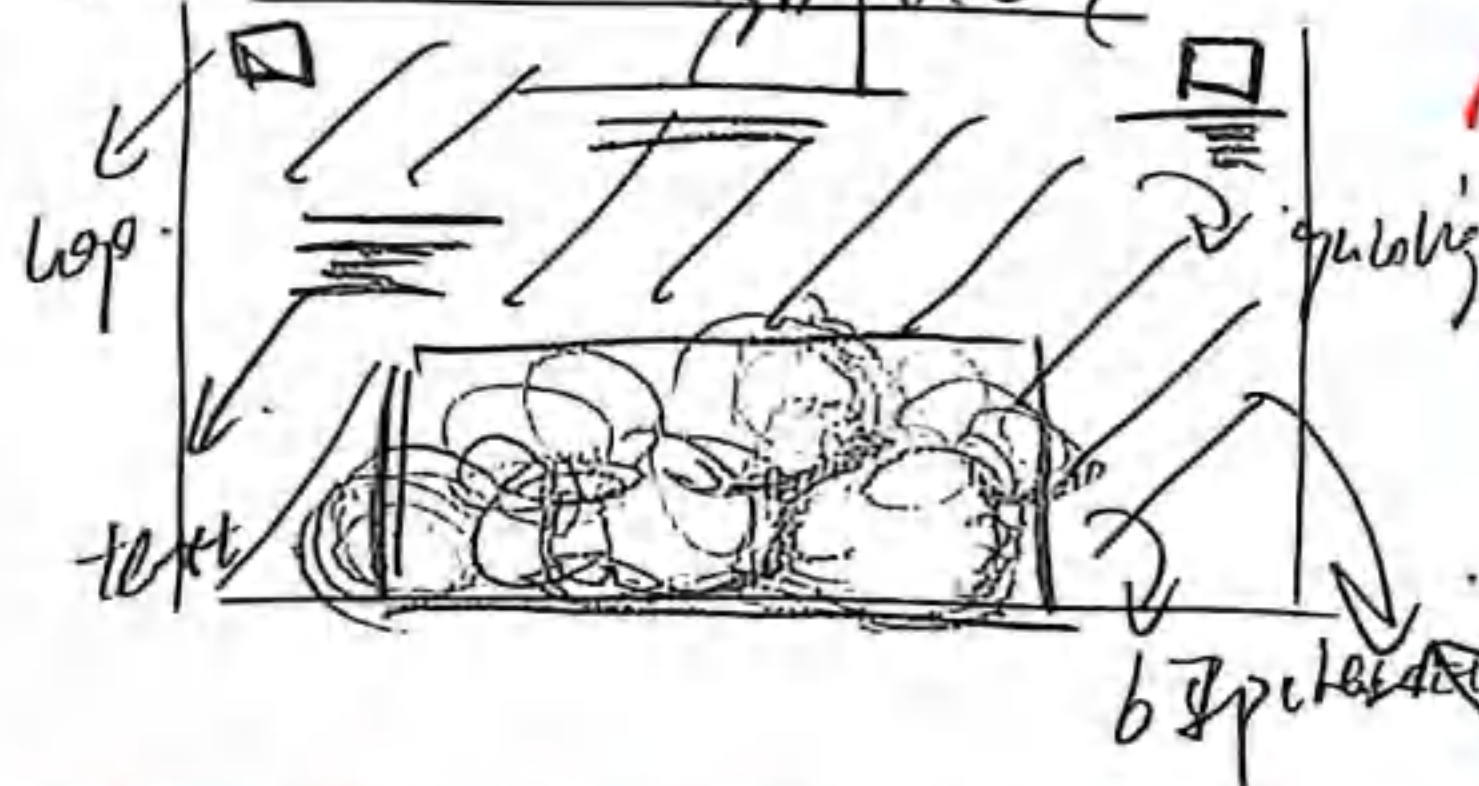
Advantage:

the 2 2p characters layouts.
like one big, like one small.

Disadvantage:

text too long, can be shorter.

Sketch ④:



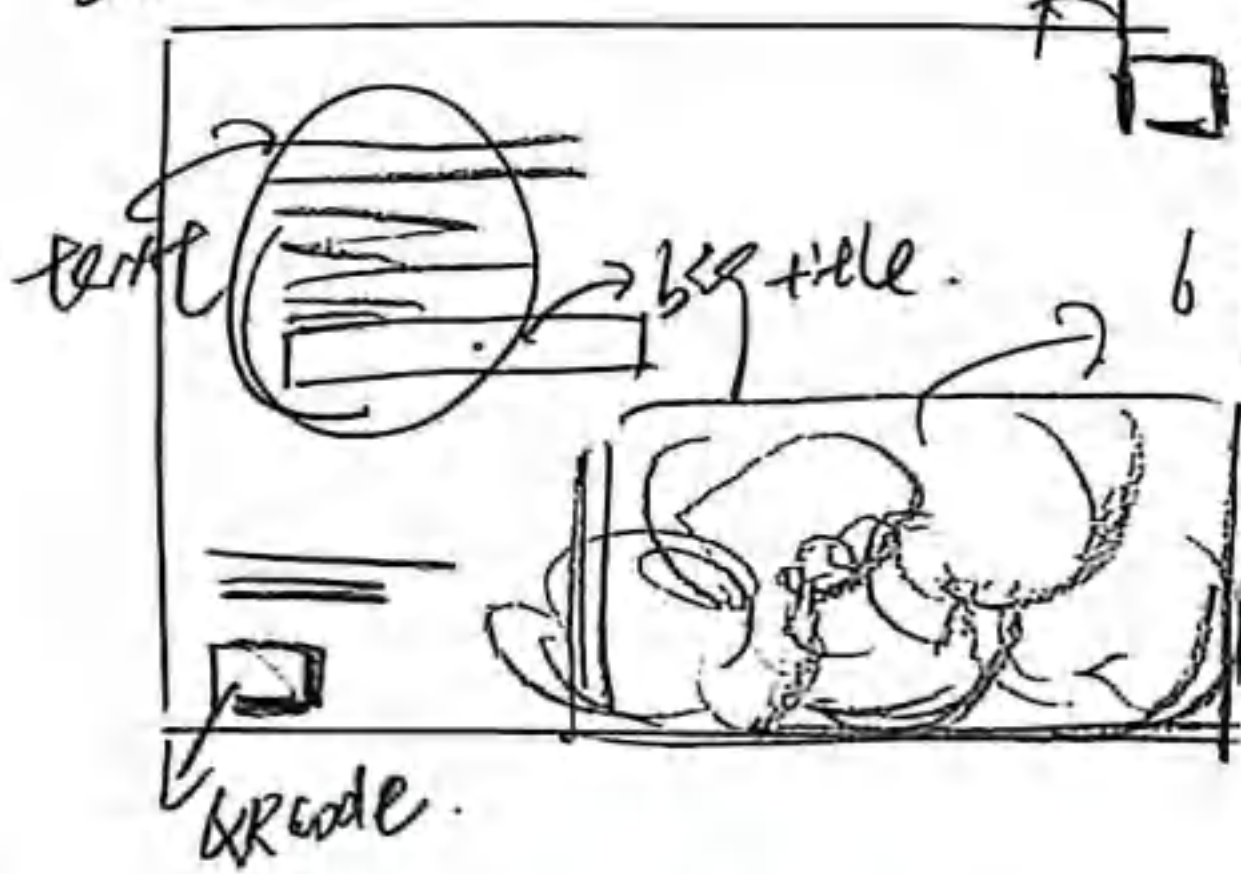
Advantage:

will highlight the overall poster, 2p characters layout in the center.

Disadvantage:

But the QR code too small, this poster too much blank.

Sketch ⑤:



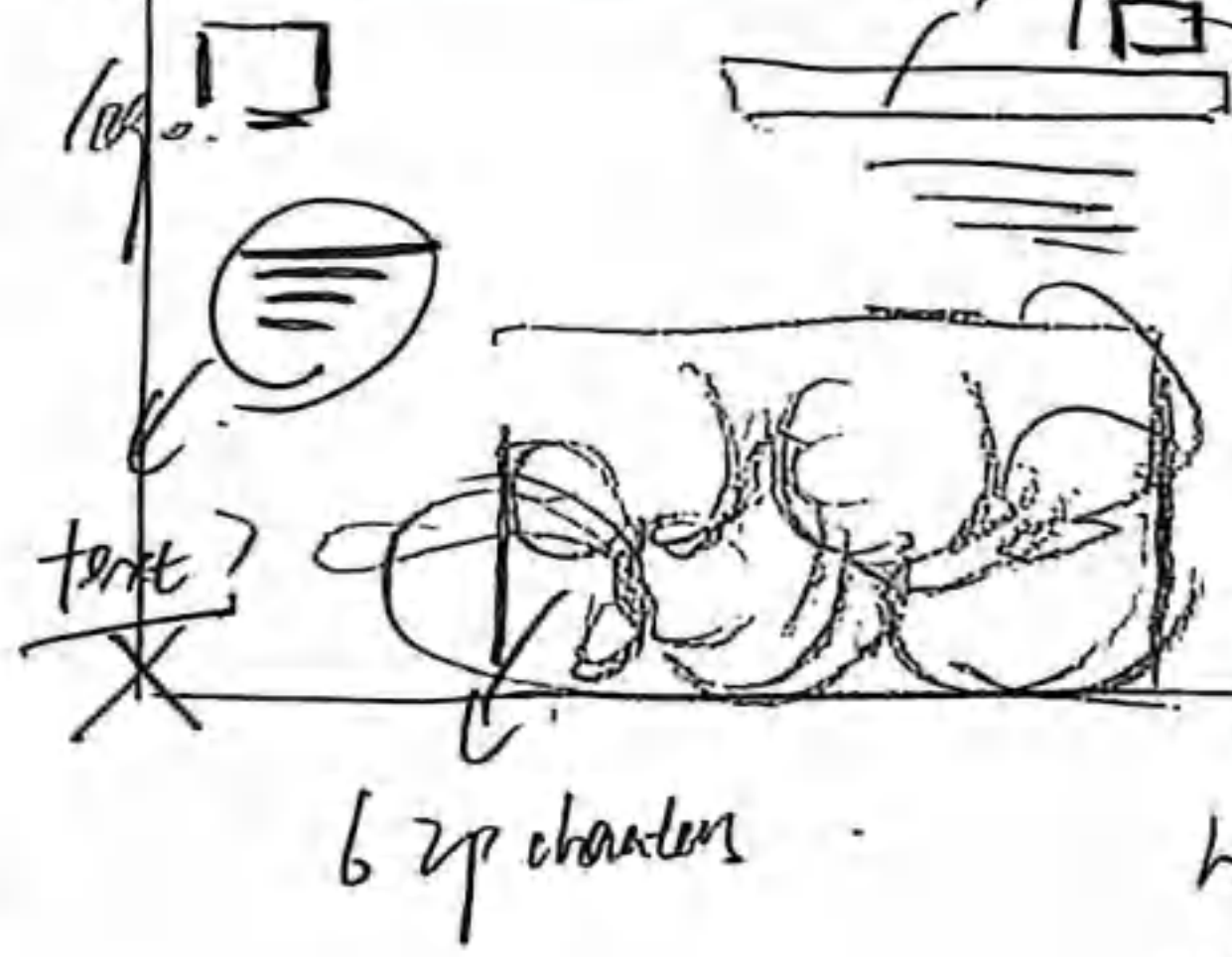
Advantage:

highlight QR code; But the title need to. front of the text (big font)

Disadvantage:

big title promotion text.

Sketch ⑥:



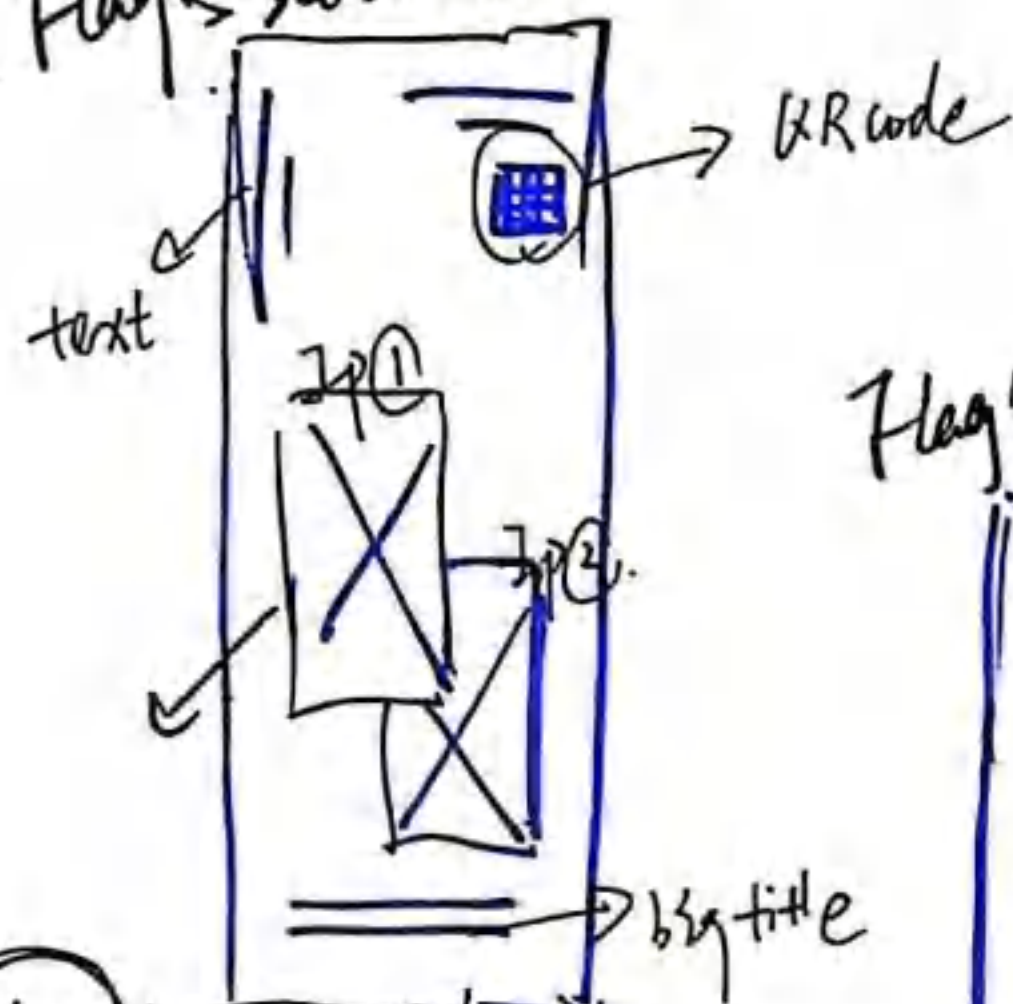
Advantage:

the text's position is OK.

Disadvantage:

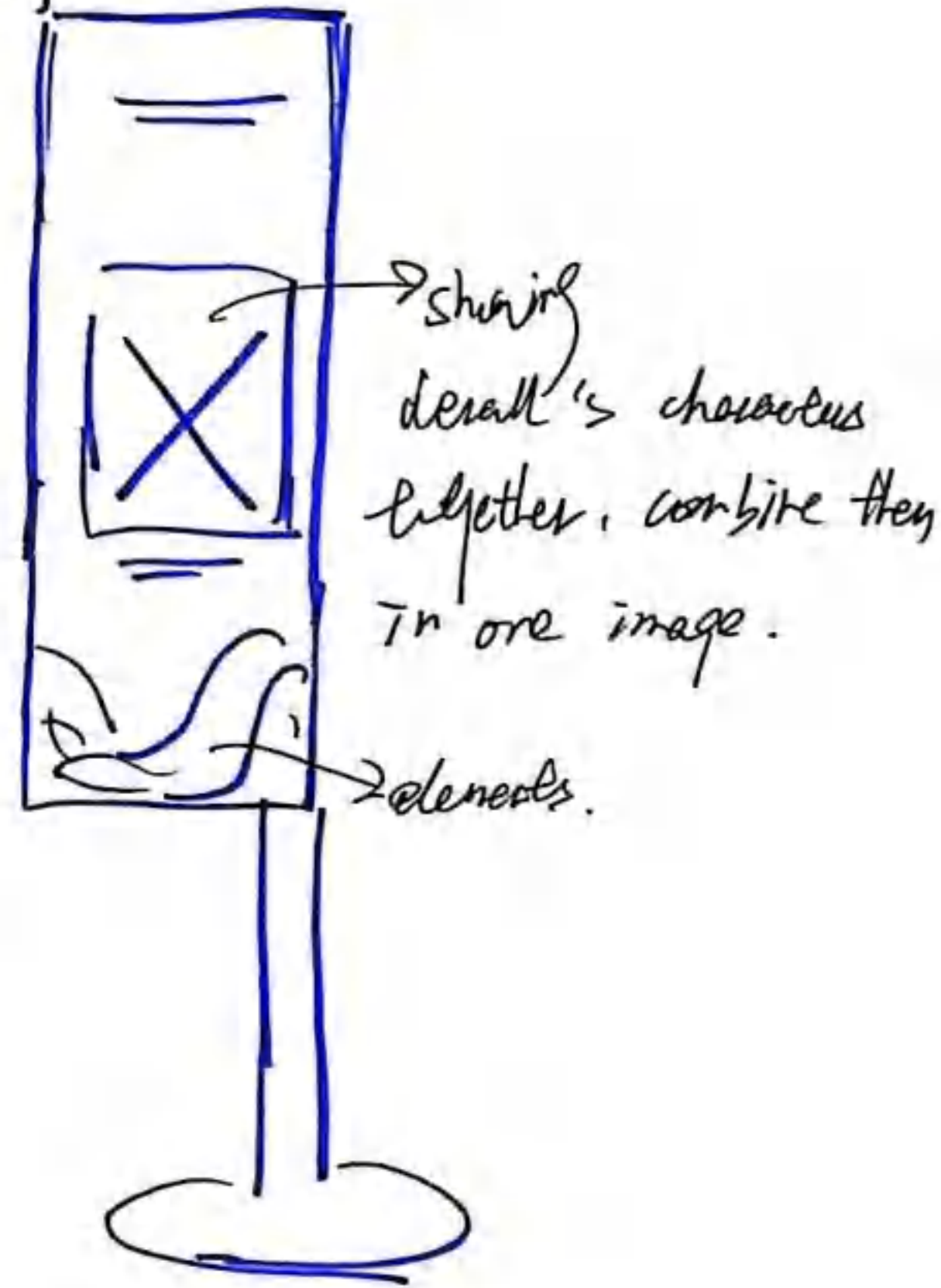
reflection text not to appearance. is the 'promotion' advertising.

Flag's sketch ①.



select the representative
 If all characters to
 layout, compare the
 emotion's different types.
 such as (sadness/happy).

Flag's sketch ②:



subway station's scene ②

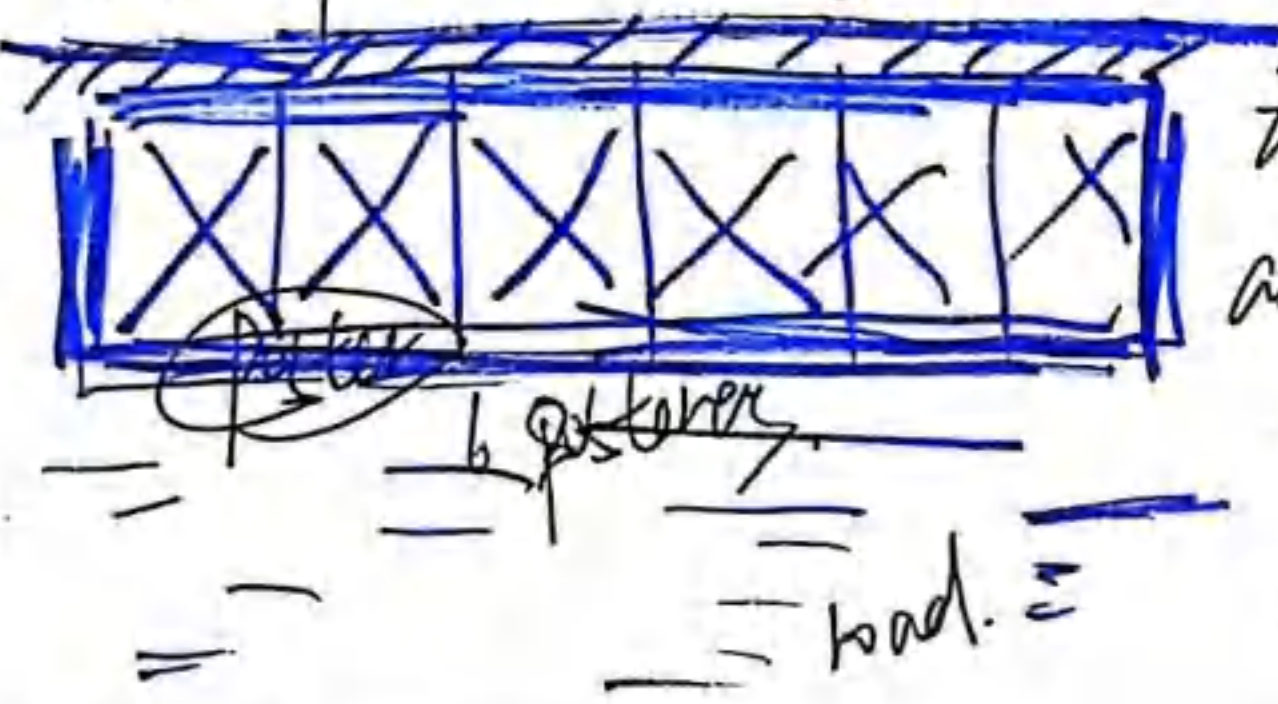
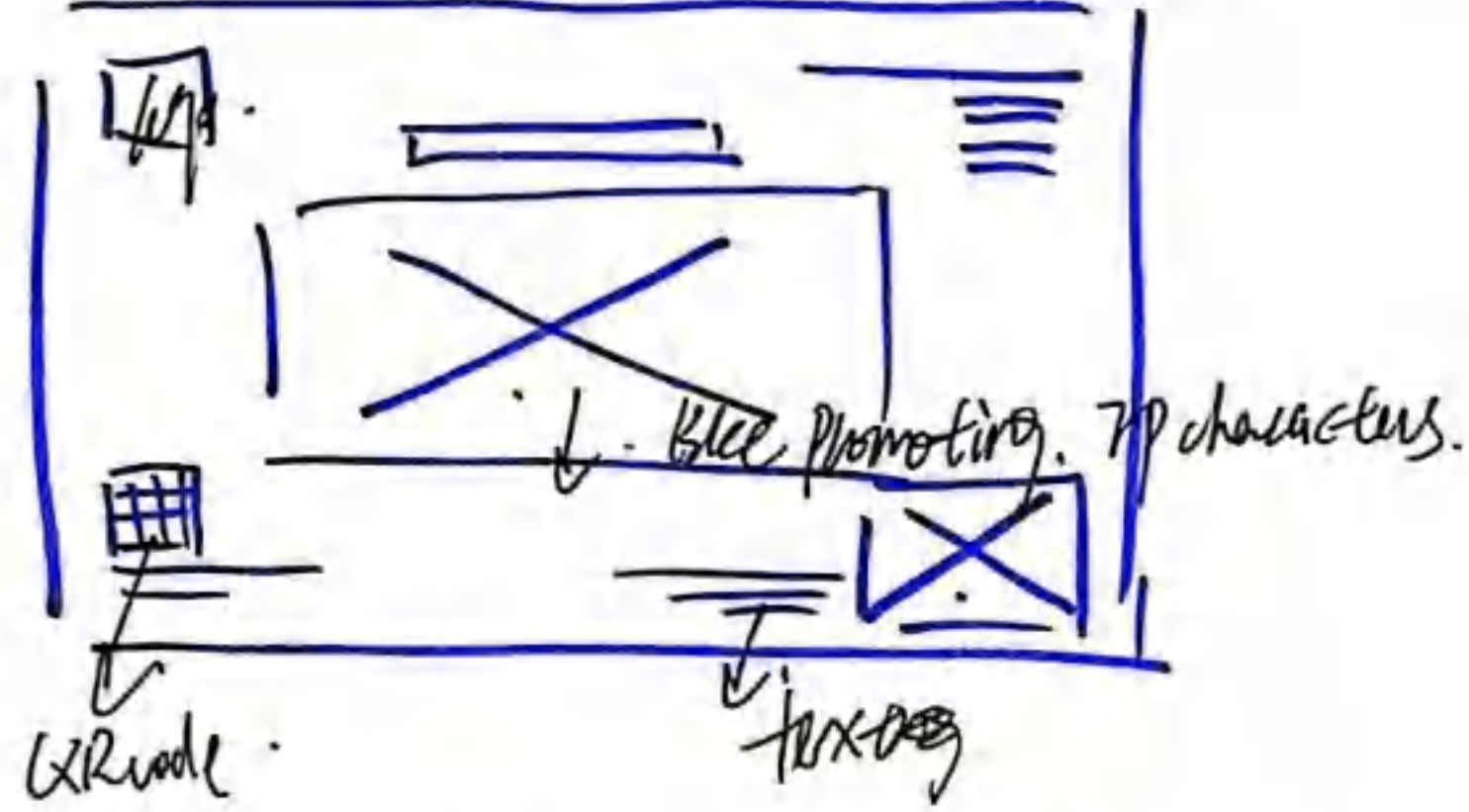
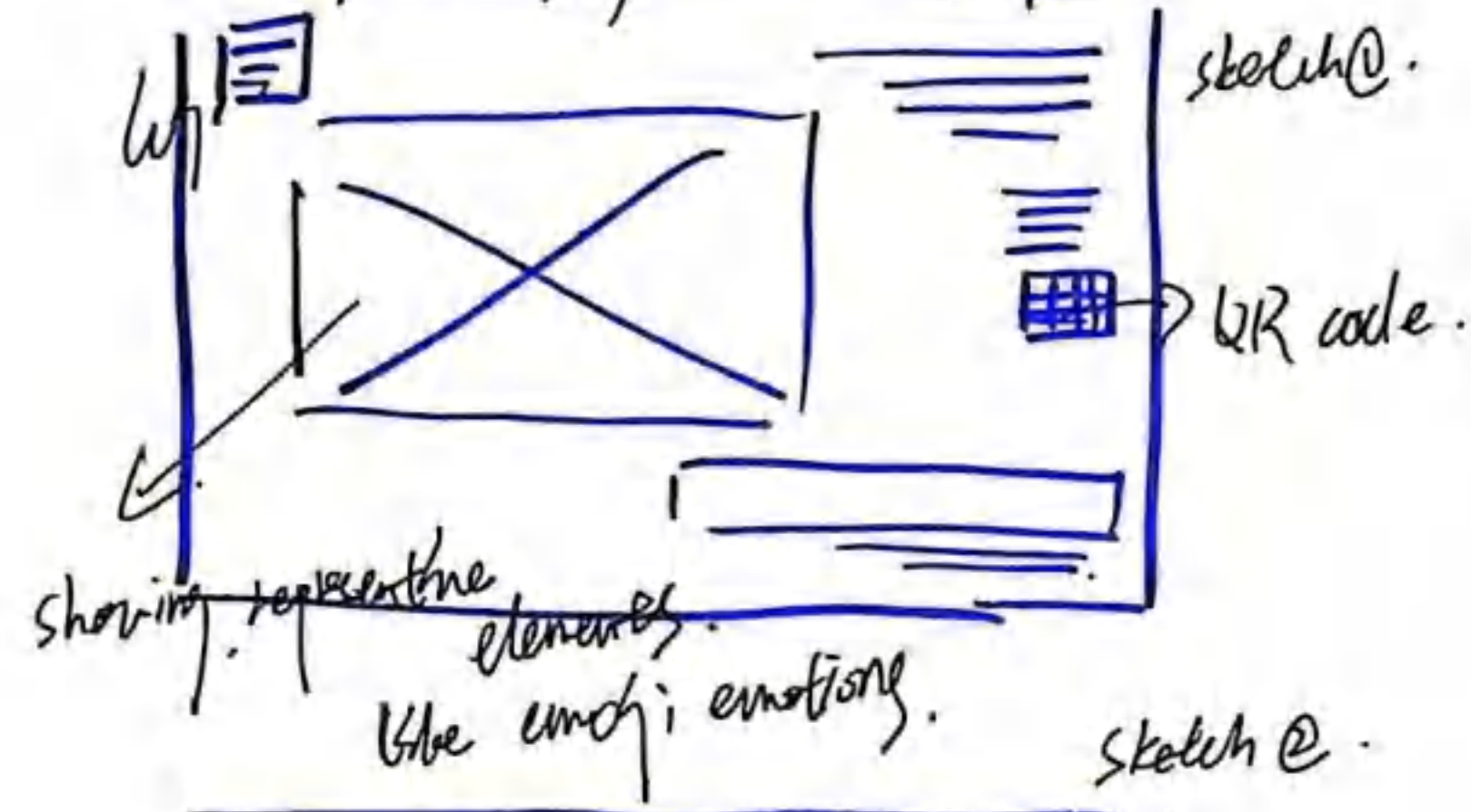
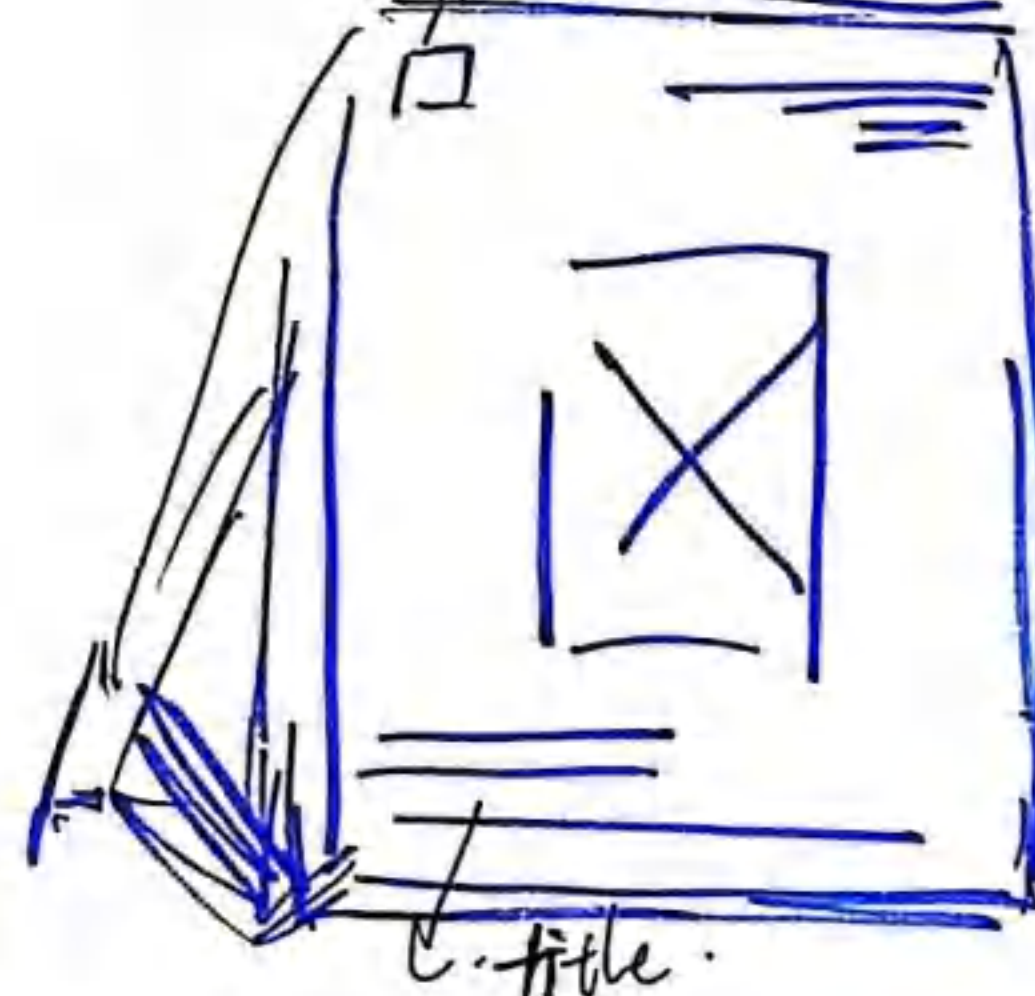


image somebody will go through,
 and they will pay attention
 "Moodliner" this type's
 exhibition's promotion poster.

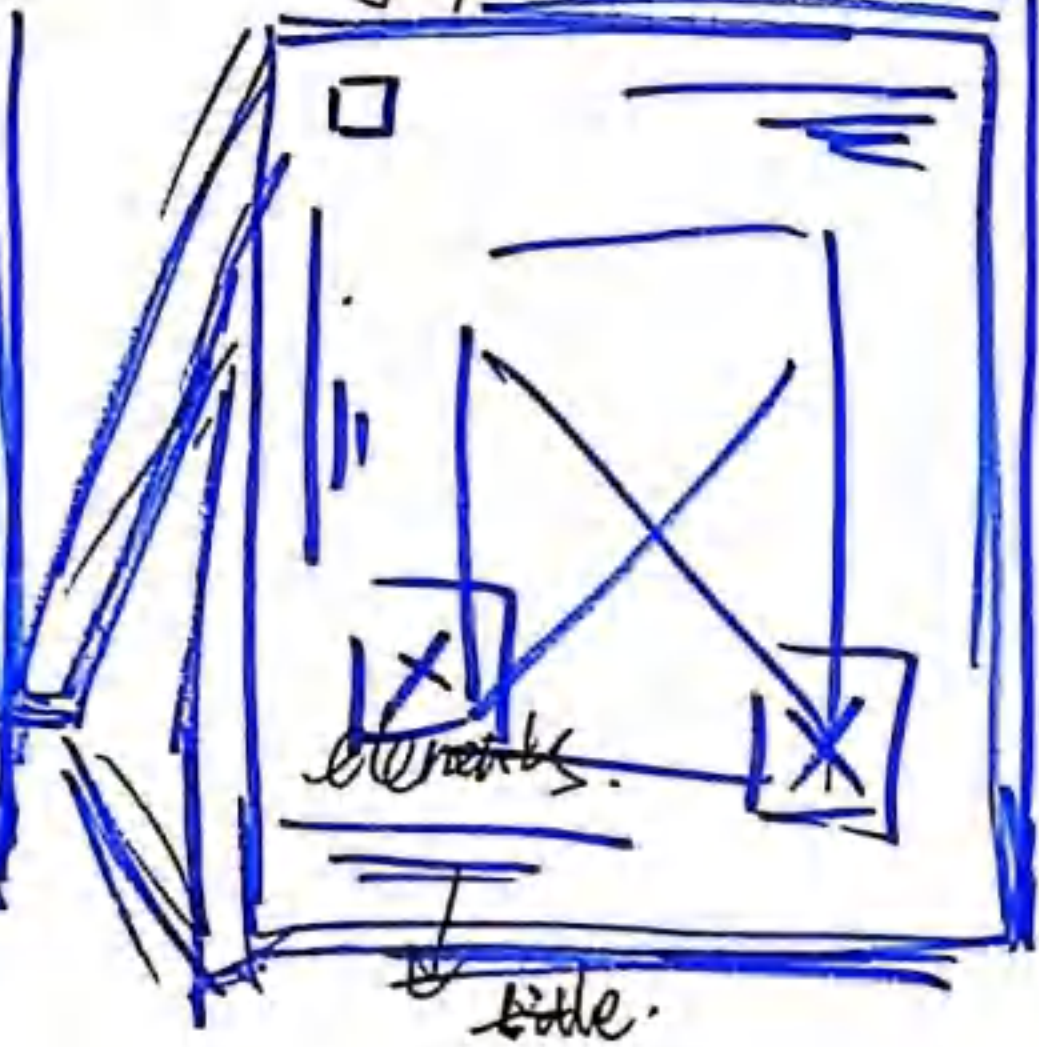
Advertising (display on the building).



Signpost sketch ①:



Signpost sketch ②:

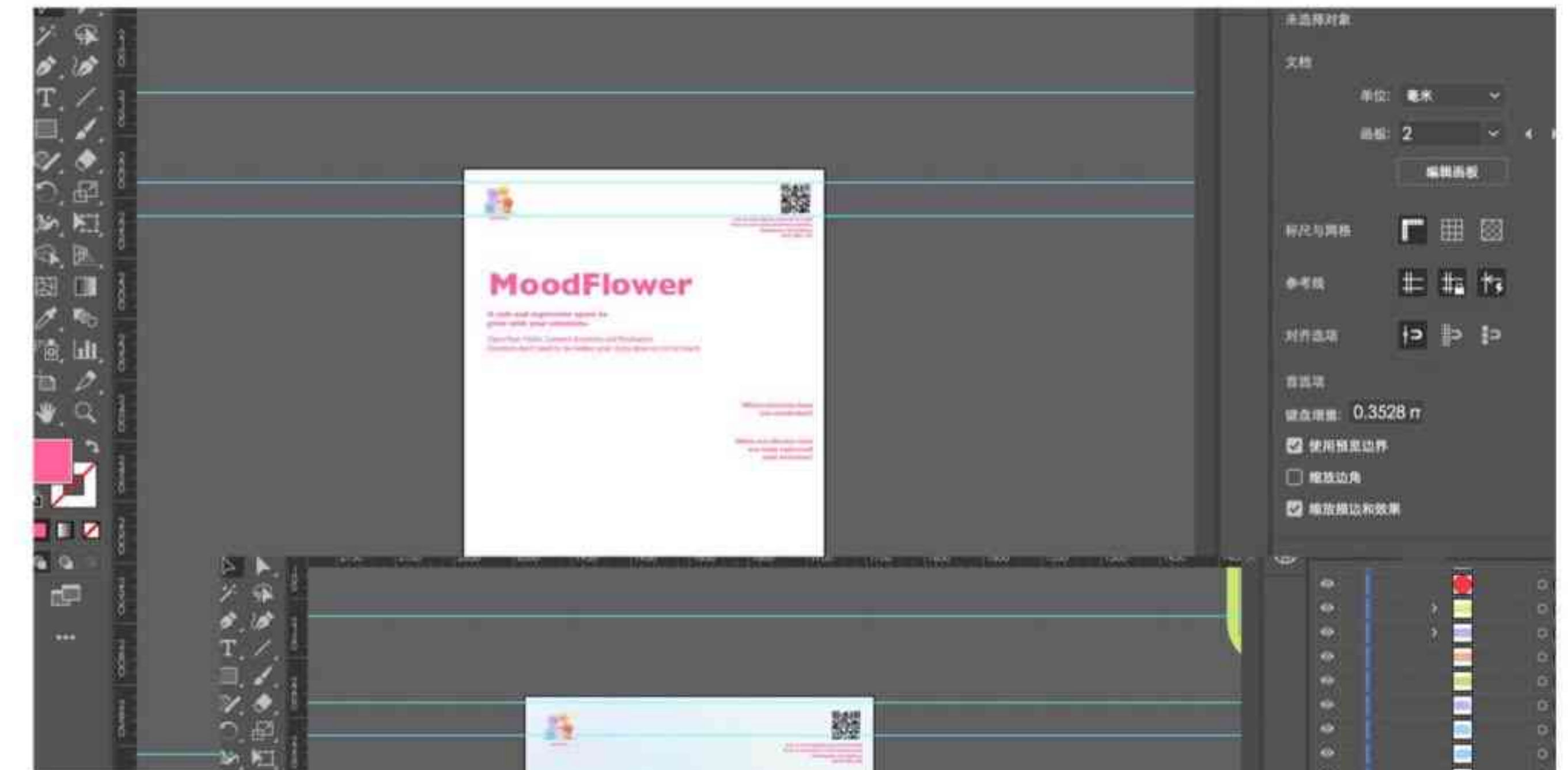
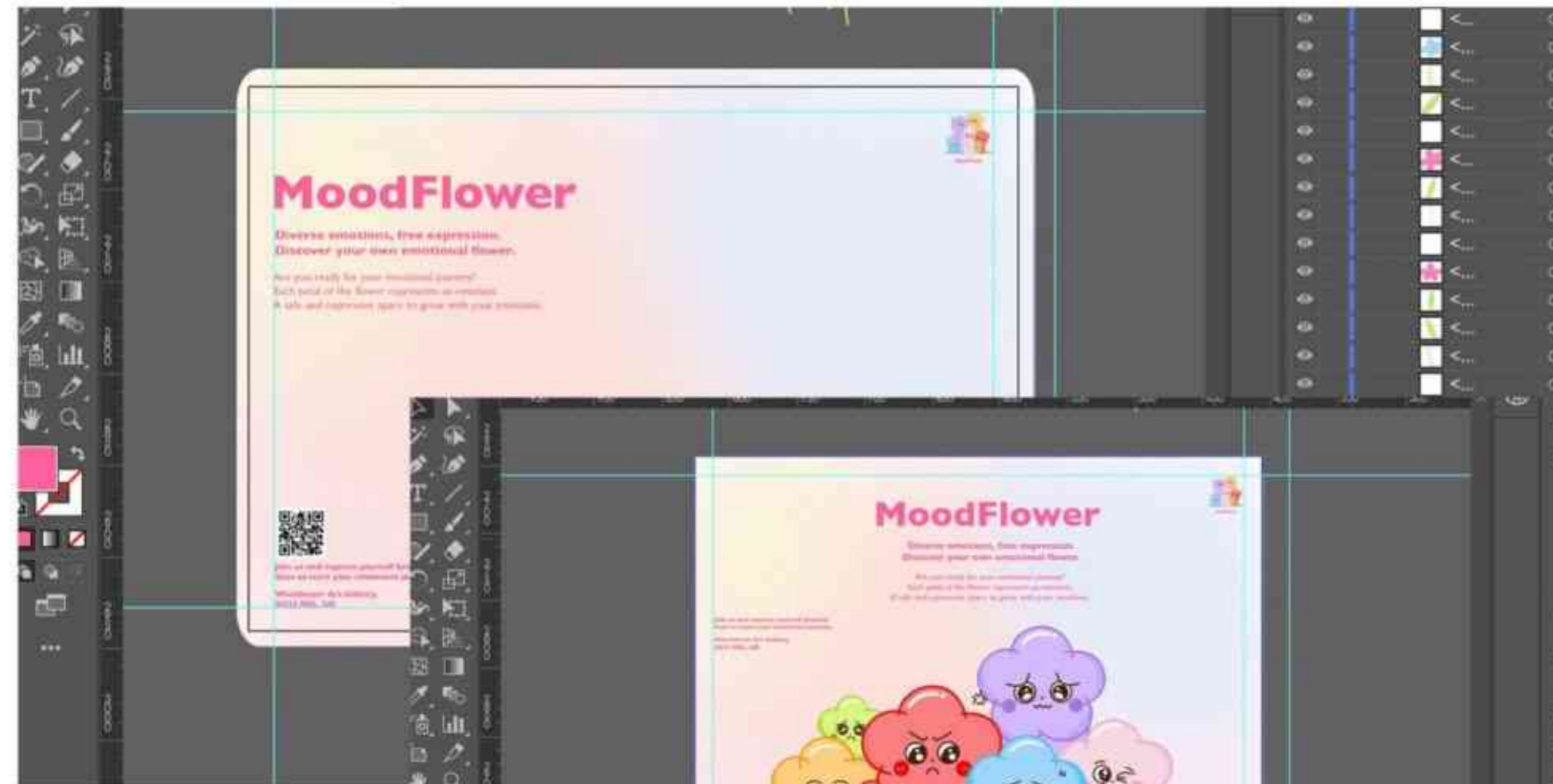


Exhibition's Item.

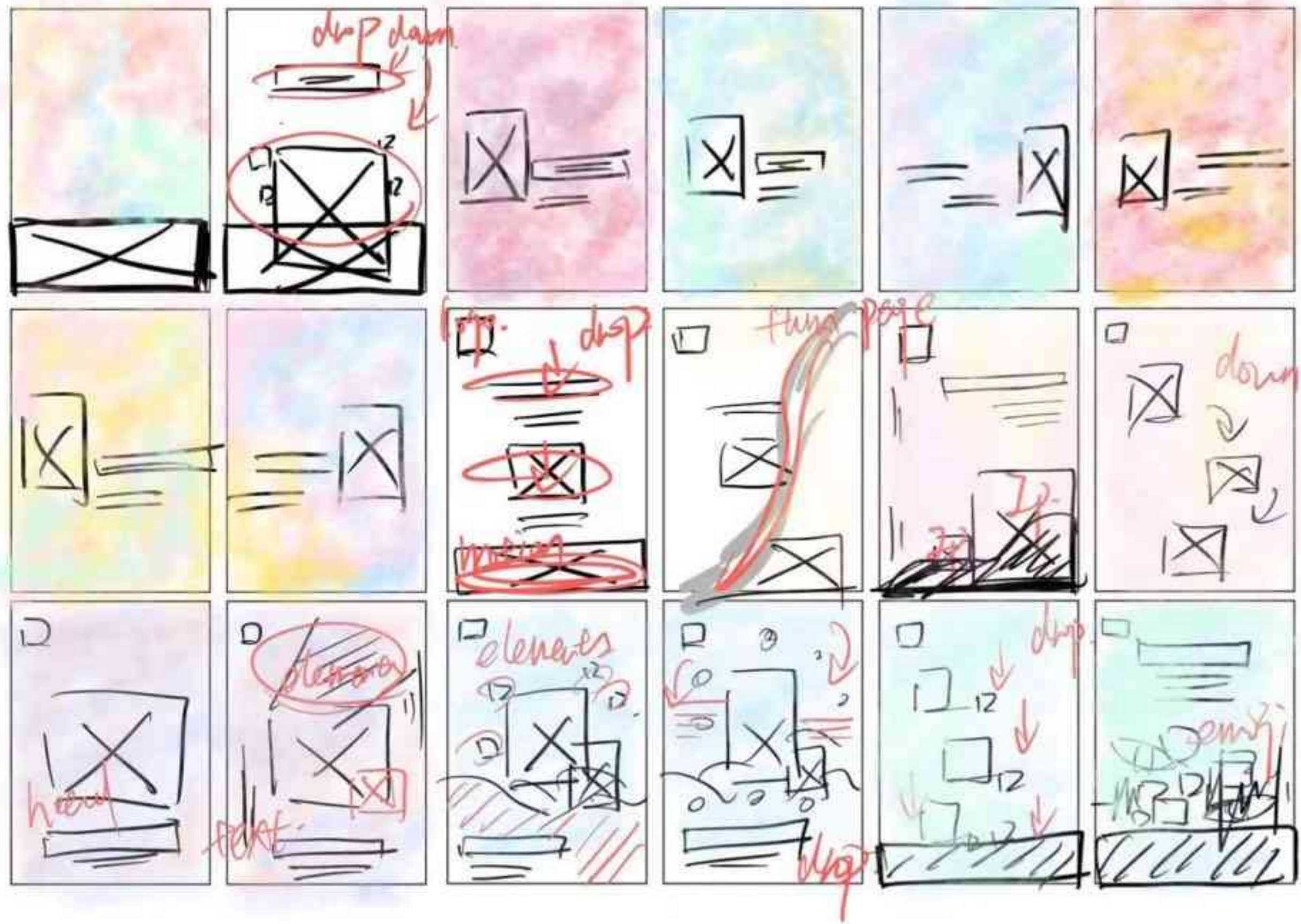
I layout some
 promotion items
 like "advertising,
 poster on subway
 station" and
 display them to
 attract people to
 come exhibition
 to see.

Six poster's process

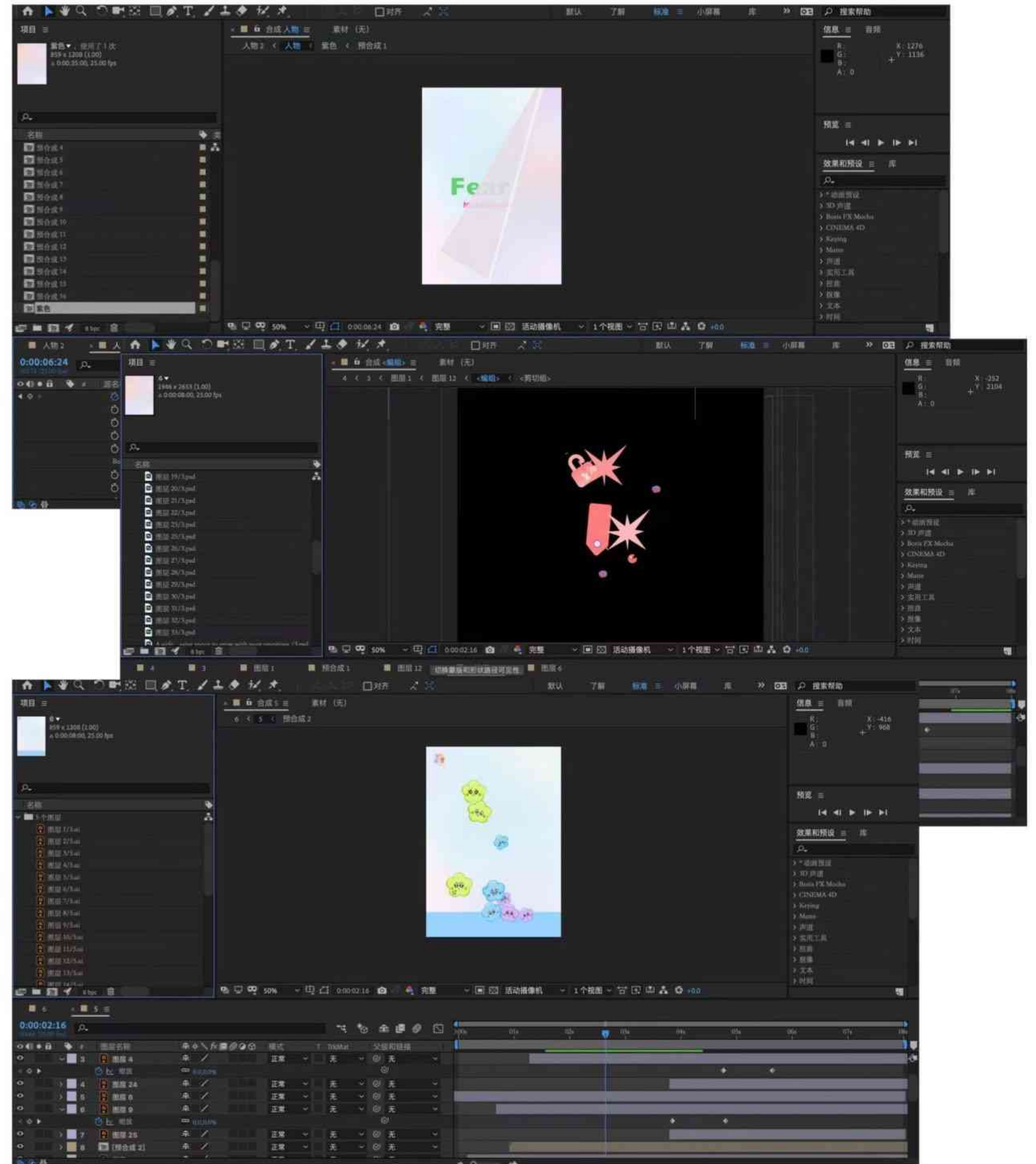
designed by Adobe Illustrator



Video's process



The details of each shot
designed by procreate



designed by AE