

MACD

Final Project

Yunxuan Zhu (Victoria)
MA Communication design

*“Design is not always about
problem-solving, sometimes it is
about problem-finding.”*

— *Dunne & Raby, Speculative
Everything (2013)*



Mood Flower

**Feel deeply, Free Expression
A Space for Blooming Emotions**



Project Overview

"MoodFlower" focuses on the impact of the "Instagram" platform on emotional expression. It explores the issue of emotional suppression among young women caused by the labeling, aesthetic standards, and positive energy culture on social media. They are often forced to hide their negative emotions, which has a negative impact on their mental health.

In response to overlooked social and psychological issues, "MoodFlower" creates a safe, inclusive and free space through digital platforms and offline exhibitions. We hope to guide users to record and release their true feelings, help rebuild cognition, and promote the development of mental health.

Concept Development

Inspiration:

The inspiration for this project comes from a study titled "The relationship between Instagram use and indicators of mental health" (2023) published on ScienceDirect. It reveals that frequent use of Instagram is associated with mental health problems such as anxiety and depression. Due to aesthetic standards, labeling, the "positive emotion" culture and social pressure, young women suppress their true emotions, which affects their mental health development.

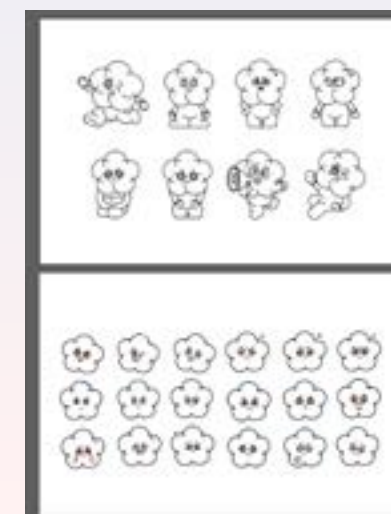
source: www.sciencedirect.com



designed by photoshop

Sketches:

According to "art therapy" as a method of expressing emotions. I hope users can release their emotions without the pressure of scrutiny and evaluation. I chose "flower" as the metaphorical symbol. The growth and withering of the flower symbolize the changes of people's emotions. And I research the "Robert plutchik"s color theory to establish connections between different colors and emotions, such as blue representing anxiety and red representing anger.



designed by Adobe Illustrator

Proposed Final Outcomes

Visual inspiration:

I found some flower-head character illustrations, which provided me with inspiration. The overall visual style gives people a sense of free emotional expression, allowing them to understand the metaphorical meaning of flowers and attracting people's attention. Meanwhile, I analyzed the advantages and disadvantages of some emotion management applications. I believe that an app with high recognition can effectively attract users' attention and enhance their emotional resonance and engagement.



Screenshot from Dribbble website, designed by Christian Kasenda

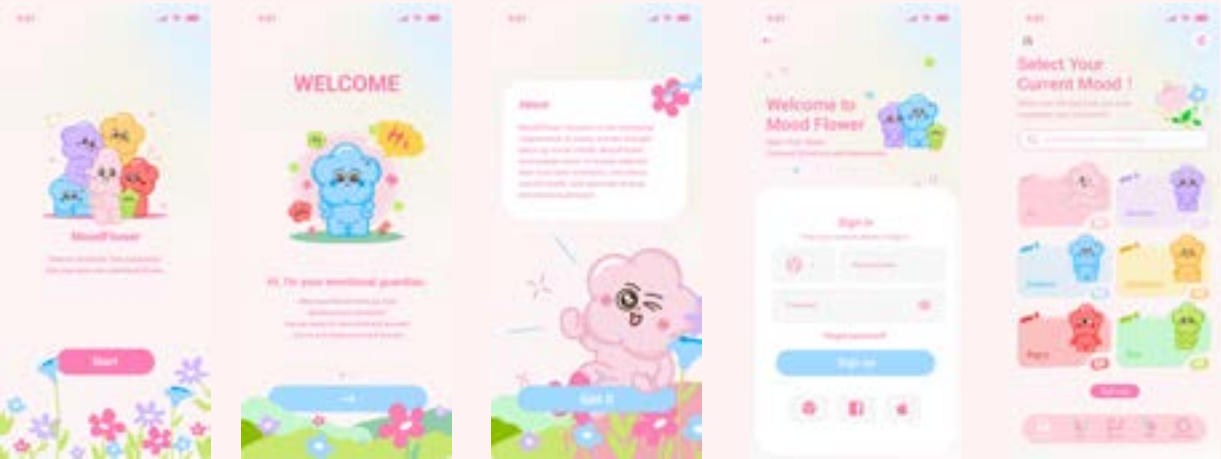


Screenshot from my photo

When designing the app, I was concerned about the overall visual effect because too many colors of the illustrated characters might cause visual confusion. In addition, I placed some critical and guiding text in the app. I'm concerned that the layout of the text and illustrations might affect the visual effect and the user's visual experience.

Reflection

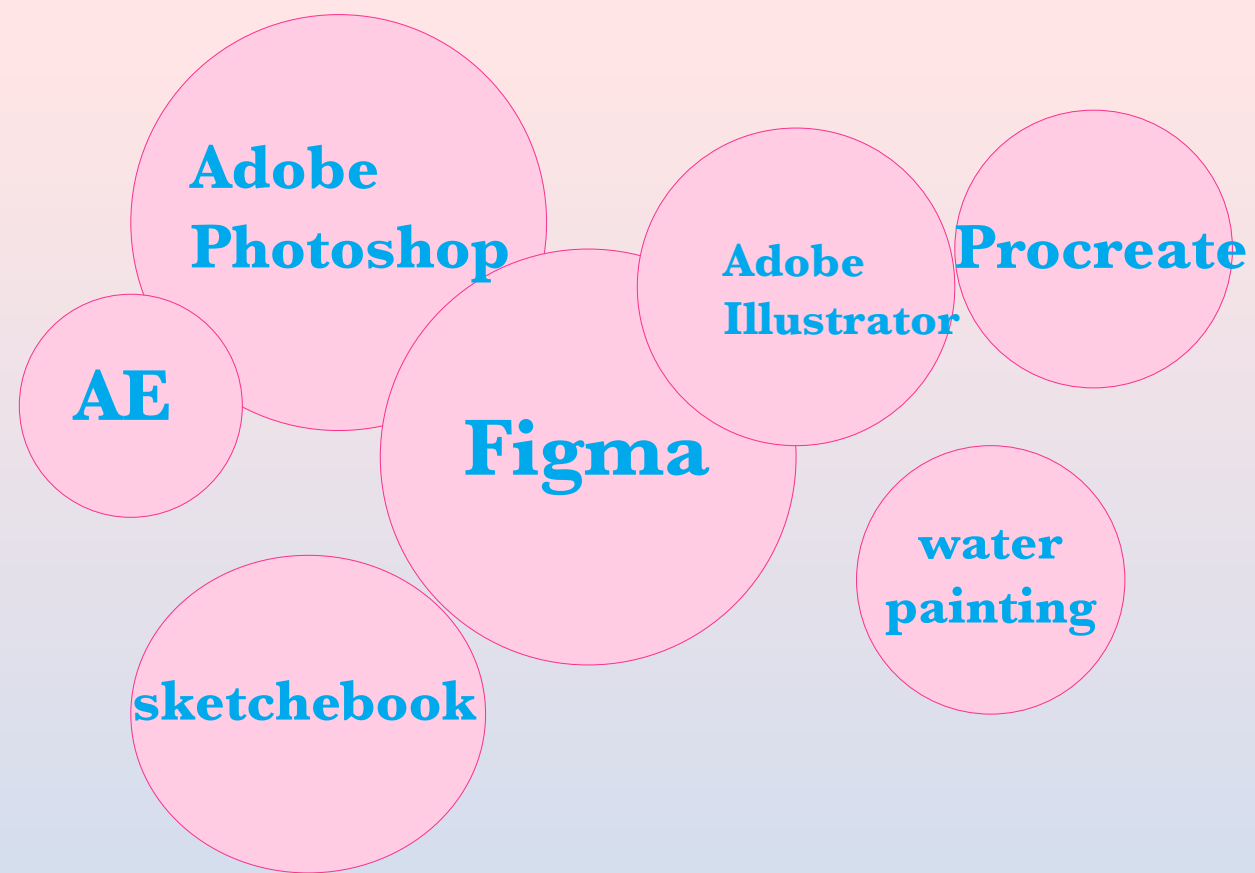
Final app interface design color ketches:



designed by Figma



Technical



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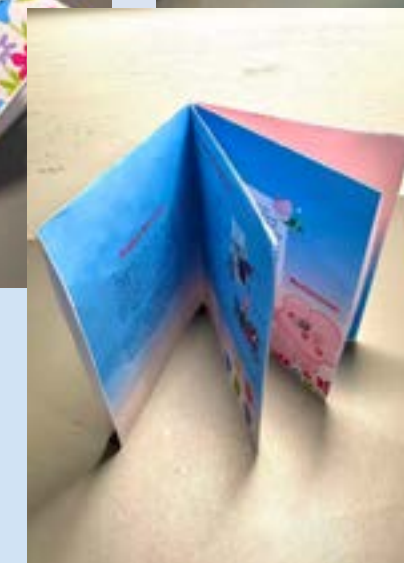
Portfolio website link: <https://2025.macd.work/yz6v20/>

Contact Information



All pages

In addition to app design, I plan to create a exhibition (design posters, videos, and peripheral products)



Displayed at WSA
Communication design studio

Physical