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Master Thesis of Fine Arts in Design

A Study on the Design of Mental Health Campaign For Anxiety Disorders

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A Study on the Design of Mental Health Campaign For Anxiety Disorders

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ABSTRACT

Improving mental health remains one of the big health challenges of our time. Among all research that has been done for this matter, focusing on mental health literacy; improving people's knowledge about mental health and how to proliferate that knowledge, is a common approach.

Although communication designers are not typically involved in the earlier stages of the development of mental health literacy, they can communicate lessons through creating unique prototypes. Through these prototypes, designers reimagine mental health promotion in a range of contexts.

The purpose of this study is to design a solution based on cognitive behavioral therapy (CBT) method of modern psychology to expand knowledge about anxiety disorders, by exploring the design of a persuasive mental health campaign with a sufficient care box that may help to increase the variety of coping mechanisms, self-help strategies, and self-worth of individuals with this mental health issue.

To accomplish this task different facets had been addressed. Initially, the CBT model studied and investigated, then by referring to different models of anxiety disorders the diagnostic components of each categorized and their common features examined to choose the type of treatment. After choosing cognitive restructuring and exposure therapy as this research's main method of treatment, the process of finding possible geographical solutions began. Designing a mental health campaign with a 'care box' as its main product was the answer of this thesis study. The care box has 5 important elements: the visual guidebook included basic information about anxiety disorders, a reflection journal with daily exercises, game cards, a coping card, and a plant; each designed based on specific therapy methods for specific outcomes.

Although more time and effort must be invested to fully understand the CBT method of psychology and how to apply that in an educational creative context, this research would possibly create a better understanding about product designing in the field of mental health and more specifically, anxiety disorders; and help other researchers who are interested to design for a better wellbeing in the future.

Keywords: Design for mental health, mental health literacy, Anxiety disorder, CBT, Prototypes.

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1 INTRODUCTION

1.1 Background and Purpose of the Study

The number of individuals experiencing mental illness around the world continues to grow. A brief look into mental health statistics suggests that anxiety is more prevalent now than it has ever been. Studies report an increase in anxiety disorders over the last century. According to large population-based surveys, up to 33.7% of the population are affected by an anxiety disorder at some point during their lifetime. Moreover, statistics related to mental health show that 3.8% [2.5-7%] equivalent to 284 million people in the world are now diagnosed with anxiety disorders worldwide. There is a widespread opinion that anxiety is a characteristic feature of our modern times, with the effect of different factors including: economic crisis, political subjects, adulthood, education, social media, pandemic, and isolation. Only in the first year of the COVID-19 pandemic, global prevalence of anxiety and depression increased by a massive 25%, according to a scientific brief released by the World Health Organization (WHO). Despite the progress in quality and effectiveness of mental health treatments, many people who would be able to benefit from these services opt not to pursue them. Stigma and negative labels are one of several reasons for the avoidance of helpful services. These factors forced WHO to ask for universal international collaboration towards preventing the steady growth of mental health issues in nations. “This is a wake-up call to all countries to pay more attention to mental health and do a better job of supporting their populations’ mental health,” said Dr Tedros Adhanom Ghebreyesus, the WHO Director-General.

An important question throughout this study is how visual communication design can draw a solution to address this problem and help improve the quality of the lives of those dealing with these kinds of mental illnesses? As far as this study is concerned, persuasive health campaigns have been shown to have positive effects on large populations.¹ Additionally, using behavioral theory has been shown to positively impact the efficacy of these campaigns², as has the development and testing of campaign materials with target audiences. Design details of visual messages directly affect the efficacy of an information campaign. Research on education related to mental illnesses stigma suggests

¹ Melanie Wakefield and Barbara Loken, “Use of Mass Media Campaigns to Change Health Behaviour” The Lancet; London Vol. 376. (2010)

² Nadina Raluca Luca, L. Suzanne Suggs, “Strategies for the Social Marketing Mix: A Systematic Review”, Social Marketing Quarterly Volume 16. (2010)

that educational programs are a key element which can provide information for the public to make more informed decisions about their mental illnesses.³ This presents an opportunity for the author to develop a persuasive health campaign with a focus on anxiety disorders, that can reach individuals who are not willing to seek help, to direct them to resources that they may not have been aware of, and to increase the coping skills, self-efficacy, self-worth and resilience for people that may not feel like they are in control of their own mental health.

The purpose of this study is to design a solution based on cognitive behavioral therapy (CBT) method of modern psychology to expand knowledge about anxiety disorders, by exploring the design of a persuasive mental health campaign with a sufficient care box that may help to increase the variety of coping mechanisms, self-help strategies, and self-worth of individuals with this mental health issue.

1.2 Thesis Outline and Research Method

Cognitive Behavioral Therapy (CBT) is one of, if not the most, used, and recognized psychotherapy methods. CBT uses various tools such as Socratic dialogue, guided discovery, behavior experiments, exposure therapy, self-monitoring, self-reflection, and self-change. Choosing a cognitive behavioral method of therapy enables the target audience of this study to improve their coping skills when faced with the difficulties of different anxiety disorders. To accomplish this task many different facets must be addressed. Initially, the CBT model should be studied and investigated, then by referring to different models of anxiety disorders the diagnostic components of each are categorized and their common features are examined to choose the type of treatment. Only after choosing cognitive restructuring and exposure therapy as this research's main method of treatment, the process of finding possible graphical solutions will begin. Thus, the main design question in this study is: How can visual materials promoting positive mental health behaviors about anxiety be designed to maximize their effectiveness for every individual? Designing a mental health campaign with a 'care box' as its main product would be the answer of this thesis study. The care box has 5 important elements: the visual guidebook included basic information about anxiety disorders, a reflection

³ Patrick Corrigan, "How Stigma Interferes With Mental Health Care", American Psychologist Volume 59. (2004)

journal with daily exercises, game cards, a coping card, and a plant; each designed based on specific therapy methods for specific outcomes. The goal is that this campaign leads to self-education, self-worth, and resiliency for patients who do not pursue treatment; due to the harm caused by stigma or limited accesses to professional resources; and help them to deal with their mental disease after they have been identified and acknowledged.

2 DEFINITIONS

2.1 Mental Health

Whilst a commonly agreed definition of ‘mental health’ remains elusive, there are common themes across definitions.¹ These definitions point to mental health being a state of wellbeing where any individuals could have the capacity and freedom to:

- Feel, think, and act in ways that enhance their ability to enjoy life.
- Realize their potential and use their abilities and strengths.
- Cope with the stresses and challenges of life by working on their problem-solving skills.
- Work productively and fruitfully and function well in social roles.
- Make a contribution to the community in which they live.
- Find a positive equilibrium between their values and the values of the society/culture in which they live.
- Manage mental health issues if/when they arise.

However, mental health is not just the absence of any mental disorders. Psychologically, being in perfect health is a very complex issue and each person will have a different experience. The degree of people's capacity to endure stress and distress and their ability to face various life obstacles are influential factors in this experience.

2.2 Cognitive Behavioral Therapy

Cognitive behavioral therapy is based on the cognitive model of psychopathology, which hypothesizes that people's emotion, physical responses, and behaviors are influenced by their perception of an event.² According to the model, situations do not inherently determine what people feel or how they behave. Rather, it is how people perceive these situations that determine how they react and respond.³ Therefore, a

¹ Galderisi, Silvana & Heinz, Andreas & Kastrup, Marianne & Beezhold, Julian & Sartorius, Norman, “Toward a new definition of mental health”, *World psychiatry: official journal of the World Psychiatric Association* Volume 14, (2015).

² Beck, A. T., “Thinking and depression: II. Theory and therapy”, *Archives of General Psychiatry* Volume 10, (1964), 561–571.

³ Aaron T. Beck, “Cognitive therapy: Nature and relation to behavior therapy”, *Behavior Therapy* Volume 1, (1970), 184-200.

situation in and of itself cannot cause distress. In contrast, it is the interpretation of that situation that drives distress.⁴ A simple schematic of the cognitive model is as follows:

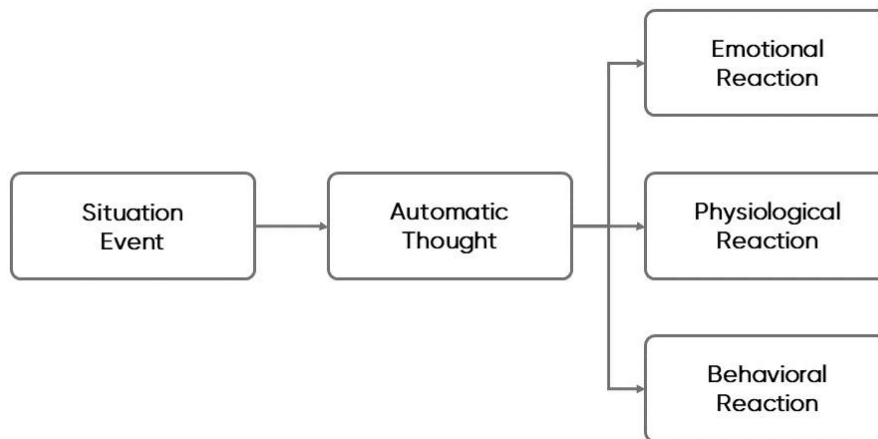


Figure 2-1 Cognitive Behavioral Therapy Model

2.3 Anxiety Disorder

Anxiety is an adaptive biological response that arises when we are facing dangerous situations. It equips us to face difficult and challenging conditions and prevents harm. In other words, it is nature's internal alarm system. When we perceive danger, this internal alarm activates our sympathetic nervous system, which releases a rush of adrenaline and triggers the fight, flight, or freeze response. This physiological activation serves to rapidly increase heart rate and pump more blood through the body, slow down digestion, metabolize fats and sugars to energize the body, and release chemicals that clot the blood more rapidly. When we believe we are in harm's way and become physiologically activated in this manner, our behavioral inclination is to survive by fighting against the threat, fleeing from it, or hiding from it. For example, if we are faced with the real threat of a fire and lack the necessary resources to put that fire out (e.g., no firefighter on-site or hose on hand), then the anxiety we experience is adaptive because it cues us to run out of the building. Anxiety only becomes a problem when our perceptions of threat and available resources are inaccurate, but our body still responds as if the danger is real.

⁴ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's Guide to Cognitive Behavioral Therapy* (Eau Claire, Pesi Publishing, 2019).

When this occurs, our behavioral inclination to fight, flee, or freeze becomes maladaptive.⁵

2.3.1 Description

According to the cognitive model of anxiety, anxiety disorders are all associated with an exaggerated perception of threat and an undervaluation of resources. Therefore, the cognitive model is a theory of appraisal, risk, and resources.⁶ When a person faces a stimulus-either external (e.g., sound, smell, event) or internal (e.g., bodily sensation, thought, feeling, image) the brain makes two appraisals. The first is an appraisal of threat. Namely, how dangerous is the situation being faced? Patients with anxiety exaggerate this danger because they overestimate the probability of the threat and its potential consequences. The second appraisal is one of resources or ability to cope with the situation. Patients with anxiety underestimate the resources they have available because they fail to see external sources at hand (e.g., friends, colleagues, professionals, first responders) and discount their ability to cope. When these two appraisals indicate that a threat exists, whether real or imagined, and resources are believed to be limited, then anxiety is activated. Therefore, individuals with anxiety experience unnecessary activation of their internal alarm system, which leads to inappropriate and ineffective behavioral action. According to the cognitive model of anxiety, the anxiety disorders share this common bias in cognitive processing, which is why the assessment and treatment of anxiety is similar across anxiety disorders and can be readily adapted to target specific symptom profiles.⁷ What differentiates the anxiety disorders is the specific content of the fears underlying the anxiety and the ensuing strategies that individuals use to cope. Thus, the key to understanding anxious patients is to identify the content of their fears, as well as the ineffective behavioral strategies they use to cope.

⁵ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's Guide to Cognitive Behavioral Therapy* (Eau Claire, Pesi Publishing, 2019), 113-114.

⁶ Beck, A. T., Emery, G., & Greenberg, R. L., *Anxiety disorders and phobias: A cognitive perspective*, (New York, Basic Books/Hachette Book Group, 2005)

⁷ Clark, D. A., & Beck, A. T., *Cognitive Therapy of Anxiety Disorders: Science and practice*, (New York, Guilford Press, 2010)

2.3.2 Types of anxiety disorders

Anxiety disorder have six different types including Generalized Anxiety Disorder (GAD), Obsessive Compulsive Disorder (OCD), Social Phobia/Social Anxiety Disorder, Specific Phobias, Post-Traumatic Stress Disorder (PTSD), and Panic Disorder.

2.3.2.1 Social phobia/ Social anxiety disorder

Social anxiety disorder is an intense, persistent fear of being watched and judged by others. This fear can affect work, school, and other daily activities. To illustrate, consider a man with social phobia who arrives at a physician's office after months of waiting for an appointment for a serious medical concern. As he sits down in the waiting room, he looks around and thinks that everyone is looking at him, judging him, and criticizing him due to his exaggerated perception of probability. To him, being judged is intolerable due to his exaggerated perception of consequence, and he believes he is not strong enough to bear this scrutiny due to his underestimation of ability to cope. In turn, he flees the office and misses his sought-after appointment, thus compromising his health. In this example, the man's perceptions of threat are exaggerated, as most people sitting around in waiting rooms are not paying attention to anyone else; rather, they are typically absorbed in their phone, watching TV, reading, or napping. The odds that they are looking at him are low, and the likelihood that they are negatively judging him is even lower, though not impossible. However, the opinion of one random stranger is not going to affect his life in any way. It won't impact how the doctor treats him, compromise the quality of his healthcare, or affect how significant others in his life feel about him. Simply put, it won't greatly impact his life.⁸

⁸ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's Guide to Cognitive Behavioral Therapy* (Eau Claire, Pesi Publishing, 2019), 113-114.

2.3.2.2 Specific phobias

Specific phobia is an extreme, unreasonable, and irrational fear of specific objects, situation, activity, or even a person that causes little or no actual danger. The coping strategy of people with specific phobias is to avoid exposure to the feared stimulus at all costs. In the case of a specific phobia, the content of fear is diverse. For instance, imagine a person who is afraid of flying; in this case, the content of his fear may be that the plane will crash, and he does not want to die. However, specific phobias can be more complicated than that. Perhaps the client's fear of flying is not about the plane crashing at all. Maybe he is afraid he will die, and his fiancée will not be okay without him, or perhaps he questions whether he has done enough good deeds to have a good afterlife. Different fears give rise to different symptom presentations, so identifying the specific content of a patient's fear is an important component of treatment.⁹

2.3.2.3 General anxiety disorder (GAD)

People with GAD experience more consistence, free-floating anxiety that spans across multiple situations, which causes them to be hyper vigilant and chronically worry about everyday life events.

2.3.2.4 Panic disorder

A panic disorder is a sudden episode of intense fear that triggers sever bodily harm. Individuals with panic attack might experience various physical symptoms including: increased heart race, shortness of breath, body tremors, nausea, heartburn, headache, etc. They misinterpret bodily sensations as significantly more dangerous than they actually are and engage in a variety of avoidance behaviors to minimize the occurrence of any physical symptoms. When these symptoms do arise, which they inevitably do, patients with panic disorder believe these symptoms are life-threatening and seek urgent medical help, typically at the nearest emergency room.

⁹ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's Guide to Cognitive Behavioral Therapy* (Eau Claire, Pesi Publishing, 2019), 113-114.

Illness anxiety disorder, or what is typically known as health anxiety, is similar to panic disorder, but the fear is that a medical problem or catastrophe will happen at some point. People with illness or anxiety live on guard, are hyper vigilant to any sign of a medical problem, and excessively seek reassurance from medical providers. Instead of heading to the nearest emergency room, they are at the specialist's office.¹⁰

¹⁰ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's Guide to Cognitive Behavioral Therapy* (Eau Claire, Pesi Publishing, 2019), 113-114.

2.3.2.5 Obsessive-compulsive disorder (OCD)

Uncontrollable, reoccurring, unwanted thoughts (“obsessions”) and/or behaviors (“compulsions”) that a person feels the urge to repeat over and over. In OCD, the fear is associated with intrusive thoughts and urges. Patients with OCD exaggerate the power and importance of their obsessions, which causes them to try and suppress these thoughts or engage in a variety of compulsive behaviors as a means of neutralizing their anxiety. To illustrate, imagine a person with OCD sitting on a flight; in this situation, his fear may be that he will be seated in the emergency exit row, and he knows he will experience an urge to open the emergency door and fling himself out of the plane. He is worried about acting on this unwanted, intrusive thought, even though there is no evidence to suggest that he actually would.¹¹

2.3.2.6 Post-Traumatic stress disorder (PTSD)

Post-traumatic stress disorder (PTSD) can be conceptualized as an anxiety problem wherein the content of the fear is re-experiencing the horror of a trauma. Patients with PTSD attempt to suppress trauma memories by avoiding any reminders (e.g., people, places, events, feelings) associated with the trauma.¹²

2.3.3 Treatment

Anxiety disorders share a common cognitive bias that results in overestimation of threat and underestimation of resources. They also share a similar coping strategy: avoidance. In particular, patients with anxiety will either directly avoid the situations that cause them anxiety or engage in a variety of safety behaviors that neutralize any feelings of anxiety. However, avoidance is a dysfunctional coping strategy because it is a consequence of

¹¹ Clark, D. A., & Beck, A. T, *Cognitive Therapy of Anxiety Disorders: Science and practice*, (New York, Guilford Press, 2010).

¹² Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's Guide to Cognitive Behavioral Therapy* (Eau Claire, Pesi Publishing, 2019), 113-114.

inaccurate perceptions. What patients believe will keep them safe actually prevents their recovery. Avoidance prevents new learning from taking place and reinforces their imaginary perceptions.¹¹ It keeps them from finding out the truth and prevents them from developing a new, more accurate perspective. Although they think they are securing safety or avoiding danger, they are actually contributing to the persistence of anxiety because avoidance prevents them from discrediting their inaccurate perception of threat. It is difficult for clients to give up avoidance behaviors because they are under the misguided assumption that anxiety is dangerous and that the goal should be to extinguish it. Adjusting expectations is important, because the problem is not the anxiety itself; rather, it is the patient's fears surrounding the anxiety. Therefore, the goal of treatment is to help clients learn that anxiety is not dangerous, so they can stop engaging in avoidance, face their fears, more accurately appraise threat and resources, and turn off the false alarms while keeping nature's alarm system intact.¹³

In this study, we explore the two components of CBT for anxiety disorders: cognitive restructuring and exposure therapy. Cognitive restructuring represents the first phase of treatment, in which clients learn to identify and modify the irrational thinking patterns that are contributing to their anxiety. Once clients have developed sufficient cognitive skills to manage their anxiety, they can move on to the second phase of treatment, which involves the use of exposure-based techniques to confront the very things they fear. In conjunction, these two techniques work to treat anxiety by addressing clients' tendency to overestimate threats and underestimate their ability to cope.

2.3.3.1 Cognitive restructuring

Cognitive restructuring has been well established in the treatment of various anxiety disorders, including panic disorder, social phobia, GAD, OCD, and PTSD. Treatment for anxiety aims to identify and modify inaccurate or unhelpful thoughts that are contributing to clients' distress. For clients with anxiety, the specific focus of cognitive restructuring involves addressing clients' tendency to overestimate the likelihood or "the probability error" and severity of negative outcomes known as "the catastrophic error", as well as their tendency to underestimate their ability to cope or use internal and external resources

¹³ Clark, D. A., & Beck, A. T, *Cognitive Therapy of Anxiety Disorders: Science and practice*, (New York, Guilford Press, 2010).

called "the resource error". The following sections discuss each of these three errors in further detail.¹⁴

▪ THE PROBABILITY ERROR

Clients with anxiety tend to misjudge the probability that a negative outcome will occur. Regardless of whether an event is possible, probable, or given, the client with anxiety misperceives that the worst-case scenario will happen.

Counteracting the probability error is accomplished by helping clients examine the evidence for and against their distorted belief. They allow intrusive thoughts to hold more meaning than they should and allow such thoughts to define their character (e.g., "I am a bad person for having this thought"). To address the probability error, we can try running a behavioral experiment to test the validity of their hypothesis. For example, we could ask the client with OCD to buy a lottery ticket and think to herself, "I am going to win the lottery" to see if thinking this makes it more likely to happen. Helping clients understand that thoughts are not as powerful or meaningful as they think serves to counteract the probability error and allows them to draw new, realistic conclusions about their intrusive thoughts.

The challenge in addressing the probability error is when clients' avoidance of the feared symptom, object, or experience prevents them from testing their probability hypothesis. For example, consider the case of a woman who has cat phobia and takes extreme measures to avoid cats. She asks her husband to scan the yard before she enters the house and avoids all potential venues where cats might be found, including her backyard, outdoor showers, open air restaurants, pet stores, and the home of any friends or family who have cats. This prevents her from testing out her fear hypothesis that a cat will attack her, which leaves the probability error unchallenged. When clients avoid, data disconfirming their fear hypothesis is unavailable and their probability error cannot be modified.¹⁵

¹⁴ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's* py (Eau Claire, Pesl Publishing, 2019), 115.

¹⁵ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's*, 115-116.

▪ THE CATASTROPHIC ERROR

Not only do clients with anxiety overestimate the probability of negative outcomes occurring, but they also overestimate how bad those outcomes will be. Typically, they make catastrophic assumptions and believe that the worst-case scenario will happen. For example, a client with GAD may overestimate the probability of missing a flight and believe that missing this flight would be the end of the world. In fact, however, that client may still have an hour to make the flight, and another flight may be readily available an hour later as well as five more later in the day. To help clients examine their catastrophic thinking, the following are some useful questions you can use to guide the conversation:

"Are these thoughts necessarily true?"

"Are these thoughts consistent with the evidence?"

"What is the worst, best, and most likely outcome?"

"Could you survive the worst outcome, and would it actually be a problem?"

"Are there other ways to think about this situation?"

"Are these thoughts helpful?"

"What might you say to a friend or another person in this situation?"

"What resources do you have within and outside of yourself that are there to help you face this situation?"

A part of coping with anxiety is recognizing that there is rarely complete certainty in life and that anomalies or flukes can happen. Clients cannot always be totally reassured that something bad won't happen. When the probability of something bad happening is high, then addressing how to cope with those consequences is warranted. However, it is not helpful to address catastrophic thinking when the probability of the threat is nonexistent or minuscule. Problem solving for every remote possibility of threat means that clients cannot be present, experience joy, achieve goals, or be connected to others. Preparing to cope with a bird attack at a playground, an outbreak of the bubonic plague, or a tsunami in a landlocked region makes no sense.¹⁶

¹⁶ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's* py (Eau Claire, Pesi Publishing, 2019), 116-117.

▪ THE RESOURCE ERROR

Clients with anxiety underestimate the available resources they have within and outside of themselves to cope with threats as they arise. Therapy involves helping clients see what resources they already have at their disposal, as well as building additional internal and external resources. For example, a client with social anxiety may need to develop skills in communication or assertiveness, whereas a client with a driving phobia may need driving education and practice with an instructor before facing the actual road. When it comes to internal resources, many clients already have the necessary skills at hand or simply need additional training to develop them further. Some examples of these internal resources include intellect, street smarts, aptitude, spirituality, coping skills, talents, knowledge, personality, sense of humor, physical strength, resiliency, and most importantly *self-confidence*.¹⁵

Self-confidence is perhaps the most important internal resource to work on within the context of therapy because anxious clients believe they are helpless to do anything about their anxiety, which only exemplifies their self-doubt. The truth is no one is helpless. We all have abilities, skills, knowledge, and strengths that equip us to face life. Clients who are confident in their capabilities understand that they don't have to be "perfect" and can make mistakes, and they recognize that asking for help or obtaining more training does not negate their competency. Self-confidence is the key to eliminating unfounded anxiety. Therefore, clearly articulating and recording the client's strengths and resources, both within and outside of themselves, is an important part of treatment for anxiety. *Without self-doubt, anxiety cannot exist.*

In addition to internal resources, addressing the resource error involves helping clients recognize the available external resources that they already have access to. When clients are able to recognize the internal and external resources they have at their disposal, this minimizes their perceived sense of risk and arms them with the necessary tools to move forward to the next face of treatment: exposure therapy.¹⁷

¹⁷ Leslie Sokol and Marci G. Fox, *The Comprehensive Clinician's*, 117-118.

2.3.3.2 Exposure-Based Therapy

Once clients understand the cognitive model of anxiety and are equipped with knowledge through cognitive restructuring and behavioral experiments, they are ready to begin the process of exposure therapy. Exposure is an opportunity for clients to test their fear hypothesis. It is a powerful tool in modifying inaccurate and distorted thinking, as it provides concrete factual data to contradict their fear hypothesis.

Exposure-based modalities that can be used with clients are: in vivo, imaginal, interceptive, and virtual reality exposure. In vivo exposure involves having clients directly confront their fear in real life. For example, asking clients to touch an object that elicits fear (e.g., a snake), having them intentionally spill coffee down their shirt and walk around in public, or asking them to eat alone in a restaurant are all examples of in vivo exposure.

According to Clark and Beck (2010), most therapists recommend the use of in vivo exposure whenever possible, but it is sometimes simply not feasible. For example, in certain situations in vivo exposure would be dangerous, impractical, or unethical. In these cases, imaginal exposure can be effective, in which clients are asked to face their fears in their imagination. For instance, clients can be asked to imagine driving their car over a large bridge, dropping their grocery bag and its contents on the floor, or having a panic attack in front of their child. Imaginal exposure is particularly appropriate when the client's fear involves a thought, image, or idea.

Interceptive exposure is another of type exposure therapy used for the treatment of panic disorder, which involves intentionally inducing feared bodily sensations, such as dizziness, sweating, chest palpitations, and breathlessness. The key to interceptive exposure is to produce the feared bodily symptom.

Finally, virtual reality exposure involves the use of technology to create a virtual simulation of the feared stimulus. Virtual reality equipment can be used to provide a realistic replication of a variety of feared situations, including being on a high ledge, in an airplane, or in front of an audience.¹⁸

¹⁸ Leslie Sokol and Marci G. Fox, the *Comprehensive Clinician's Guide to Cognitive Behavioral Therapy*, 118-119.

3 DESIGN FOR MENTAL HEALTH

3.1 A Study on Mental Health Projects

Investigation and study about “Design for Mental Health” needs a deep analyzation on similar mental health projects. In this chapter the focus is on projects which had been recently completed at the Design University of Australia under the supervision of the Visualizing Mental Health (VMH) campaign. VMH is a collaboration between psychologist Dr Gareth Furber, Match studio and communication design student to re-imagine how we could embed conversations around mental health into the broader community and even clinical practice.¹

3.1.1 Restore

Restore is a care box that supports survivors of domestic violence. While survivors experience various forms of abuse, the emotional and psychological impacts of domestic violence can have a wide range of long-lasting effects on a survivor’s mental health. Restore supports survivors’ long-term effects in the comfort of their own home by increasing their sense of independence in order to recognize signs and break negative patterns. The way that Restores is designed as a care box comprises of 4 stages, Relax, Reassure, Remind and Rekindle that tackle these issues.

¹ Gareth Furber, “Designed to make a difference”, Visualising Mental Health, 2016, <https://www.visualisingmentalhealth.com>.



Figure 3-1 Restore care box²

Relax: The aim of relax is to re-center the survivor’s thoughts and relieve anxieties relating to this person’s trauma and experiences in their abusive relationships to help in still positive feelings in their current moment while creating a safe environment.

Reassure: The reassure section helps survivors cope and process their trauma. The journal is used to let out thoughts to reflect and move forward. The affirmation cards are used to retain a positive mindset and build self-love.

Remind: The section remind includes a pack of cards which have been designed to help the survivors build a solid understanding and the ability to recognize red flags as well as healthy interactions in newly forming and existing intimate relationships.

Rekindle: contains a pair of teabags to socialize with to regain trust in others and expand support systems as survivor’s experience cut out from friends and family. This will increase quality and stability in relationships and develop a sense of belonging.

² Emma Brunton & Judy Le & Melanie Kristoff & Jake Warming, “Restore”, Visualising Mental Health, August 20, 2021, <https://www.visualisingmentalhealth.com/projects/restore>.

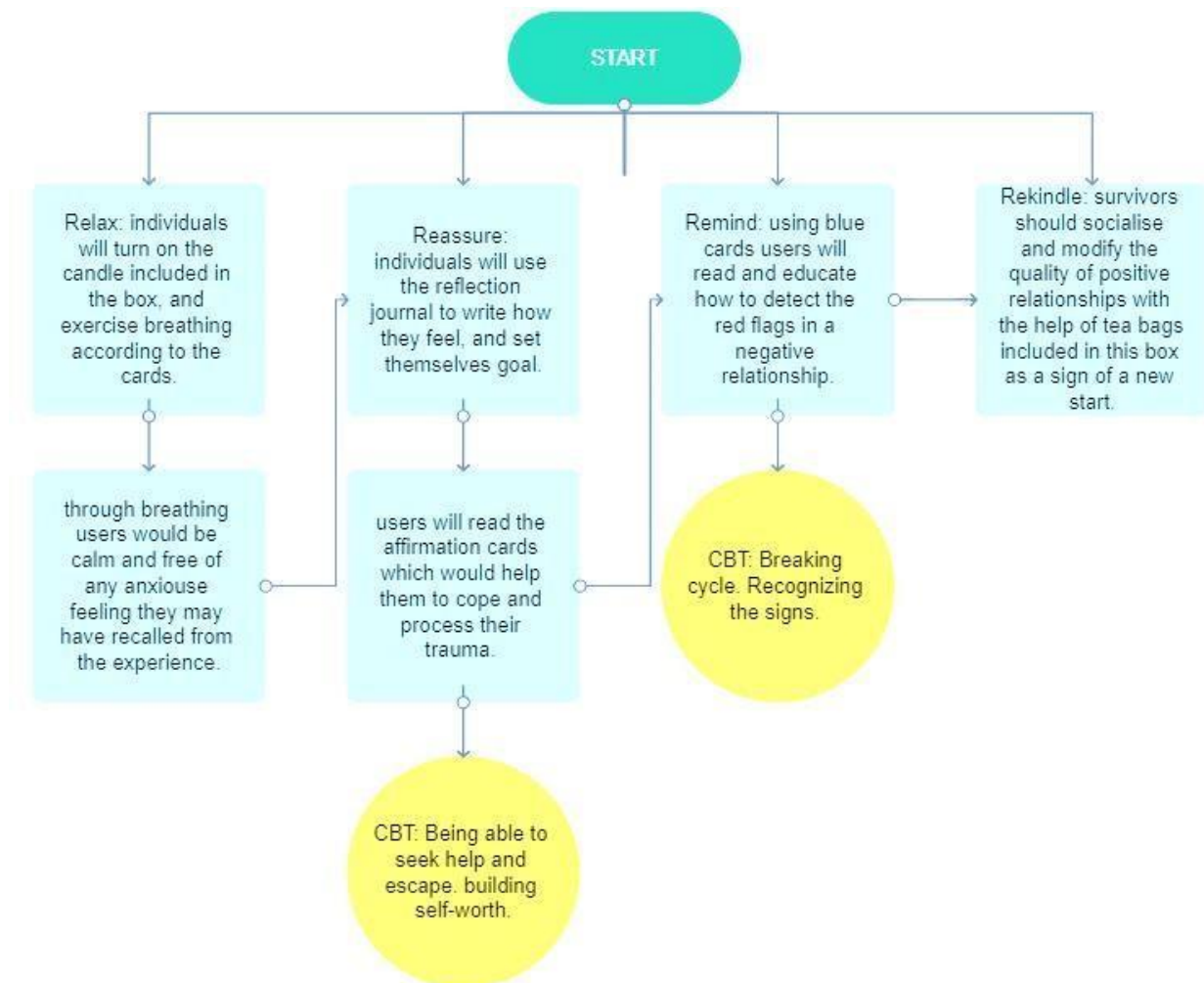


Figure 3-2 “Restore” user flow

3.1.2 Overcome it

Social anxiety can make every day social interactions extremely difficult, causing individuals to avoid these situations which in turn leads to the feeling of isolation. Symptoms often include excessive fear of being judged or embarrassed. Overcome it is a multi-pack card game that creates an ice-breaking opportunity for teens in High Schools to create new relationships as well as interpersonal, communication and social skills to build resilience.



Figure 3-3 Overcome It multi-pack card game³

The card game has four categories; voice it, solve it, draw it and act it. The purpose of these cards is to spark conversations, prompt teamwork to solve problems, understand emotions in oneself and others, and get to know other players' hobbies and interests. The box and cards have been designed to encourage players to sit in a circle so they can see everyone and feel included. Students then will have the Reflect It as their take-home booklet to accompany the game. It prompts students to reflect on their experience playing the game and provides relaxation techniques, information about mental health and online resources through a QR code.

³ Amelia Stavrakis, Emily Vaughan, Lili Higham, Mackenzie Dinan, "Ovwecome It", Visualising Mental Health, March 2, 2021, <https://www.visualisingmentalhealth.com/projects/overcome-it>.

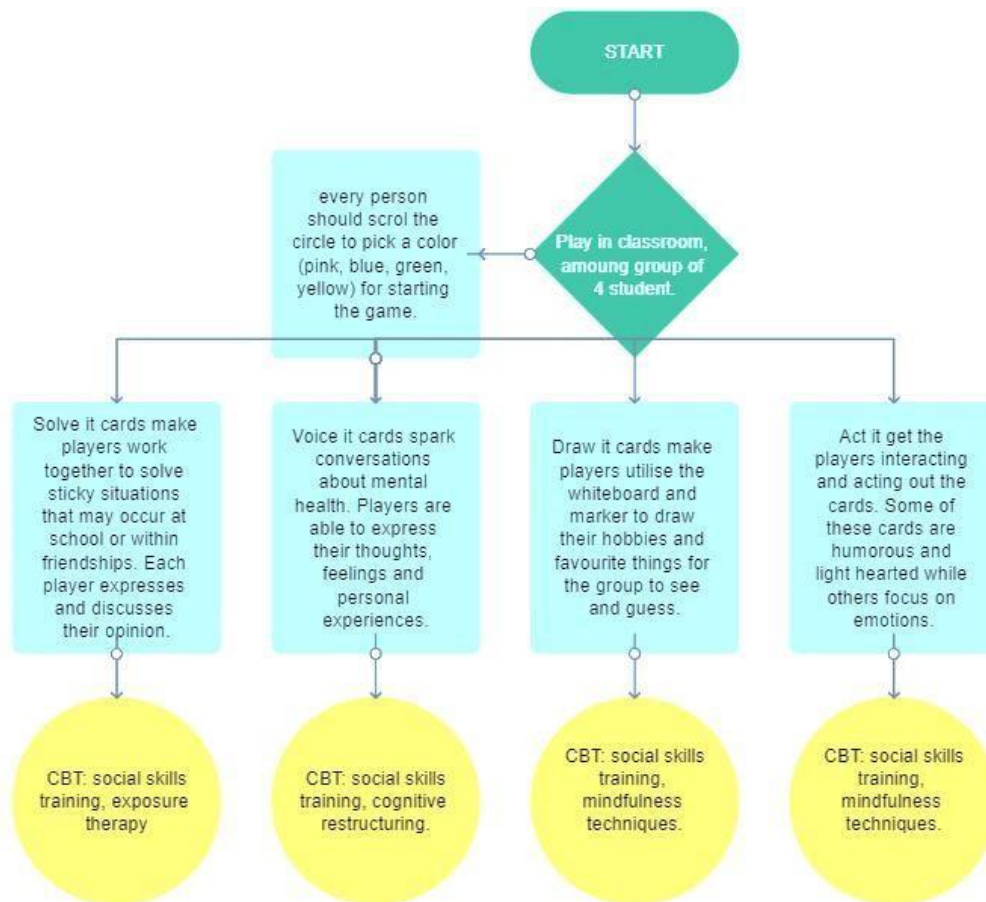


Figure 3-4 “Overcome it” user flow

3.1.3 Character ties⁴

Character Ties builds resilience in children through the creation of a bracelet to remind them of what makes them unique. It is a hands-on classroom activity for primary school children to construct individual bracelets with guide instruction. The activity



Figure 3-5 Character Ties

⁴ Alicia Ey, Jayde Vandborg, Lauren Mowbray, “Character Ties”, Visualising Mental Health, February 3, 2021, <https://www.visualisingmentalhealth.com/projects/character-ties>.

Encourages children to showcase and highlight their personal strengths through beads that correlate with a friendly character design, building the confidence to proudly display their differences through their hand-made creation.

Many primary school aged children require encouragement to embrace what sets them apart from each other in the educational environment. Character Ties will achieve this by engaging them in entertaining tasks that involve them in reflecting on their character, aiming to eliminate the unwelcome state of feeling ‘different’. The activity can be returned to at any stage to add to or alter their bracelet as they wish, using the provided loom and following the simple instructions. A corresponding classroom poster will encourage children to positively strengthen their traits throughout primary school with tips from each character. Character Ties will foster resilience in children through building strong and secure identities to combat experiences of self-doubt, with each bracelet acting as a visual reminder of their own unique and growing traits.

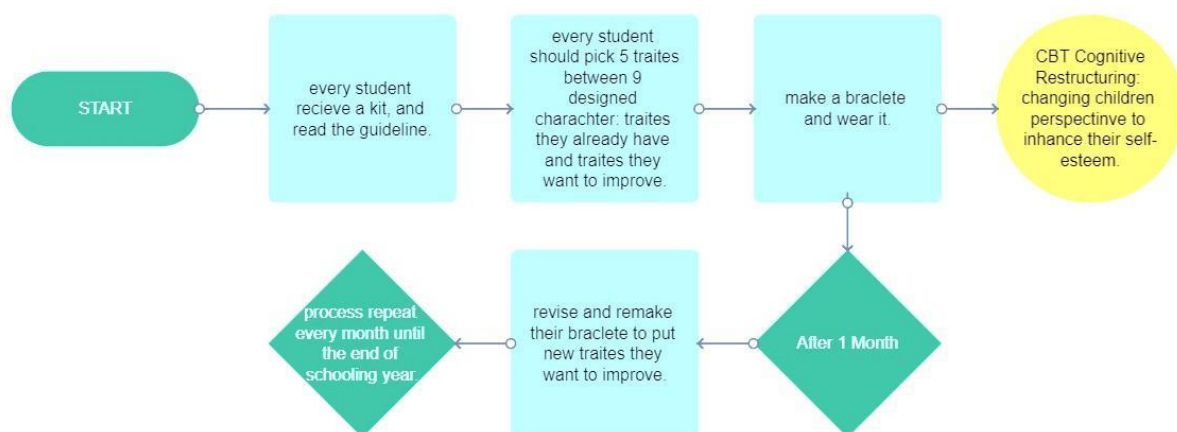


Figure 3-6 “Character Ties” user flow

3.1.4 Scrambled⁵

Scrambled is a card game that encourages creativity and storytelling by exploring different perspectives and scenarios. It helps overcome creative block, build confidence in public speaking, and teach empathy. The game is accessible to a variety of people aged and up, with

⁵ David Adams & Chloe Katopodis & Sarah Nguyen & Kyiandra Thanou, “Scrambled”, Visualising Mental Health, October 10, 2018, <https://www.visualisingmentalhealth.com/projects/scrambled>.

sets of cards that increase in complexity. Choose a Character, Place and Emotion card from each deck and have fun creating a story. Stories can be expressed in a variety of styles, including writing, spoken word, singing, drawing, acting, and role play. The versatility of the gameplay means it can be played in groups, individually, in classrooms, at home, and in clinical settings. Ten sets of cards were designed for the Place, Character, and Emotion categories. This includes some expansion packs so the game can be played well with emotional and literal maturity. Each pack contains 50 cards and there is potential for more expansions to be developed based on pop-culture.



Figure 3-7 Scrambled Card Game

Scrambled creates a safe space to explore different perspectives and situations. It can support individual learners to reflect on their understanding of emotions and group activities allowing players to recognize and respect other interpretations and opinions. Scrambled is a game with many possibilities, limited only by the imagination of the players.

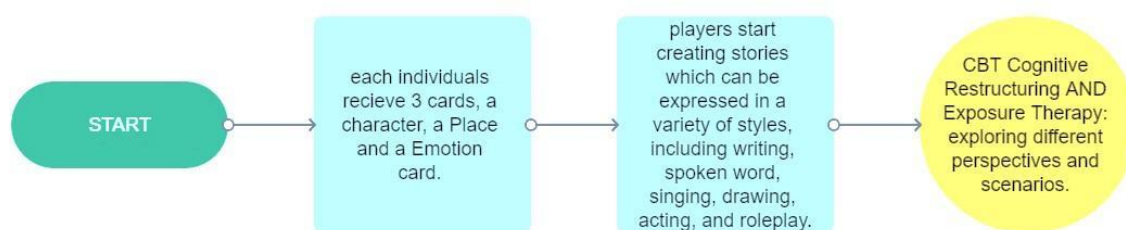


Figure 3-8 “Scrambled” user flow

3.2 Mental Health Project's Comparison Charts

Name	Overcome it
Target	teenagers within the education system, aged 13 to 16.
Mental Issue	Social Anxiety Disorder
Goal	Build Self-esteem
Method of CBT	cognitive restructuring, exposure therapy, social skills training, mindfulness techniques.
Product Design	It's a multi-pack card game which Creates new relationships as well as interpersonal, communication and social skills. The game consists of four different categories: voice it, solve it, draw it and act it.
UX of Product	Voice it cards spark conversations about mental health. Players are able to express their thoughts, feelings and personal experiences. With Solve it cards players work together to solve sticky situations that may occur at school or within friendships. Players get to know one another as they draw their hobbies and favorite things for the group to see and guess. Act it get the players interacting and moving as they act out the prompts provided.

Table 3-1 "Overcome It" Project Comparison Chart

Name	Restore
Target	Intimate partners and Heterosexual and same-sex relationship who face with domestic or family violence.
Mental Issue	Low Self-Esteem, Social Anxiety Disorder, and PTSD.
Goal	Build Resilience
Method of CBT	Being able to seek help and escape. Breaking cycle. Recognizing the signs. Building selfworth.
Product Design	The 'Restore' care box was specifically designed to reach our audience on a personal level. There are four steps included in the box: Relax, Reassure, Remind, and Rekindle.
UX of Product	The first step is Relax. Relax includes a candle and breathing exercises. The next step is Reassure, this includes a reflection journal and affirmation cards. Remind includes a pack of flash cards which teaches survivors how to detect the red flags in a negative relationship. From understanding the red flags, Rekindle allows for survivors to socialize and modify the quality of positive relationships and expand their support systems with a pair of tea bags that are included.

Table 3-2 "Restore" Project Comparison Chart

Name	Scrambled
Target	The game is accessible to a variety of people aged 8 and up.
Mental Issue	Social Anxiety Disorder
Goal	Build Self esteem
Method of CBT	cognitive restructuring, exposure therapy.
Product Design	Scrambled is a card game that encourages creativity and storytelling by exploring different perspectives and scenarios. Ten sets of cards were designed for the Place, Character and Emotion categories. This includes some expansion packs so the game can be played well into emotional and literal maturity. Each pack contains 50 cards and there is potential for more expansions to be developed based on pop-culture.
UX of Product	Choose a Character, Place and Emotion card from each deck and have fun creating a story. Stories can be expressed in a variety of styles, including writing, spoken word, singing, drawing, acting, and role play. The versatility of the gameplay means it can be played in groups, individually, in classrooms, at home, and in clinical settings.

Table 3-3 “Scrambled” Project Comparison Chart

Name	Character Ties
Target	Children aged 7-9-year-old who: Feels left out, Has self-doubt, Feels different, Questioning their self-worth
Mental Issue	Low Self-Esteem, Social Anxiety Disorder
Goal	Build Resilience
Method of CBT	Cognitive Restructuring (helps children change the way they perceive the idea of feeling different.)
Product Design	9 character each designed to represent a feature, including: Trustworthiness, Confidence, Adventurous, Honesty, Positivity, Funny, Strength, Caring, and Persistence.
UX of Product	A hand-on activity to construct individual bracelets by combining different character strength. Eventually, children will create a bracelet that they believe express their core strengths and positive attributes. This bracelet works as a visual reminder, helps children to have a daily exercise towards character building.

Table 3-4 “Character Ties” Project Comparison Chart

Typography & Logo	Color palette	Illustration style	Packaging Design	Art Direction
 <p>It uses logotype with a formal typography.</p>	 <p>It uses sharp yellow, orange, dark blue, and light blue. 2 tons but in high and low saturation.</p>	<p>Abstract shape illustration</p>	<p>Type: box</p> <p>Outer packaging:</p> <ul style="list-style-type: none"> Secondary packaging Rigid box (highly condensed paperboard) <p>Inner packaging:</p> <ul style="list-style-type: none"> Primary packaging Paperboard 	<ul style="list-style-type: none"> Care pack Personal use Tactile Design as a keep sake Section targeting different resilience factor
 <p>It uses logotype. Typography is not used in a formal way and is quite normal.</p>	 <p>It uses pastel yellow, green, blue, and pink.</p>	<p>Abstract shape illustration</p>	<p>Type: box</p> <p>Outer packaging:</p> <p>Secondary packaging</p> <ul style="list-style-type: none"> Rigid box (highly condensed paperboard) <p>Inner packaging:</p> <ul style="list-style-type: none"> Primary packaging <p>Plastic divider</p>	<ul style="list-style-type: none"> A game Designed as pizza box to encourage Players to sit in a circle so they can see everyone and feel included Youthful graphics
 <p>It uses logotype with a childish and playful typography that has bracelets.</p>	 <p>Basic colors are: blue, green, yellow, purple, and red, all with different saturations. Colors are sharp.</p>	<p>Children Illustration, and Character illustration</p>	<p>Type: box</p> <p>Outer packaging:</p> <ul style="list-style-type: none"> Secondary packaging Rigid box (highly condensed paperboard) <p>Inner packaging:</p> <ul style="list-style-type: none"> Primary packaging Paperboard 	<ul style="list-style-type: none"> Cheerful and fun character design for each trait Hand-on crafts An activity that involves children to play


<p>Scrambled</p> <p>It uses logotype. Typography is quite, playful and feels funny.</p>	 <p>It uses sharp orange, green, and purple with high saturation. Colors have contrast and each belongs to one category.</p>	<p>Abstract shape illustration</p>	<p>Type: box</p> <p>Outer packaging:</p> <ul style="list-style-type: none"> • Secondary packaging • Rigid box (highly condensed paperboard) <p>Inner packaging:</p> <ul style="list-style-type: none"> • Primary packaging • Paperboard 	<ul style="list-style-type: none"> • Card game • Design as a game that has various potential • Abstract design
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Table 3-5 Graphic Comparison Chart

Except “overcome it”, all examples use sharp color palate. Green and yellow/orange are the common colors in all examples and blue is the second common color which had been used in 3 examples with different saturations.

Except “Restore”, others have easy, playful, and funny typography which fit with in with their content and games. All examples have almost the same illustration techniques and packaging design.



Figure 3-9 Positioning map

4 IDEA DEVELOPMENT

4.1 Idea Description

The product of this study would be a care box designed for anxiety disorder which includes five different sections:

1. *Visual Guidebook*: includes basic information about different type of anxiety, suggested ways of prevention and treatment, analyzing red flags to break the cycle, recognizing how to help people when they face anxiety, and a special section for introducing famous people who had anxiety disorder.
2. *Journal*: includes daily exercise of mindfulness techniques based on CBT cognitive restructuring model and writing affirmation for suggested subjects.
3. *Game card "Now What?"*: a game designed based on cognitive restructuring model of CBT. Various situations encourage creativity and storytelling by exploring different perspectives and scenarios. It helps overcome creative block, build confidence in public speaking, and teach empathy.
4. *Copping sticker- postal cards*: works as a reminder to remind users goal for building self-worth.
5. *Seed*: planting exercise based on guided structure as a metaphor of rebuilding user's self-esteem. "As a plant needs protection to grow, our self-worth needs too."

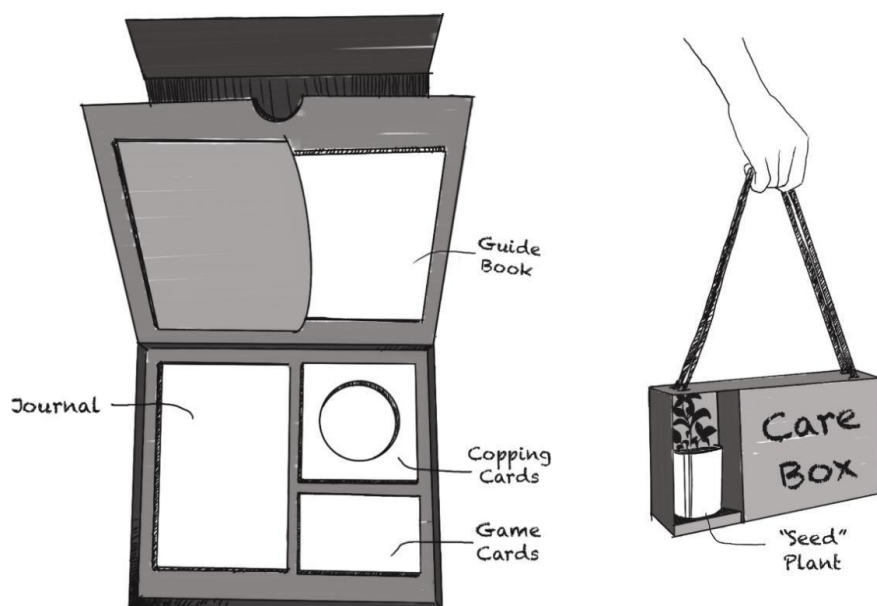


Figure 4-1 Product Sketch

Name	Flow
Target	accessible to a variety of people aged 15 and up
Mental Issue	Anxiety Disorder
Goal	Build Self esteem
Method of CBT	cognitive restructuring, exposure therapy, Recognizing the signs, and Breaking cycle, mindfulness techniques.
Product Design	A care box specially designed for people with anxiety disorder to help them break the cycle of anxiety and build self-worth on a personal level. Box include a guidebook, a journal, coping stickers, a game named "now what?", and a seed with a small pot so users could plant their own new plant!
UX of Product	This care box consists of 5 part. Guidebook: includes basic information about different type of anxiety, suggested ways of prevention and treatment, recognizing red flags to break the cycle, and CBT exercises. Journal: daily exercise of mindfulness techniques based on CBT which help users to relax their mind and have a second rational look to the subject. Coping stickers: works as a reminder towards building self-worth. Game card "Now What?": a game designed based on cognitive restructuring model of CBT. Various situation encourages creativity and storytelling by exploring different perspectives and scenarios. It helps overcome creative block, build confidence in public speaking, and teach empathy. Seed: "as a plant needs protection to grow, our self-worth needs too." So by putting a seed and sand to the box we will encourage users to rebuild their self-esteem.

Table 4-1 Product Comparison Chart

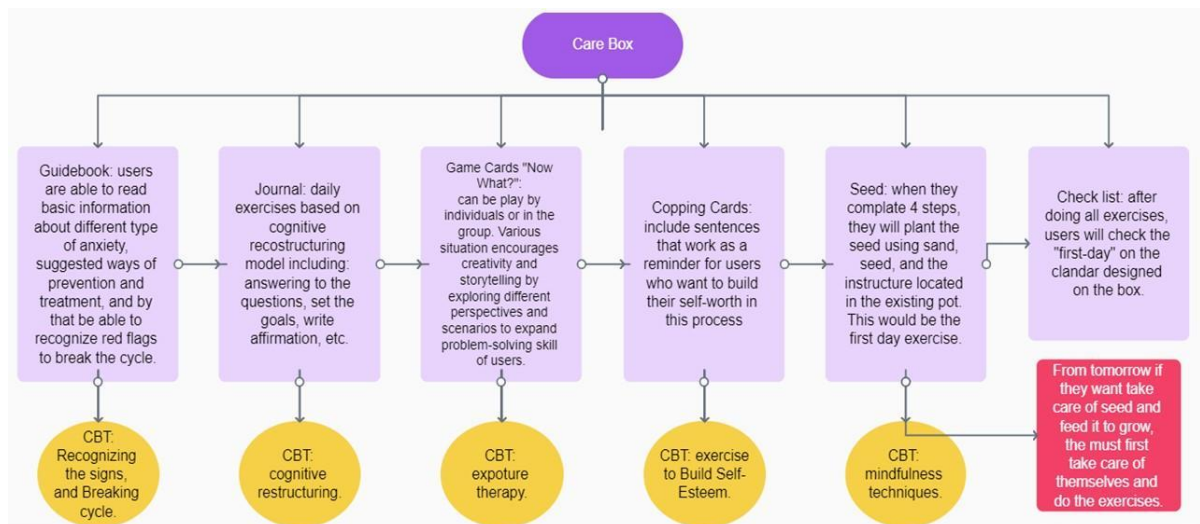


Figure 4-2 Product User Flow

5 DESIGN CONFIGURATION

5.1 Design Concept Study

For choosing a proper design concept for this project, at first step we made a mood board and wrote down the concepts we wanted to apply on this project and messages that we wanted to release through it. Then we go deeper and start to investigate more about the definitions of some words.

5.1.1 Investigate on concepts related to the treatment of anxiety

- **MEDITATION**

Introversion or meditation is a mental-behavioral exercise that teaches efficient attention and awareness. This practice has been a way of relaxation, growth, and human excellence for thousands of years and is still used. In ancient times, meditation has been a method for enlightenment and introspection, whose roots should be sought in Eastern religious beliefs, especially Buddhism and Hinduism. Since the 19th century, this method penetrates and spreads to the cultures of other societies. Now meditation is a global issue that has various uses, especially to deal with all kinds of stress and anxiety in the modern life of today's world.

In fact, the purpose of meditation is to control the mind with introspective solutions. These solutions, if done correctly, will bring a person deep and long-term peace and happiness. Studies show that meditation can reduce the pressure caused by mental disorders and help those suffering from anxiety disorders significantly. Psychologists recommend regular meditation to those who suffer from panic attacks and phobias. Regular practice of this method can reduce the severity of phobia and the number of panic attacks and help a person to have a better performance in daily life. In addition, stress is one of the factors that attract some people to meditate.

- **MINDFULNESS**

One of the most widely used techniques in meditation is mindfulness.

Mindfulness is a state of active and open attention to the present moment. Mindfulness is described as observing one's thoughts and feelings without judgment and often involves focusing on feelings to root yourself in your body in the here and now. The mind is a great tool for problem solving, but it is not great at relaxing and focusing on what is present. Most of the

time, the mind is wandering in the past or future rather than the present. This means that the mind is full of thoughts, stories and narratives that are not necessarily related to what is happening at that moment and most of the time it is left alone and constantly looking for new stimuli to think and new ways to check the reality. In some cases, the mind may get involved in stories that are not even based on reality. Mindfulness can create an outlet for a busy mind, although it requires conscious intention and regular practice. Mindfulness is an exercise in which you slowly focus your awareness over and over on the present moment. This practice is a way to gently retrain the mind to settle in the present moment. By continuing this exercise and with patience and compassion towards oneself, one can teach the mind to be still and one can be completely immersed in the present moment and become one with it. This experience is what is known as being truly present or flowing in the present moment.

- FLOW

Mihály Csíkszentmihályi, one of the prominent scientists in the field of positive psychology, defines flu as a mental state. A situation in which we are so engrossed in a physical or mental activity that we do not feel the passage of time and only after returning to the normal state do we realize that we were completely engrossed in that particular moment.

With the above studies, in order to determine the design concept in this project, we put together the main keywords and key concepts that we wanted to be effective in the design. Concepts such as being in the present moment, calmness, peace, security and reassurance, which people who deal with anxiety and stress would need and that should have been transferred to the target group through the design of this package. Specialization, regularity and easy and convenient use of the products of this package were considered as other important goals in its design.



Figure 5-1 Concept design brainstorm

By checking the keywords, we selected the most important ones. We wanted users to be more connected with nature by using this package, because nature is always flowing in the present moment and brings peace and tranquility to people with its own order. Returning to nature is returning to oneself because humans and nature are not separate from each other. Thus, flowing in and through nature was chosen as the main design choice for this project. To achieve this goal, the package itself should be designed in a strong connection with nature to express it. Therefore, the process of choosing a name for the campaign, color, typography, and designing a logo, based on the selected concept (Flow into Nature), starts.

5.2 Campaign Naming

As we discussed before, being in the present moment and being truly present is one of the main definitions of positive psychology and the ultimate goal of meditation. This presence and flow are the answer to meditation for relief from mental pressure, stress, and anxiety-related disorders. In order to choose a suitable name for the campaign, we once again took a deeper look at the word flow.

In positive psychology, a flow state, is the mental state in which a person performing some activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity (Named by the psychologist Mihály Csíkszentmihályi in 1970). Flow is the melting together of action and consciousness; the state of finding a balance between a skill and how challenging that task is. That's why flow is used as a coping skill for stress and anxiety. With the above definitions, we find flow as a perfect name for our mental health campaign.

5.3 Color Study

5.3.1 A study on psychology of colors

Color psychology is actually the study and investigation of colors and their effects on the human mind, body and behavior. Colors have characteristics that can influence people. Colors

are so powerful that they can be effective in relieving some pains. Of course, note that the effect of colors is different depending on the gender, age and culture of people. A color that has a positive effect on an old lady may have no effect on a young gentleman. Therefore, in the design of a product, one should look deeply into the psychology of color and then choose the right color pallet.

Color psychology is so important that it has found its way into various sciences, including medicine, marketing, and branding. Two products with two different packages do not sell the same. When it comes to customers' persuasion and trust building, emotion is the first word; This means that the best way to penetrate the customer's heart is their feelings, and colors are one of the things that you can use to arouse people's feelings. Colors are so important that if we paint a warm color on the wall of a cold room, the person who enters the room will feel warm, and this is the miracle of colors. If a business can use color correctly, it can significantly increase its audience.

Why is it important to use color psychology?

Color has so much power that it can influence people and encourage them to buy a product. It is interesting to know that some startups and campaigns only use color psychology to attract customers in their brand design. A series of reasons for the importance of color psychology are mentioned below:

1. You can persuade and attract the audience with color.

When people look at colors, that color affects their minds and creates a special feeling in them. Therefore, if a brand wants to encourage its customers to buy, it can do this through colors.

2. Color can express our brand identity.

As we said before, color can express our brand identity. A business can show the audience in which field it operates by combining the colors it uses in its logo. For example, it is better for food brands to use red color in their products, packaging, and logo; Because red color has the ability to increase the audience's appetite.

3. Each color can evoke a message for the audience.

In addition to being able to tell the audience in which field it operates through colors, a brand can convey its message to the audience through that color. For example, white color is a symbol

and sign of freshness and newness, which can give simplicity, cleanliness, transparency, and perfection to your brand.

4. With the help of color, we can differentiate our brand.

One of the characteristics of color psychology is that it can help us make our brand stand out. Currently, businesses are looking for differentiation from their competitors and trying to market a product that is different from other products on the market. One of the ways to differentiate is to use color psychology. By combining colors, you can introduce a distinctive brand to your audience.

The psychology of color in the brand means the analysis of the desired color or colors and their combination to achieve the organizational color, brand color, product, or service color. If the choice of color is based on the psychology of color, it will definitely strengthen the brand recall. Therefore, in order to master branding, one must have a complete mastery of the meaning of colors, because color, as one of the main elements of the cognitive sequence of the brand, causes human visual stimulation. In this vein, it can be said that color psychology is a tool that serves to increase and strengthen brand recognition and recall.

Remember that when it comes to the psychology of color in the brand, the context of using color and the culture of society play an important role, so the existence of uncertainty in these analyzes is natural. With this in mind and a correct understanding of the design concept of your product, choosing the right color can be a rational and conscious decision, not a short-term and strange choice.

5.3.2 Final selection of colors

Returning to the main concept of the project (flow into nature), we started choosing the main colors for the different parts of our project, according to the concepts of colors. The creation of the project's color palette inspired by the 4 main elements of nature (water, earth, wind, fire).

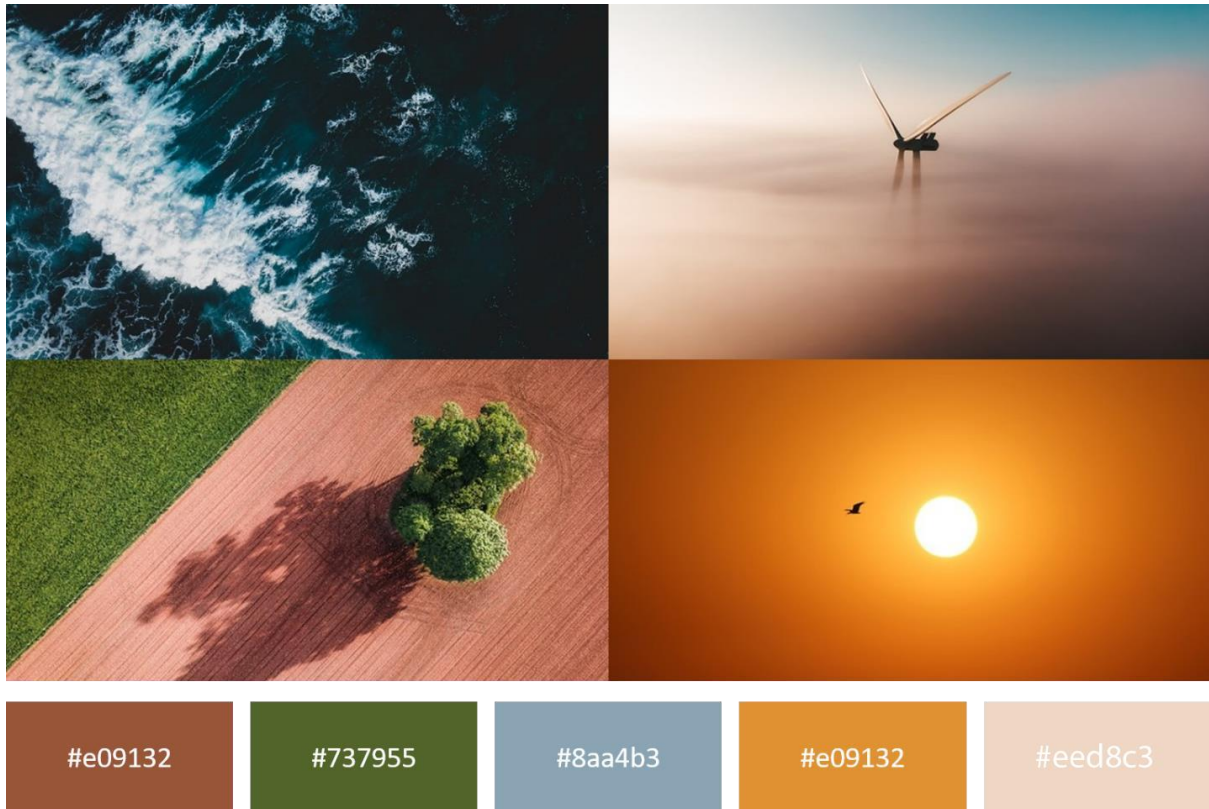


Figure 5-2 Color palette selection

- Green: inspired by the earth

Green is the easiest color to see, in the sense that when it enters our eyes, our retinas do not need to adjust and therefore it is calm and pleasant. Green color is one of the most soothing colors and is a symbol of balance and harmony. Some experts believe that green color helps a lot in distinguishing between right and wrong. This color can also be seen in nature and therefore creates a very good feeling in humans. Green color represents growth more than anything else. If the brand wants to convey a sense of freshness and novelty to its audience, green is a very good option. The main role of green color is to help eliminate important mental or emotional problems and that is why it is used in health and wellness centers.

- Brown: inspired by the soil

Brown is a natural color that evokes a sense of strength and reliability. This color is often seen as a completely solid earth and is often associated with flexibility, reliability, security and safety. Brown brings to mind the feeling of warmth, comfort and security. Also, in branding and marketing, the color brown is associated with reliability, assurance and nurturing.

- Blue: inspired by the ocean

Scientific experiments have proven that blue rays increase the vital activities of cells. This color reduces excess body heat and is very useful for sleep-deprived, nervous, and obsessive patients. It has a cooling effect and balances the pulse and breathing and creates a state of calmness and stability in the person. Blue is one of the most soothing colors that can instill a sense of calm and trust in the audience.

- Yellow: inspired by the sun and fire

Yellow is very important in terms of educational issues and its use in educational and breeding products. It has a kind of stimulating mind and intelligence that strongly strengthens human thinking. If this color is used correctly, it can increase the self-esteem of its audience. This color is a symbol of positivity and extroversion and is considered a great option to show creativity, warmth, and happiness. If we make the yellow color warmer and bring it closer to the orange color, the obtained color will create a sense of life in the person and revive the feeling of intimacy in them. If you use the color orange in your business, website or content, you convey a sense of value to your audience.

- Gray: inspired by wind

Gray refers to any range of colors between black and white. In general, black, white, and various shades of gray between them are called neutral colors. The light gray color is a symbol

of trust and confidence, neutrality, reason and intelligence, peace, compromise, independence, and formality. The dark gray color symbolizes sadness and depression.






Colors		Main Concepts
Green		Growth, freshness, and novelty
Brown		Strength, reliability, security, and safety
Blue		Balanced, calmness and stability
Yellow		Self-esteem, intelligence, positivity, creativity, warmth and happiness
Gray		Trust, confidence, peace, compromise, and independence

Figure 5-3 Color palette concept definition

5.4 Typography Study

Typography is an art that deals with the arrangement and design of letters and texts in a way that makes a text very readable, elegant, clear, and visually appealing to the reader. Typography includes all the actions that can be done on the style, shape, and structure of the font in order to convey the necessary messages to the audience. In a word, it can be said that typography is all that is needed to make a text alive and dynamic. About the age of typography, it can be said that it is related to the new age and during the transition to the digital age. The first examples of typography can be seen in Gutenberg's Bible, a book that started a revolution in typography in the world and in the West. The particular type of typography used in Gutenberg's Bible is known as TEXTURE, which is now seen as one of the standard fonts in a variety of desktop applications. With the advent of the Internet however, the field of typography appeared with a rebirth.

Typography is a key factor in designing the graphic interface and appearance of a site or even a text. A typography theme is much more than choosing a beautiful font. In fact, it can be said that good and unique typography creates a hierarchy of visual appeal for the audience, which can ultimately convey the overall purpose of a brand to the audience. Good typography has features, including the ability to better inform and guide the audience to achieve their goals and better accessibility, which brings a good user experience to the user. A good typography has the ability to change the mind of its audience. This means that typography has a profound effect on users' understanding of the information conveyed by the text. A typography has the

power to instantly persuade the audience to move towards your goals or, conversely, to leave the scope of your goals, and in this way, designers can create a huge flood of loyal audiences for themselves.

Typography attracts the attention of the reader. Sometimes you may think to yourself how it is possible for a user to browse a website for half an hour but leave another site immediately. A good typography is one of the reasons that can make the difference between staying half an hour and a minute on a site. Designers can create an attraction for their audience by using appropriate typography and visual identity so that they can be fascinated by the pages designed by them for hours and browse those pages.

To start working with typography, we must first familiarize ourselves with the six basic elements of typographic design:

1. Font type: In fact, it can be said that font type design is a design style in which typographic designers create a font with appropriate size and weight.
2. Simplicity: For the simplicity of the graphic interface, a good typographic designer should never use more than three fonts and minimize the use of decorative fonts.
3. Contrast: Creating contrast in a typography makes the message or ideas reach the audience better. Also, the contrast in the text makes the text catchy, more meaningful and attracts more attention. Designers use different spaces, colors, styles, and sizes to create contrast effects.
4. White space: The white space around the text is a space that is often known as "empty or negative space", which is often ignored and not visible. A good typography designer can make the most of this white space and use it in such a way that the main text gets more attention and creates a positive and productive user experience for the user.
5. Alignment: Alignment is the process of unifying and combining text, graphics, and images to ensure equal size and spacing between different elements. By unifying and integrating these texts, the readability and expressiveness of the text and font can be created.

Druk Wide

H1	20	Medium
H2	14	Medium

Didot

Text Big	16	Medium
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Poppins

Text Main	16	Regular
Text secondary	14	Regular

Snell roundhand

<i>titles</i>	<i>36</i>	<i>bold</i>
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Optima

Text Big	16	Medium
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Appel SD Gothic Neo

Text Main	17	Regular
Text secondary	15	Regular

Figure 5-4 Font type Study

6. Color: Color is one of the most important and of course the most exciting elements in typography, which has three components: value, color and saturation. By applying the principles of color and balancing these three components, the user interface can be improved in the best way and the text can be attractive even for those who have vision problems. In a word, the color of the font can make the text stand out and convey the message better.

We chose the typography of this project considering the mentioned factors and of course the main concept of the project. At first, we chose “Druk wide”, “Didot”, and “Poppins” as our 3 main typographies.

Since the originality of the font, professionalism and at the same time being easily readable were important factors in our consideration, we re-examined the typography and finally chose the following fonts: Snell Round hand, Optima, and Apple SD Gothic Neo.

5.5 Logo Study

"Logo" is a graphic element of a visual sign in a way that it is set with a certain style of letters or font or arranged in a special and not overly legible form. The shape, color, style of letters, etc. must be clearly different from other similar signs. Minimalism is important in creating a logo because it is supposed to convey charm, beauty and meaning in the mind of the audience (viewer) in a short time.

In our first attempt, we tried to consider minimalism and the meaning of the word “flow” to design the campaign’s logo. The blowing sketches are the results.

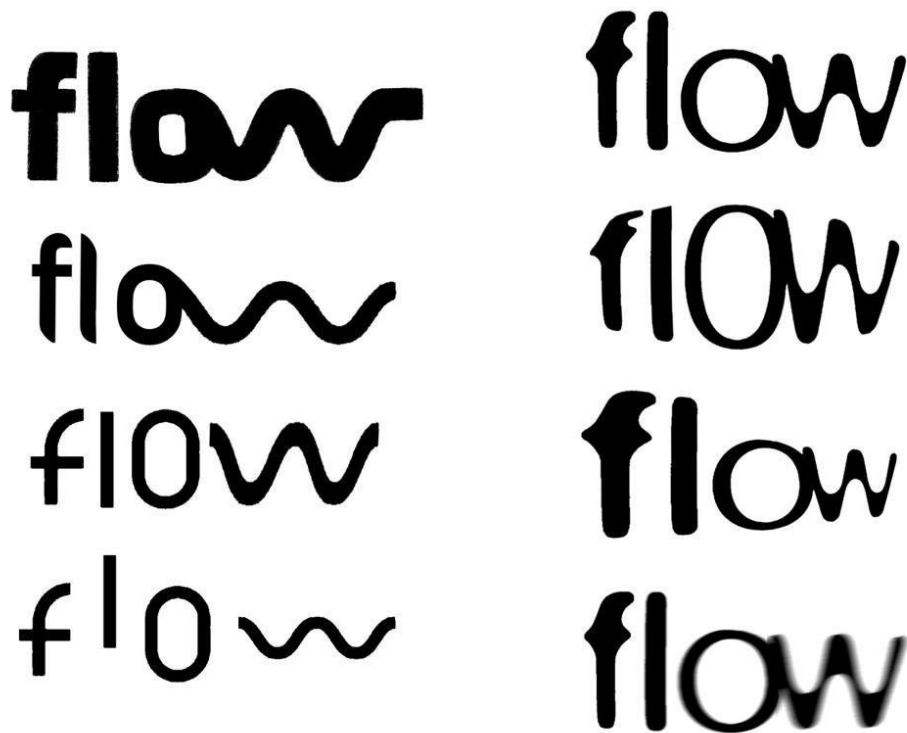


Figure 5-5 Logo study

However, after reconsidering the design concept of this project, we wanted our logo to be more original, natural, familiar, and easy to read. Therefore, we decided to use our main title typography (the Snell round hand font) to display our logo.



Figure 5-6 Logo final selection

5.6 Care Box Design Study

5.6.1 Visual guide (guidebook)

The purpose of designing the guidebook is to study and gain awareness about the concept of anxiety and gain knowledge to overcome it. Since knowledge about any issue is obtained by reading and studying about it, we named this part of the Flow package as "read" and designed it in three main parts. In the first part of the book, we examined the general concept of anxiety disorder and then defined its different types for the purpose of education and awareness. In the small booklet placed inside the book, an attempt is made to guide the audience in various matters such as: recognizing the symptoms of anxiety, asking important questions to diagnose anxiety, providing ways to prevent and treat anxiety, providing ways to help those who suffer from anxiety and answers to frequently asked questions in this regard. One of the important parts of this small manual is to express ways to prevent and treat anxiety, and one of the most important points stated is to have a sufficient lifestyle. Lifestyle factors include a nutritious diet, regular exercise, good sleep, avoiding illegal drugs, good habits, yoga, stress management, religious or spiritual involvement, and service to others.

- Diet and nutrition: eating balanced and regular meals is one of the factors of a healthy lifestyle. Nutrition means eating, digesting, absorbing, metabolizing food and excreting waste. In other words, nutrition science is a field that discusses the nutritional needs of humans from birth according to sex, age, physiological conditions, nutritional value of foods, diet, the amount of consumption of each food, the relationship between nutrition and health and disease. Achieving health is generally not about eliminating a group of foods or consuming too much of a type of food. In fact, establishing a balance in food consumption is very important. In today's world, the consumption patterns of societies are different, the main cause of which is attributed to the presence or absence of capital and food resources of that country. Nutrition and diet are some basics of life in today's world, which is taken into consideration not only for fitness, but also for achieving health and having a ready body. There is a direct relationship between the eating pattern and the mental health of people, and consuming sufficient and varied amounts of nutrients can be effective in reducing mental problems such as anxiety and depression.
- Exercise: doing regular physical activity and maintaining a suitable weight is another factor of a healthy lifestyle. Exercise has a positive effect on the mental health of healthy and sick people. Physical activity is related to mental health and quality of life such as mood, self-esteem, anxiety and depression. Strong evidence from large population studies shows that

long-term participation in physical activity reduces the risk of future depression. Also, psychological symptoms such as obsessive-compulsive disorder, depression, anxiety, hostility, anger, phobias will decrease with increasing the level of activities. Individual circumstances, activity preferences, enjoyment level, previous injury, and physical health should be considered when promoting physical activity. It should be noted that exercise based interventions have been used as an effective nonpharmacological treatment method, both in the field of prevention and treatment of sleep problems in healthy people and clinical populations.

- **Sleep:** Having regular and sufficient sleep is another factor in a healthy lifestyle. Sleep is one of the basic physiological needs of humans, and if it is not fulfilled, his life is endangered. Accurate sleep control is an important part of clinical work. In general, researchers consider adequate sleep as a resource related to stress management and self-regulation. Researchers at the University of Pennsylvania conducted a study in which participants were not allowed to sleep for more than 4 and a half hours. After one week, the participants reported that their negative thoughts increased, and they were mentally and physically very tired. But after they had enough sleep, these symptoms disappeared. To increase the quality of sleep, having a night routine helps a lot. Also, try to have good sleeping conditions in your bedroom and bed.

Proper diet, regular exercise and quality sleep are the most important things to have a good and healthy lifestyle, with their help you can significantly prevent or treat anxiety disorders.

The third part of the book is more specialized than the previous two parts. In this section, the specialized exercises for each disorder are given separately. These exercises are designed and compiled based on the CBT treatment method. After identifying the exact type of anxiety disorders, they are dealing with; the audience can refer to the relevant section and do the exercises that are in accordance with a treatment course.



Figure 5-7 READ (visual guidebook) mockup

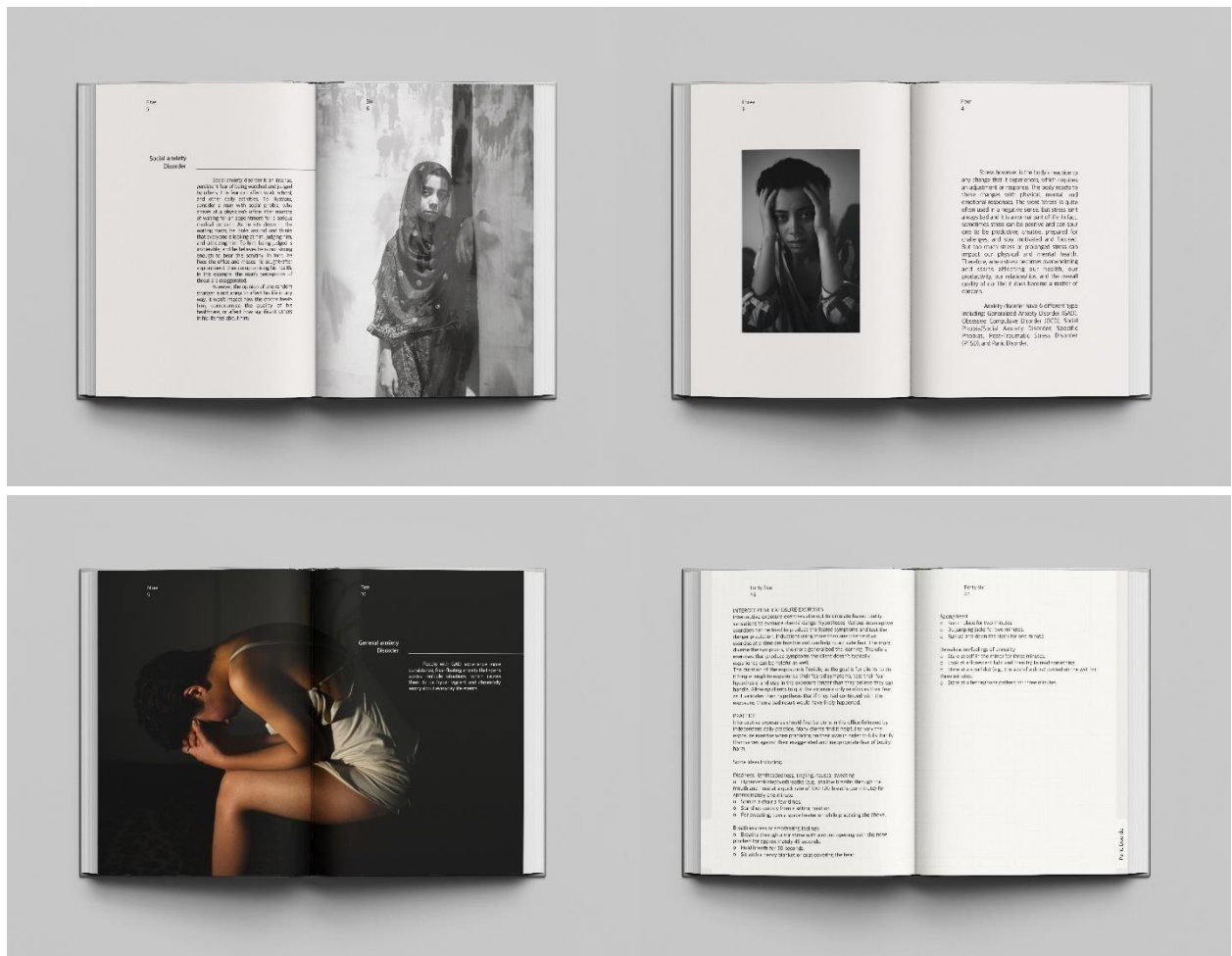


Figure 5-8 READ (visual guidebook) mockup

5.6.2 Journal (WRITE)

Effective daily writing is a journaling routine that helps people achieve their goals or improve their quality of life. This can look different for each person, and the results can vary greatly, but they are almost always very positive. Writing daily can be effective for a variety of reasons and can help people achieve a wide variety of goals. Writing can help you clear your mind. You make connections between important thoughts, feelings, and behaviors, and even reduce the effects of mental illness. You might be surprised how "daily writing" can have a dramatic effect on our mental health, just putting a bunch of words on the page. How will it really work for you? It turns out that this simple method can do a lot, especially for those dealing with mental illness or wanting to move toward more positive mental health.

Daily writing uses the left hemisphere of the brain. While the left hemisphere of your brain is busy, the right hemisphere of your brain, also referred to as the creative side, makes you creative and flourish.

In general, daily writing causes:

- Will increase the mood.
- Increases the sense of well-being.
- Reduces symptoms of depression before an important event (such as an exam).
- Reduces the symptoms after trauma.
- Improves working memory.
- In particular, writing can be especially helpful for those with PTSD or a history of trauma.

Writing has been hypothesized to enhance our mental health by guiding us to confront previously suppressed emotions, helping us process difficult events and craft a coherent narrative about our experiences, and possibly even help through repeated exposure to negative emotions associated with traumatic memories. Writing can make us more aware by increasing our self-awareness and help us recognize unhealthy patterns in our thoughts and behaviors. It allows us to have more control over our lives and put everything in front of our eyes. In addition, it can help us move from a negative mindset to a positive one.

According to psychologist Barbara Marqui, the best way to learn about your thought processes is to write them down. She notes that to address problematic thought patterns, we must first really know what they are. Daily writing is effective in helping us identify negative thinking patterns and getting to the root of our anxiety. Daily writing can help us fully explore our feelings, release tension, and process our experiences. Additionally, it can help us work on reducing specific sources of stress or work toward an important goal and therefore leading to a reduction of our overall stress. Daily writing can help us relax and clear our mind, let go of mundane feelings and everyday stress, let go of negative thoughts, strengthen self-awareness, and track progress during treatment. It also helps students manage their stress and anxiety and regain their engagement. However, we must do the right way to write daily to get the best results.

Baiki and Wilhelm (2005) offer the following tips to ensure that your daily writing is productive:

1. Write in a private and personal space that is free of distractions.
2. Aim to write consistently (i.e., at least once a day).
3. After writing, give yourself some time and rest.
4. If you are writing to overcome trauma, don't feel like you have to write about a specific traumatic event, you can write how you feel at that moment.
5. Write the text in your own language.
6. Keep your post private. It's only about you – not your spouse, not your family, not your friends, not even your therapist (although you can talk about your experience with your therapist).

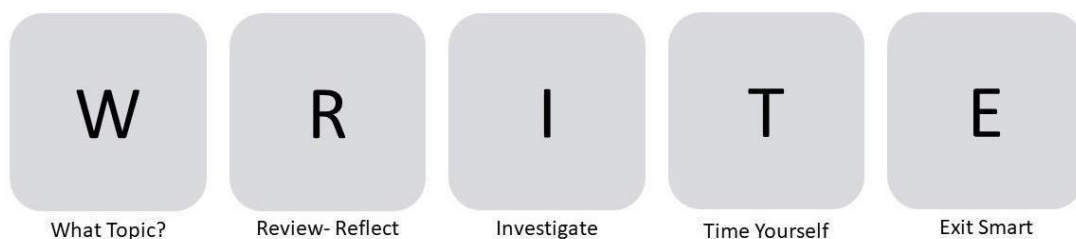


Figure 5-9 Write journaling notebook Concept

We named our journaling notebook “WRITE”. There is a good instruction hidden in the letters of the English word write that we can use for daily writing.

- W - What topic do you want to write about? What happened in your life? What are your current thoughts and feelings? What are you currently working towards? Or are you trying to prevent it? Write its name and put it all on paper.
- R – Review or Reflect. Relax for a few moments, calm your breathing, and concentrate. A little mindfulness or meditation can help at this point. Try starting sentences with sentences like “I feel ...”, “I want ...” and “I think ...” Also, try to keep them in the present tense, with sentences like "Today...", "Right now..." or "In this moment".
- I - Investigate your thoughts and feelings through writing. Just keep going! If you feel like you have nothing more to write or your mind is busy, take a moment to refocus

(another opportunity for mindfulness meditation!), read what you just wrote and move on.

- T- Time. Write the start time and end time of writing at the top of the page. Set a timer or clock to remind you of the time.
- E – Exit smart. Smartly end your writing. Read what you wrote and think about it for a moment. Summarize your conclusion in one or two sentences, with phrases like “As I read this, I realize ...”, “I am aware of ...” or “I feel ...”.

Another activity that is considered for effective writing in this project is to do one creative thing a day and write about it. Cards titled "healing moves" with different topics are designed to perform creative activities that significantly help people to know themselves. Every day users take a step towards improving their mental health by choosing a card and doing the activity written on it and then writing about their experience. As long as they are separated from their daily thoughts and away from anxiety, they seek to discover their inner talents. Users are asked two important questions in this journal: How did you experience today? And what did you learn about yourself?

Answering these two questions and writing about their daily experience will lead to the continuation of effective daily writing practice and will ultimately reduce anxiety and help them to manage it better.

Dancing.	Painting my old shoes.	Writing new wishes.	Walking for 30 minutes.	Paying attention to plants & animals.	Saying I love U
Eating Pizza.	Inviting a friend for a coffee.	Eating home food.	Not smoking.	Wearing clothes with sharp colors.	Hugging Friends.
Being fashionable.	Playing a group game.	Buying flowers for myself.	Eating fresh green salad.	Writing a letter for me.	Climbing.
Chocolate Cake.	Being creative	Sending a gift for someone.	Planning a solo trip.	Redecorating my bed room.	Not being alone.
Photography.	Making smoothie.	Spending quality time with family.	Learning new thing.	Helping a charity.	Painting.
Reading book.	Doing skin care	Going to cinema with a friend.	Singing loudly.	Gratitude.	Not using internet.

Figure 5-10 Healing Moves Card



Figure 5-11 WRITE (journal) mockup

5.6.3 Game cards (SPEAK)

Cognitive behavioral therapy (CBT) is a type of psychotherapy that helps people learn how to identify and change destructive or disruptive thought patterns that negatively affect behavior and emotions. Through CBT, these thoughts are identified, challenged, and replaced with more objective and realistic thoughts.

CBT therapy believes that people must face the source of these destructive thoughts, identify the incorrectness of that, and then start creating the correct thought pattern.

But how can one face the truth of fear and anxiety on the one hand, and on the other hand, in the fear of facing this, achieve effective learning in the direction of treatment? The answer to this design project is an intellectual game.

The game is considered the most important form of people's current activity and the most suitable method for developing and developing their talent and creativity. The game has a great role in the life, growth and learning of a human being and it makes many positive qualities to be cultivated in the game. Educational games can be used as a useful and efficient media in formal and informal levels. The ultimate goal of these games is not just entertainment or filling free time, but such games, while creating enjoyable and joyful moments for the audience, by providing experiences close to real experiences, cause faster and more stable learning. Good educational games emphasize thinking and planning rather than memorization. People who have trouble learning concepts in written and printed texts understand games and often develop their confidence through role-playing. Educational games can be the main factor for increasing the size of neurons and synaptic connections in the brain. This growth is especially under the influence of kinetic stimulation, critical thinking and problem solving. From the research entitled 'The effect of using educational games on people's motivation and learning', they concluded that educational games have four motivational components: attention, communication, trust, and satisfaction. They have an effect. Researchers refer to playing games as a factor for improving attention and visual activities. Therefore, educational games can be an active and stimulating way for young people to review what they have learned.

Therefore, we designed a game called "SPEAK". The content of this game is designed based on various situations and events which encourages creativity and storytelling by exploring different perspectives and scenarios. This game express multiple situations where clients with different types of anxiety may have faced their fears. Through this game they can think and talk about accessible solutions with the use of their creativity and exploring different possible outcomes beforehand. It is recommended that clients play this game within a supportive group of people, so if they can't find a proper solution for some occasions, they can ask other members and, in this way, they can improve their own problem-solving skill.



Figure 5-12 SPEAK (game card) mockup

Some of these designed situations are as follows:

- You took someone to the hospital and the doctor will tell you that he/she is going to die in the next 6 months.
- You went on a trip and found out you lost your wallet on the train.
- You have an important speech in a conference while you panic backstage.
- You went on a trip by airplane, and when you arrived at the airport you found out your luggage had been sent to another country.
- You invited someone to your house for lunch, but you burned the food.
- You're in a bank depositing your cash and the bank employee will tell you that \$1000 of your cash is fake.
- You're walking towards your important date when you suddenly fall in front of her/his eyes.
- You went to an expensive store and suddenly broke a plate by mistake.
- You're going to a meeting to get your dream job when someone pours coffee on your clothes instead of the subway.

- You're going to the immigration office to apply for a visa when you notice some of your documents are lost.
- You invite someone special for dinner, when you want to pay for the meal, you'll notice you don't have enough money.
- You're going to a bank to pay your bills as an immigrant using a translator app, but when you arrive your internet becomes disconnected.
- You're in transit waiting for your next flight when you fall asleep and miss your flight.
- You woke up late and missed your final exam.
- Your child is not coming back from school and don't answer your call. □ You crash with a pedestrian, and she/ he is seriously injured.
- You encounter a predatory animal in the forest.
- You find drugs in the pocket of your teenager.
- You get fired while your house payments are delayed.
- While you're at home alone, you fall down the stairs and get seriously injured. You need personal help to go to the hospital.
- On the day of your wedding, you find your clothes burned.
- You get stuck in the elevator.
- You get stuck in the snow on the mountain road at night.
- Your social media account is hacked.
- Your boss is sexually harassing you.
- The customer is not satisfied with the service and plans to sue you and your boss.
- Your dog attacks your child while playing.
- Your family's opposition to the person you want to marry.
- You wake up at night and realize that a thief has come into your house.
- Your family suddenly decides that you need to leave the home immediately and live separately on your own.
- You see your partner cheating with your best friend in a cafe.

5.6.4 Copping stickers (LISTEN)

The human psyche is very complex and if people cannot remove negative energy, their lives will face many problems. Thus, psychologists believe that if a person practices on their subconscious and uses positive affirmations, it can bring peace back to their life. In order to bring peace back into your life, which is essential for any healthy human being, it is necessary to first work on your mind and maintain your energy in any situation, especially in difficult situations. Many diseases that occur to people are caused by anxiety and stress, and this issue can disrupt people's lives. The American Psychological Association has published the results of its 2010 tensions in America; among the findings: nearly 75% of Americans who participated in an online survey said their stress levels are so high that they feel unhealthy. Simply put, we live in stressful times. From economic problems to mental problems that have plagued many people today, they all lead us to an abyss that if we do not save ourselves in time, bad consequences will await us. When we face a threatening situation in life, a wave of stress hormones prepares us to fight or flee. As a result, our heart rates, our muscles contract, and we are suddenly on full alert. For this reason, in the fourth part of care box, we designed coping cards with positive affirmations.

Albert Einstein said, "We cannot solve a problem with the same mindset that created it." This quote succinctly explains why affirmations are so effective. If we want to change our lives for the better, we should have different thoughts in our mind, different from those that normally occupy our mind. Therefore, if we want peace in our lives, we must regularly train our minds in a positive direction and away from stressful thoughts, and for this, repeating positive affirmations helps our minds. In any stressful situation, if we are armed with affirmations, we can easily gain energy and calmness by breathing deeply and regularly and repeating positive phrases. Affirmations help people to overcome the toxic effects of chronic stress. By slowing down the breathing rate, neutralizing muscle contractions and lowering blood pressure. Given that stress has a direct impact on your quality of life and health, then using a therapeutic method called affirmations is worth trying and it's easy to do.

But how do positive affirmations work? We live according to our beliefs. For example, we believe that if we touch anything hot, it will cause a burn. Therefore, we do not touch hot objects with our bare hands; However, young children's belief systems are not yet formed; as

a result, they don't know the difference between hot and cold and are more likely to touch hot objects with their hands. If they burn their hand once or if they are repeatedly told that touching hot things is bad, then their belief system is formed, and they avoid touching hot things. All our beliefs are stored in the unconscious mind; Therefore, if we do not consider ourselves worthy of peace, we cannot achieve our desires. To change our beliefs, we must act at the level of the semiconscious mind, and repeating positive phrases will cause the thoughts to flow in the semi-conscious mind, and you will reach peace.

Since the repetition of these phrases will be effective when they are heard regularly, we designed them as stickers so that users can stick them somewhere in front of their eyes and thus see and repeat them regularly.

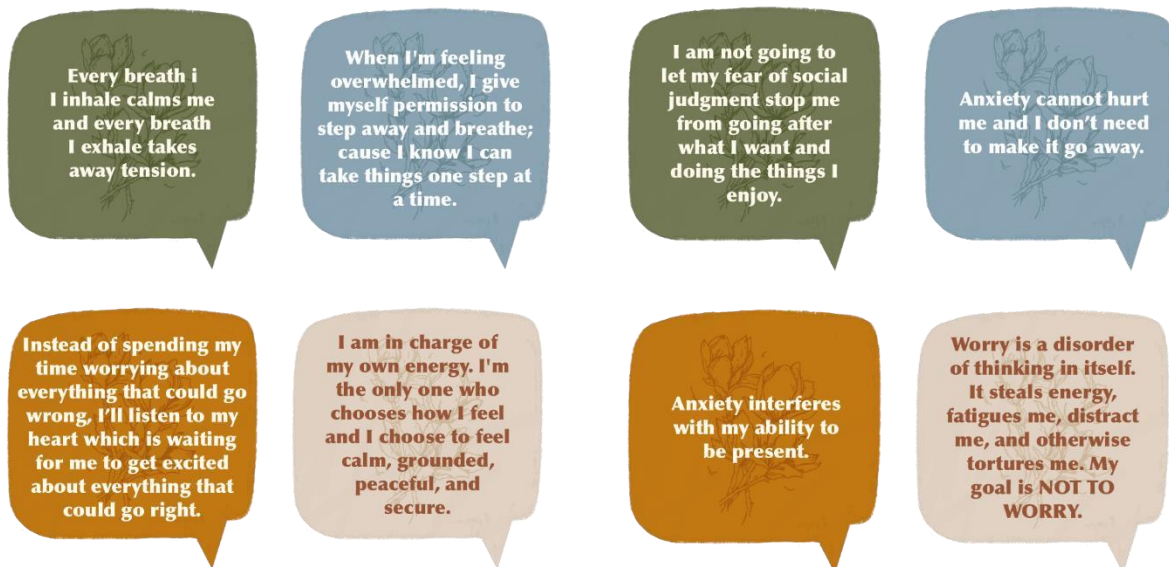


Figure 5-13 LISTEN (copping stickers) mockup

There are 30 sentences in this section, for everyday practice during one regular month.

- I don't need to figure out everything ahead of time. It's okay to not have it all figured out.

- I am a good problem solver, so when I am ready, or it is necessary to face the problem, I have the skills to face it.
- Any one individual's negative opinion of me doesn't have to define me.
- I can get out of my head and look at the world around me. It's probably not the monster I think it is.
- Instead of worrying, I can tell myself: "there is nothing I can do at the moment to tackle this issue. For now, table it."
- Being perfect is not a requirement of being successful or loved. I can embrace my shortcomings.
- Avoidance prevents recovery. If I keep running away, then the memory will stay in charge. As scary as it sounds, if I face the memory, then I can overcome it.
- The world is not paying attention to me; everyone is too preoccupied.
- Any one individual's negative opinion of me doesn't need to impact me at all.
- Worry is a disorder of thinking in itself. It steals energy, fatigues me, distracts me, and otherwise tortures me. My goal is NOT TO WORRY.
- I am not going to let my fear of social judgment stop me from going after what I want and doing the things I enjoy.
- Anxiety interferes with my ability to be present.
- Anxiety cannot hurt me, and I don't need to make it go away.
- Rationally, there is no connection between what I think and what happens.

This is OCD talking and not really talking.

- "I feel anxious, so what!" Just because I am anxious does not mean I have to act on it. Leave it alone; it will pass.

5.6.5 Plant

Nature and its beauty have always been and still are an inspiration for human beings to escape from the internal and external chaos. Natural environments are often considered as factors that reduce mental pressure. Communicating with nature and enjoying its beautiful scenery is a simple, but important way to obtain peace and soften the human spirit. In the meantime, planting flowers and the plant or green space can give happiness and freshness to man more than anything else. The remarkable thing about the role of flowers in people's mental peace is that by looking at flowers and enjoying its freshness, color and beautiful fragrance, a person can change his unbalanced state of mind and return it to a natural state and mental health. People's stress levels are directly related to the amount of green space around them, the greener space there is, the less stress people have. In places where there is more green space, people respond to bad and distressing events better, or face them without stress, or adapt better and faster. Studies show that 'linalool' is an aromatic compound in plants that is found in many foods, such as flowers and basil... and lemon balm, which reduces stress. Flowers and plants create a sense of positive attitude towards life and peace, happiness and satisfaction, intimacy, and calmness in people. Note the color of the flowers is very important, so that flowers with soft colors - pink, white, purple, etc. - lead the person's sense to calm emotions, and flowers with hot and intense colors - red, yellow, orange, etc. moves his sense towards excitement and vitality.

Flowers and plants, especially receiving even a flower branch or a small vase of flowers, can quickly change a person's mood and make him happy and excited. Smile is the first and most important sign of this change.

The feeling of happiness and vitality is quickly and well manifested in all people and at any age. Looking at flowers or receiving flowers can affect a person's mental state for a long time and change his/her behavior quickly, so that people who have flowers and plants in their surroundings - home, workplace, etc. they are two to four times calm, kind, happy and forgiving, more than others and they can convey this feeling to others with their positive behavior, so researchers recommend to always have a flower branch or a small pot in your sight.

For these reasons, our mental health care box couldn't be complete without a potted plant. We wanted users to be more engaged in the process of planting a flower; so, we made it an interesting activity for them. In our package, there is a pot, soil, seed and a planting structure

for user to start planting their own flower. In the process of taking care of their flowers, they should take care of their mental health, so they can bloom as same as their flowers.

5.6.6 Packaging design

Packaging design is the structure, material, color, image, typography, and regulatory information with secondary design elements to make the product suitable for marketing. Its main purpose is to create something that is used to contain, protect, transport, distribute goods, store, identify and distinguish the product in the market. Ultimately, the purpose of packaging design is to fulfill marketing objectives through the distinctive communication of a product's character or performance of consumer and to generate sales. In a consumer society, products and their packaging design are intertwined in such a way that they are no longer perceived as separate objects or, ultimately, essential objects.

Successful packaging design, in fact, creates passion.

- Structure

Through investigation about different types of packaging's structure, we decided to choose "Drawer Box" for this project. The drawer box is ready to pack any product. In fact, this box can be classified in the category of fantasy boxes. The drawer box is used for packing a wide range of goods, from all kinds of gifts to clothes, foodstuffs and even some industrial products. The drawer shape of the box has made it a beautiful art product. This box is made in various shapes, each of which has its own special beauty and function. Another feature of this box is its light weight. Of course, this light weight does not reduce its safety in any way. The cardboard used in the construction of the drawer box is hard and resistant cardboard and does not cause any damage to the products in long-term moving.

Drawer boxes are produced in three forms: cardboard drawer boxes with ribbons, craft drawer boxes with cutouts, and cardboard drawer boxes with push doors or match boxes. In a drawer box with a ribbon, the ribbon acts as a cloth handle. This means that a small ribbon is placed on the drawer of the work box, and by pulling it, the box opens. Of course, sometimes a piece of rope is used instead of a ribbon.



- Material

The material of the packaging and its effect on making the product packaging fashionable is a very important issue. Various materials are used for this purpose and one of its types should be selected according to the type of product. Among the materials that are used to present different products and goods are paper and cardboard, glass, or metal. For this project, we decided to choose cardboard for the main box, and paperboard for smaller boxes like the box of game cards. Cardboard and paper have high flexibility and can be used to package all kinds of products without any volume restrictions. Due to the ability to print, various writings and information can be included on the package, and this method can be a unique way to differentiate the product from other products on the market. This group is considered friendly to the environment and is easily decomposed.



Figure 5-15 Packaging material (cardboard- paper)

- Color & Typography

We wanted this package to represent minimalism, so we decided to choose white as the main color of packaging. White color is generally associated with concepts such as purity, honesty, purity, innocence, and simplicity, which are widely used in the field of health. White color has the ability to reflect light; Because no color is formed from the combination and therefore it is a symbol of purity. White is a simple and clean color that is a symbol of freshness and a new beginning. Prominent brands such as Chanel, Apple, and Uber (usually on black surfaces) have used white color in their branding and logo design.

For the typography, we used the general logo of our brand identity.

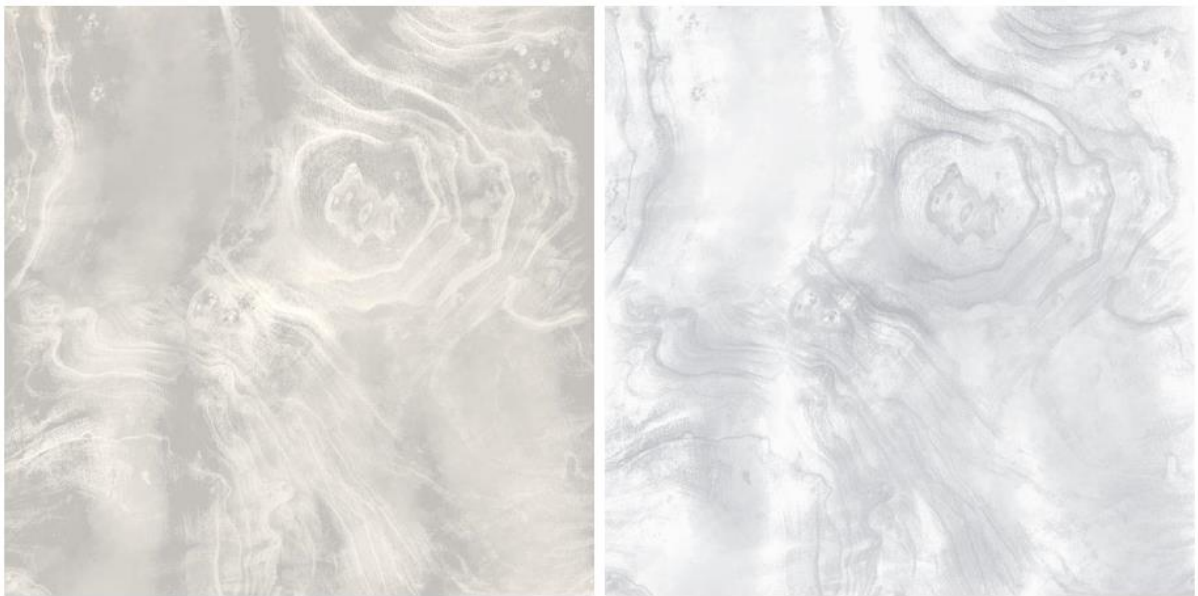


Figure 5-16 Packaging color and pattern design



Figure 5-17 Packaging logo and typography



Figure 5-18 campaign posters

6 EXHIBITION

Exhibition venue: WooSuk Gallery of Seoul National University

Schedule: June 15, 2023 - June 18, 2023



Figure 6-1 flow campaign exhibition



Figure 6-2 flow campaign, care box



Figure 6-3 flow campaign, READ: the visual guide book



Figure 6-4 flow campaign, WRITE: the journal

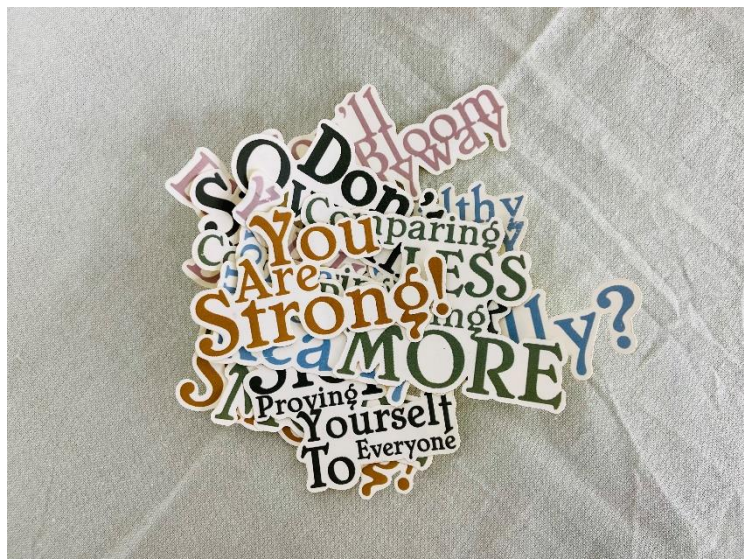


Figure 6-5 flow campaign, LISTEN: the coping card



Figure 6-6 flow campaign, SPEAK: the game card



Figure 6-7 flow campaign, PLANT

7 CONCLUSION

It is necessary to examine further the discussion of product design for mental health within a creative context. This research would possibly create a better understanding about product designing in the field of mental health and more specifically, anxiety disorders; and help other researchers who are interested in designing for a better wellbeing in the future.

More time and effort must be invested to fully understand the cognitive behavioral therapy method of psychology and how to apply that in education creative context. Even though this research has already designed a care box package for anxiety disorders using CBT method, the work can still continue to be developed to enrich our knowledge on the subject and create more sufficient product which would help clients.

Moreover, according to WHO organization, there is now a widespread global call that asks designers from all over the world to apply their artistic capabilities within mental health context and design solutions towards a better wellbeing. This research result shows one possible application of communication design for a mental health campaign in the content of anxiety disorder and suggests more investigation about this matter.

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9 KOREAN ABSTRACT

국문초록

불안 장애를 위한 정신 건강 캠페인 디자인 연구

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디자인학부 시각디자인 전공

정신 건강을 개선하는 것은 우리 시대가 해결해야하는 중요한 문제 중 하나이다. 본 연구는 이 주제에 대해 수행된 연구들 중에서 정신 건강 문해력에 초점을 맞춘 것으로, 정신 건강에 대한 사람들의 지식과 그 지식을 확산시키는 방법을 개선하는 것이 일반적인 접근 방식이다.

커뮤니케이션 디자이너는 일반적으로 정신 건강 문해력 개발의 초기 단계에 관여하지 않지만, 고유한 프로토타입을 만들어 필요한 메시지를 효과적으로 전달할 수 있다. 이러한 프로토타입을 통해 디자이너는 다양한 관점에서 정신 건강 증진을 다시 접근할 수 있게 된다.

본 연구의 목적은 현대 심리학의 인지행동치료(CBT) 방법에 기초한 해결책을 설계하여, 다양한 대처 기제, 자기계발 전략, 다양성 증대에 충분한 도움이 될 수 있는 케어박스를 준비하는 것이다. 그리고 이를 기반한 설득력 있는 정신건강 캠페인을 제안함으로써 불안장애에 대한 대중의 인식을 확장하고, 정신 건강 문제를 가진 당사자들이 자기 존중감을 높이는 것을 목표로 한다.

이 과제를 달성하기 위해 여러 가지 측면을 다루었다. 초기에는 CBT 모델을 조사한 다음, 다양한 불안 장애 모델을 비교하여 각 불안 장애의 진단 구성 요소와 공통된

특징을 조사하여 각각의 치료 유형을 선택했다. 본 연구에서 선택한 주요 치료 과정은 인지 재구조화와 노출 요법을 선택한 후, 가능한 지역적 해법을 찾는 과정으로 이어진다.

본 논문의 연구는 '케어박스'를 주요 콘텐츠로 하는 정신건강 캠페인을 디자인한 것을 솔루션으로 제안한다. 케어박스에는 5가지 중요한 요소가 있다. 불안 장애에 대한 기본 정보를 담은 가이드북, 매일 스스로 돌볼 수 있는 성찰 일지, 게임 카드, 대처 카드, 식물 등 5가지 중요한 요소로 구성되어 있으며, 각 요소는 특정 결과를 위한 특정 치료 방법을 기반으로 디자인되었다.

비록 CBT 심리학을 완전히 이해하고 이를 창의적 교육관점에서 적용하는 위해서는 더 많은 시간과 노력이 투자되어야 하지만, 이 연구는 정신 건강, 특히 불안 장애 분야의 제품 디자인과 대중을 대상으로 하는 캠페인 분야에 이해를 높이고, 더 나은 삶을 위한 디자인에 관심이 있는 다른 연구자들에게 도움이 될 것을 기대한다.