



Creative Anxiety Relief

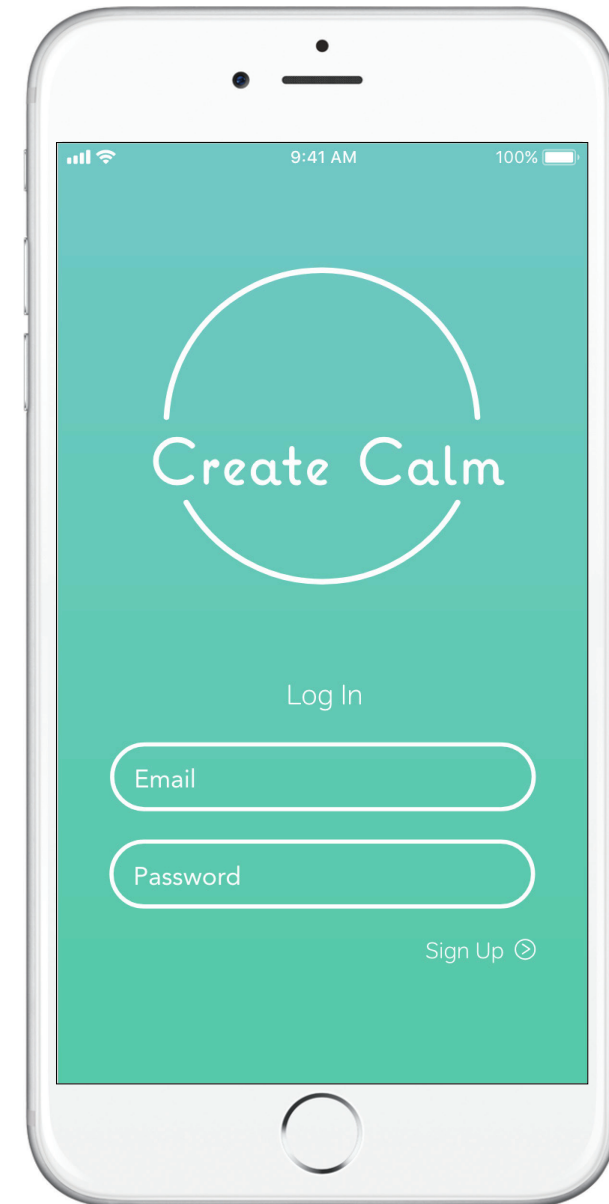
# Table of Contents

Artist Statement .....	6
Exploration & Research .....	10
Participant Examples .....	14
Final Outcome .....	19
Branding .....	24
Exhibiting Create Calm .....	29



Anxiety disorders are the most common mental illness in the United States, affecting 40 million adults ages 18 and older, myself included. *Create Calm* is an app that provides a space for finding calm when one is suffering from anxiety, through the process of creating. The app contains multiple art journal exercises and prompts for the user to participate with in the psychical sketchbook that pairs with the app. Additionally, within the app, one will find other calming techniques, breathing exercises, a progress tracker, and uplifting quotes to help ease the mind. The user would buy the sketchbook that pairs with the application in a bookstore and then receive a code to download the *Create Calm* app when they open their sketchbook.

I have always found the process of drawing and creating art to be therapeutic and calming, especially when I am having anxious thoughts or an anxiety attack. The idea for the creation of this app and sketchbook is the result of wondering if sketching and drawing could be incorporated into a meditative and relaxation app. Currently, art therapy utilizes this idea, and *Create Calm* draws from art therapy's foundations within a smaller and personal space. The simple stroke of a pen or pencil while creating art is a repetitive action that can help an individual to focus and calm their mind on simple tasks. Those that suffer from anxiety often enter an intense state of concentrated attention, so by shifting that intense focus to something positive and physical such as creating art, they can *Create Calm*.







# Participant Examples

I sent out six examples of activities that I wanted to include in my application and sketchbook to a handful of individuals to see how they would react to the exercises and prompts. This gave me a good place to start to be able to develop more exercises for the final application. The six activities were:

#### Activity 1:

Draw simple lines; these lines can be thin, thick, parallel or perpendicular, just keep drawing lines, and fill up a whole paper.

#### Activity 2:

Begin drawing small circles; do the circles connect to one another, touch one another, form a shape, follow a line? Draw circles and fill the white space of the paper.

#### Activity 3:

Concentrate on an object you can see; focus on the object and draw it without looking at the paper; the goal of this is to focus on the object, the details of the object, and your connection with the pen and paper.

#### Activity 4:

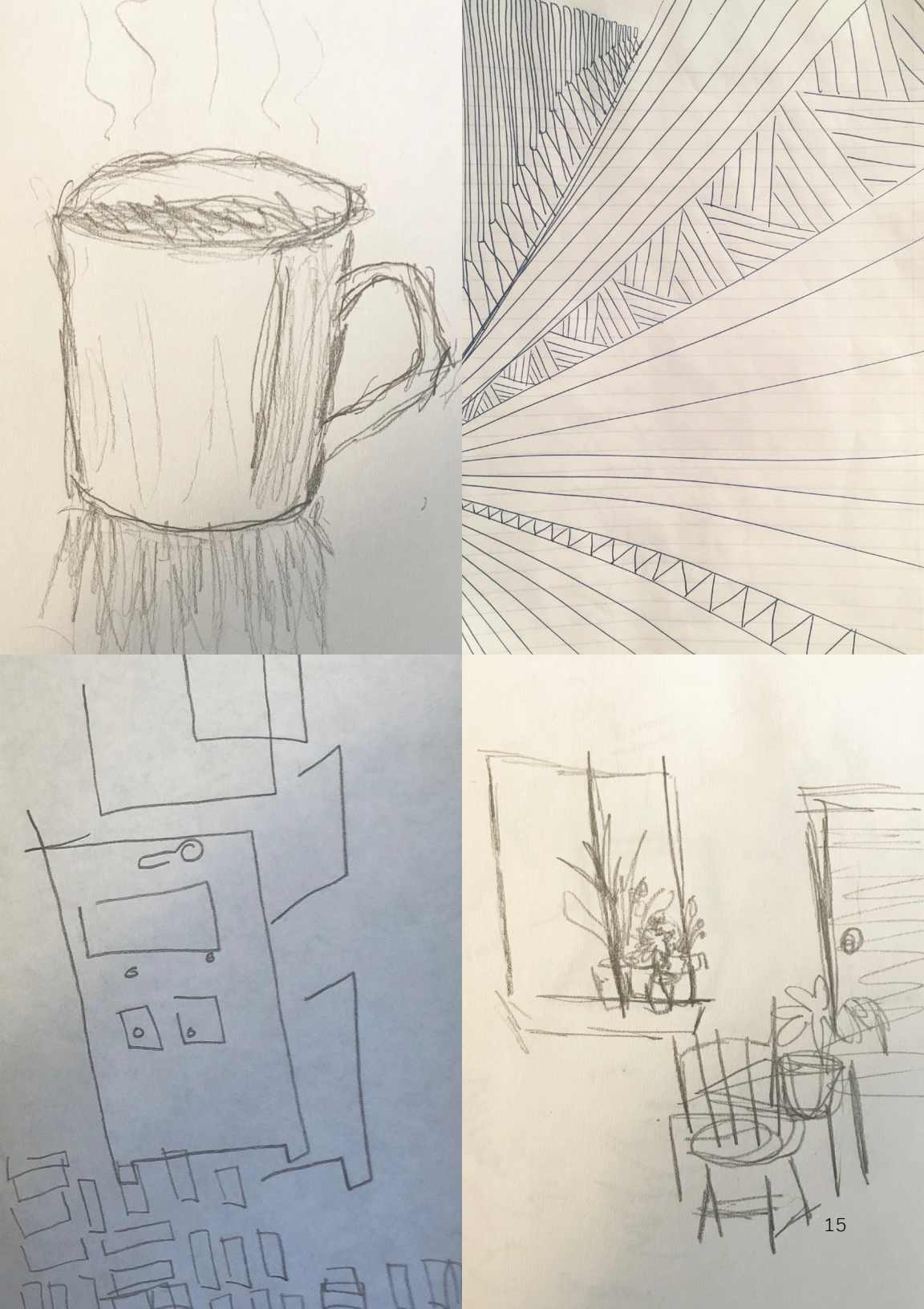
Take a piece of paper or newspaper and find imperfections within the blank paper, or if using a newspaper, find a letter or word, or combination of letters; mark these areas with dots; then connect the dots with either straight lines or curved lines.

#### Activity 5:

Is there anything that is worrying you right now or making you anxious? Using lines, scribbles, or shapes, illustrate this feeling or this task that is on your mind. As abstractly or non-abstractly as you would like.

#### Activity 6:

Draw with your non-dominant hand. Pick a simple object to draw that's in front of you and focus on the object.

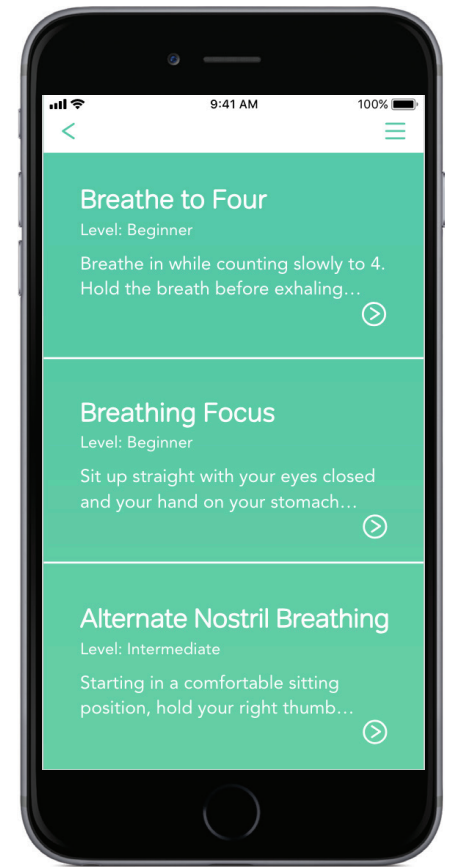
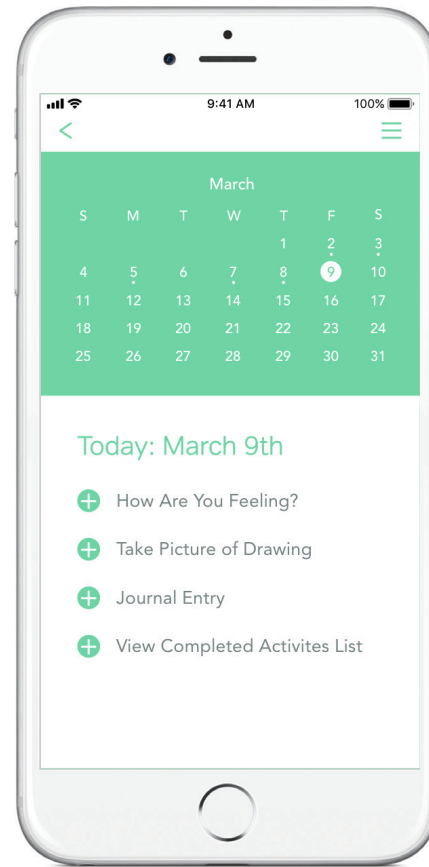
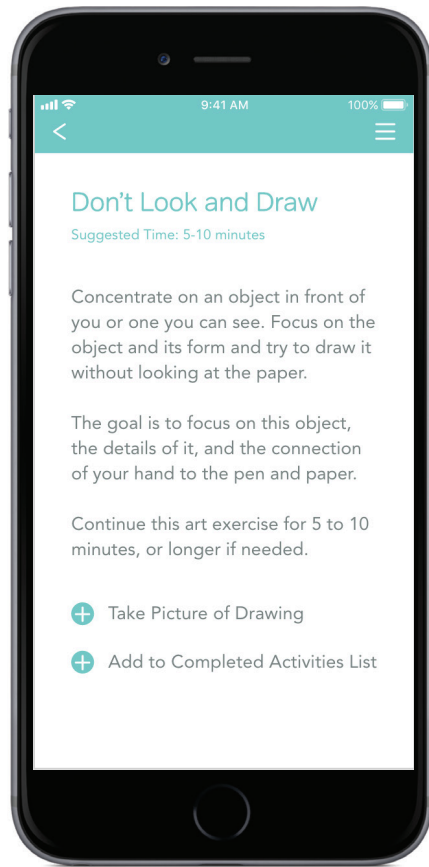
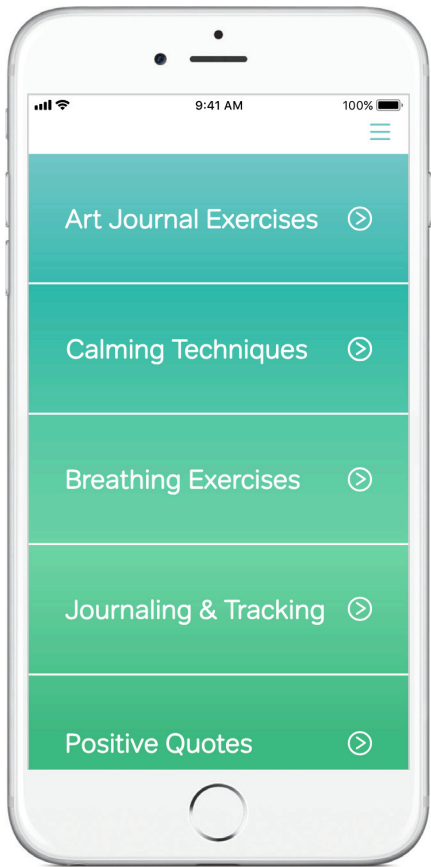








The final outcome of this project consists of a completed application rendered in Adobe Xd as well as four color variations of the *Create Calm* sketchbook. Once a user were to purchase the sketchbook in a store and download the application for free via a code, they would have access to the many different aspects of the application. There are twenty different drawing prompts within the app, four calming techniques, three deep breathing exercises, and a compilation of positive and uplifting quotes. Also, included within the app is the ability for the user to track their progress daily by inputting their feelings and emotions, writing a journal entry, selecting which breathing, calming, or art exercises they completed, as well as the ability to take images of their completed drawings to save within the app.



Branding

The design for *Create Calm* incorporates a circle in its main mark as well as shades of blue and green colors used throughout the app and sketchbook covers. The use of the circle within the mark is inspired by the importance of circles in yoga and meditation. The circle represents aspects such as cycles, wholeness, and unity, which reflects the goal of the application, to achieve calm and wholeness. However, the circle remains unfinished and not completely whole to reflect that the process of coping with anxiety, stress, and depression is not a perfect process.

Calming blue and green color variations were the chosen colors for the application and sketchbook because colors in this range are proven to be calming and can have a positive effect on our behavior and heartrates. Additionally, the primary typeface Tondo and secondary typeface Avenir Roman were chosen due to their open and airy qualities.



CMYK: 51, 1, 25, 0  
RGB: 118, 201, 199  
Hex: #76C9C7

CMYK: 71, 1, 41, 0  
RGB: 47, 185, 171  
Hex: #2FB9AB

CMYK: 58, 0, 44, 0  
RGB: 101, 195, 167  
Hex: #65C3A7

CMYK: 51, 0, 44, 0  
RGB: 126, 200, 165  
Hex: #7EC8A5

CMYK: 70, 1, 65, 0  
RGB: 69, 184, 132  
Hex: #45B884

### Tondo Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

### Avenir Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Exhibiting Create Calm



The idea behind a user acquiring the *Create Calm* sketchbook and application is that they would be able to purchase the sketchbook from a bookstore, and then unwrap and open the book to find a code to enter online that would enable them to download the app. To exhibit this project and concept, I displayed my blank *Create Calm* sketchbooks on a shelf filled with journaling books at a large-scale book retailer. Once I was finished documenting the sketchbooks on the shelf, I explored the concept of “shopdropping” or reverse shoplifting, and left a few of the blank sketchbooks on the shelf within the store to be discovered. Additionally, I gave four individuals their own *Create Calm* sketchbooks and provided them with 20 of the art prompts to complete on their own. I then used these books and some of their sketches within the various photos seen in this documentation book.









