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Faculty of Design
Department of Graphic Design

BACHELOR'S THESIS
on the topic:

Development of a visual complex for “Art heals emotions”

Performed by: a student of the BED-20 group

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ABSTRACT

Emotions are everywhere, is an important part of each of us psychological activities, emotions affect our lives and physical and mental health. Emotions are characterized by instability. Positive emotions can bring everyone a sense of pleasure and happiness, on the contrary, negative emotions that are not regulated may lead to anxiety, depression and other unhealthy psychological problems. Emotions play an important role in human psychological activities and daily life. Therefore, people learn to regulate their negative emotions effectively.

Art heals emotions is the expression of emotions in the form of art, and the role of negative emotions can be alleviated through artistic means such as painting. Through these non-verbal forms of expression, you can vent your emotions, pressure and anxiety in the inner world, so as to promote personal physical and mental health.

In Niu Wanmin's "Beyond Words" : "Self-healing" in painting and practical exploration, it can be understood that the healing of painting art is to transform emotions into visual images through the way of painting creation, so as to play the purpose of regulating negative emotions and spiritual healing.

Through artistic creation, from a small point to a line to a painting, you can feel the changes in your innermost emotions in the process of free creation, so that your emotions can slowly relax, achieve the effect of relieving emotional pressure, and deliver more beauty and value to the society.

The design theme of this time is "Art Heals Emotions", which mainly alleviates negative emotions through art creation. The art form mainly uses painting to show different emotional visual design of each person. In the process of art creation, it can not only heal one's soul, but also improve one's aesthetic ability and creative ability, so as to relieve emotions and release pressure. Anxiety and other negative emotions. At the same time, through this theme

design, people can also have a more comprehensive and in-depth understanding of the relationship between emotion and color.

Key words : colour;Art painting healing; Poster design; IP image;illustration design

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INTRODUCTION

Relevance of the study. With the continuous progress of modern society, the development of economy and the improvement of people's living standards, more and more people begin to pay attention to the safety of mental health. Through research and survey, it is found that people in this era always feel anxious and irritable because some things can not be satisfied or are affected by some small things. These negative emotions have a great impact on people's health.

The research direction of this topic is to heal emotions through art, including music, dance, calligraphy, Ink Painting etc. The main direction of this design is to heal emotions in the form of painting, and to use painting to relieve emotional pressure. In the process of painting, people will shift their attention to the process of artistic creation, which can alleviate people's anxiety to a certain extent. In the feasibility study of calligraphy and painting in art healing, the psychological principles of calligraphy and painting in art healing were analyzed, and the healing of art and painting was discussed[1]. In artistic creation, different tools such as watercolor pens, oil brushes, pencils and different colors will be used for creation. Through the analysis of the overall color and expression of artistic works created by people, the relationship between emotion and color is studied, and on this basis, the next design work is carried out.[2]

The purpose of the research: Through this design, people realize that in addition to regulating negative emotions through music, sports and other ways, they can also alleviate negative emotions through artistic expression. Art can not

only play the role of appreciation, but also play the role of healing their emotions. It is a simple way to regulate negative emotions, no matter where we are, no matter what we are doing, we only need simple tools to do it, and relax our mood through the process of self-creation. And design and conceptualize the project content based on the research results.

Research Objectives:

1. Analyze cases and related materials of art painting that can heal emotions based on the design theme.
2. Analyze the current situation and significance of art painting in healing emotions both domestically and internationally.
3. Analyze how college students can use art painting for emotional healing.
4. Analyze and study the feasibility of implementing art painting activities in schools.
5. Determine the practical requirements for conducting art painting activities in school.
6. Determine the design content of posters, illustrations, and other aspects based on the research results of artistic painting practice activities.
7. Analyze the specific creative direction of design content such as posters and illustrations.

The research subject (theme) is Introduce to people that artistic painting can heal emotions and design content according to research direction, development of a visual complex for Art heals emotions

The object (focus) of the research are Art painting can heal emotions, the relationship between emotions and colors, and how to use art painting to heal emotions.

Research methods. Literature reading method: Search and screen relevant literature on painting to heal emotions through various channels such as CNKI, Google and library to provide theoretical basis for in-depth exploration of this design.; Discussion method: Through appreciating other excellent graduation works and discussing and analyzing the characteristics of different works with other students, we can get better design ideas; Comprehensive research method : Learn more about the form categories and design methods of painting healing by looking up information online, so as to position my own design ideas and methods, conceive design schemes, mind maps, and design posters, illustrations, fonts and peripheral products; Comparative research method: The design works that have been designed are used as design reference, and the design works are deeply investigated and compared to determine the final design scheme.

Elements of scientific novelty. This study contributes to the further development of art painting in healing emotions, deepening people's understanding and cognition of art painting in healing emotions, and adapting to the development needs of modern life. Analyzed how college students can heal emotions through artistic painting, and created design content related to cognitive different emotions based on the analysis results of practical activities.

Practical significance. Through the design of five aspects, let people understand the art healing emotions, and at the same time, combined with the Placek mood wheel to create posters, illustrations and other creative content design. The overall design not only introduces people to the theme of healing emotions in art, but also allows people to deepen their understanding of the

relationship between emotions and colors by combining the Placek mood wheel. Let people understand that artistic painting activities have a certain positive effect on regulating people's emotions.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, four chapters, conclusions to each chapter and general conclusions, a list of used sources of 36 items and appendices (17 pages). The work contains 22 drawings. The results of the research are presented on 65 pages.

Chapter I

SOURCE OF SELECTION

1.1 Purpose of research

This graduation project is to relieve emotions through the form of art painting healing, the use of painting creation to transform emotions into visual images, so as to play a role in regulating negative emotions and relieving psychological pressure. Art painting healing is a way to achieve healing and self-regulation through the process of art creation, such as painting, Chinese painting, oil painting, even sculpture, collage and other forms of art creation, which can help individuals to carry out deep self-expression and emotional release. In this way, individuals can be provided with more convenient and creative ways to relieve their emotions and express their emotions in a self-guided way. Art and painting activities, as a creative and expressive form of art, can effectively intervene in the regulation of people's emotions. Through art and painting activities, people can correctly understand their inner emotions, transform emotional energy into visual images through art and painting creation, and thus achieve the goal of regulating negative emotions and cultivating people's ability to regulate emotions.[3]

The design is based on the relationship between emotion and color. Use visual design to visualize different emotions, and associate them with related colors to improve people's understanding of the relationship between emotions and colors.

The research process shows that artistic painting practice has a significant therapeutic effect on emotional regulation, while also enhancing people's interest in painting, providing effective basis for this research process.

1.2 Research significance

Art painting activities, as a creative and expressive form of art, can effectively stimulate people's emotional expression and help them understand and recognize their own emotions. At the same time, artistic painting activities can also enhance people's hands-on creative ability, aesthetic ability, observation ability, and thinking ability.

The research of this design helps to strengthen people's understanding of art healing, deepen their understanding of art healing and personal emotions, and learn to take appropriate ways to carry out art healing, which is of great significance to the healthy development of individuals at different ages. In the process of creating art painting healing, it can also help individuals re-understand themselves and experience their real selves. In this way, it can promote self-cognition and self-development, help to understand the relationship between painting creation practice and personal physical healing, and also let people understand the relationship between emotion and color through this design.

1.3 Research status at home and abroad

Domestic situation: With the improvement of people's living standards, some uncertain factors will affect people's emotions, and people pay more attention to psychological problems. Healing life with art, art healing in China has gradually become a more popular way of psychological healing, more and more places appear art painting healing activities. Through investigation and reference, it can be understood that the research and application of contemporary art healing in China began in the 1990s, which developed late compared with European and American countries, and is still in the initial stage of theoretical research and practical exploration. Researchers mainly focus on art, psychology and education and other fields. In more than 20 years of exploration, researchers and practitioners of Chinese art healing have been trying to find a localization path of art healing.

Domestic theoretical development: With the popularization and promotion of art healing, the relevant domestic theories are also constantly developing and progressing. In recent years, domestic scholars have deeply discussed the principles, methods and applications of art healing, and further improved the theoretical system of art healing. At the same time, some localized art healing theories have also begun to appear in China, which provide more targeted guidance and support for the practice of art healing in combination with Chinese cultural background and individual differences.

Domestic practice application: In China, the application range of art healing is constantly expanding. More and more institutions and individuals have begun to

adopt the method of art healing to relieve psychological problems and improve mental health, such as art healing workshops, art healing festivals and other activities. The art of painting has been applied in many aspects of mental health education and counseling in universities to heal emotions. In the teaching of mental health education, art painting activities are applied to courses, providing group training for students, improving their cognitive, social, and language abilities towards their emotions. Art activities intervene in the education courses of college students, effectively regulating their psychological anxiety through art activities[4].

Especially after the epidemic, the terrifying situation of the epidemic and the reality of people staying indoors posed a huge challenge to people. People's emotions were affected, and art therapy activities were used to regulate negative emotions to a certain extent. The development of the art therapy industry was further improved, and it also received comprehensive support and recognition from society. The art therapy led by Tongji University, as an interdisciplinary academic development direction and psychological therapy practice method, received more attention and promotion in the post epidemic period. Art activities intervened in the education courses of college students, and different types of art therapy exhibitions were carried out, effectively regulating the psychological anxiety of college students through art activities. Art healing activities are showing a rapid development trend[6].

However, there are still some problems in the quantity and quality of the overall painting healing institutions, and it is necessary to increase promotion efforts to improve industry visibility and professional level. Secondly, there is a

large demand for professionals in China's art healing industry, who not only need to have artistic skills, but also have psychological knowledge and skills. Therefore, the art healing industry needs to strengthen talent training to promote the development of art healing.

Current situation abroad: As can be seen from online research, art healing originated in the West, with the pressure of life and other factors, people began to pay attention to mental health, so art healing has also received more and more attention in China. Art therapy, as a way of healing emotions, has a long history in European and American countries. As early as the 18th century, Irish doctor Robert Whytt used music as a means of artistic healing for emotions, and later began to introduce art forms such as painting and theater for artistic healing. In terms of mental health, art therapy can help people alleviate negative emotions such as anxiety, and improve their emotional regulation and social skills. In the medical field, art therapy can help patients overcome their fear of illness.

First of all, in terms of theoretical research, foreign scholars from physiology, psychology, sociology and other aspects of art healing have conducted in-depth research and study, forming a relatively complete theoretical system. New York University, for example, combines psychotherapy and visual arts practice to harness the creative power of art for clinical assessment and treatment; The Brera Academy of Fine Arts in Milan, Italy, emphasizes the application of professional knowledge of healing art to psychotherapy work. Adrian Hill is an English artist and writer who was one of the pioneers of pictorial healing. He founded the British

Painting Healing Association, and promoted the concept of painting healing worldwide. This activity also made people more comprehensive and profound understanding of the importance of art painting healing, so that art painting healing activities were further popularized and promoted.

In terms of practical application:foreign art healing project activities are also very diverse, covering people of all ages from kindergartens to nursing homes. As a disciple of Freud, Jung started the practice of painting therapy. He tried to paint mandala patterns, which relieved a lot of his psychological symptoms and accumulated a lot of experience in painting therapy.In the United States, the development of art therapy is very rapid. In the 1930s, artist Florence Cane discovered the therapeutic effect of art on children in practice, making contributions to the promotion of art therapy in the United States. Currently, art therapy has been widely applied in the fields of mental health, healthcare, and education in the United States.

In Germany, art therapy is widely used in the treatment of children, the elderly, and people with physical disabilities. The development level of art therapy in Germany is extremely high, with music therapy and painting therapy being the most widely applied fields.

In foreign countries, art healing has become a widely recognized therapy. Many countries have established sound art healing institutions and training systems to provide professional art healing services to the society, to help them relieve work pressure and improve the quality of life. With the change of social environment, people's demand for artistic healing is also changing. In addition, due

to differences in cultural backgrounds and values, the applicability and effectiveness of artistic healing in different countries and regions may also be different.

To sum up, the research on art and art healing has been further developed at this stage. I want to make people understand Art painting heals emotions through this design, and at the same time relieve their negative emotions in this way.

Summary of the chapter I

1. Analyzed the basic concepts of artistic painting in healing emotions.
2. Analyzed the research significance of artistic painting therapy
3. Based on the investigation and research of the data, the research direction and objectives of this study have been determined.

Analyzed the current situation of art painting for emotional healing in China, and found that art painting for emotional healing has received attention and further development from different countries.

5. Analyze and study the feasibility of implementing art painting activities in schools, and determine the practical requirements for conducting art painting activities.

6. Analyzed the methods used in this design study: Research method, Literature reading method: Search and screen relevant literature on painting to heal emotions through various channels such as CNKI, Google and library ; Discussion method: Through appreciating other excellent graduation works and discussing and analyzing the characteristics of different works with other students, To determine their own design style; Comprehensive research method : Learn more about the

form categories and design methods of painting healing by looking up information online;Comparative research method.

Chapter II

PRACTICE RESEARCH AND DESIGN IDEAS

2.1 Practical research

The practical research of this design wants to know how college students use art painting to heal and vent their negative emotions, so a series of research steps are formulated. Firstly, the research purpose is clarified, the research design method is determined, the activity address is determined, the participants are recruited, the activity field research is conducted, and the data is collated and analyzed. Thus better grasp the design content.

Clear research purpose: The offline research of this design mainly understands how college students heal and vent their negative emotions through art painting;

Design research method: Through the practice research of offline question and answer method, we understand how college students heal and relieve their negative emotions through art painting;

Determine the address of the activity: select the appropriate number of samples according to the target group of the survey, so as to choose the activity place that is convenient for painting;

Recruit participants: Randomly recruit college students through the introduction of art healing activities, and clarify the time arrangement, place and requirements of art painting healing activities .

Creation process: During the art and painting activity project, several markers, blank cards, and promotional posters were prepared to guide students to freely draw their emotions on the blank cards. During the painting process, students can concentrate their attention on drawing, release negative emotions deep in the brush, transform their emotions into visual images, and feel inner peace again during the creation process. Field interviews: Interviews and records were conducted in the selected activity places, and participants' emotional feelings were recorded after the completion of the painting process ;

Data collation and analysis: collect drawing cards, analyze participants' painting works, and understand the relationship between participants' emotions and the content of the picture.

After the mood cards of 100 people are collected and passed, the cards are collected, summarized and classified according to the data sorting and analysis of the mood cards of 100 people, For example, cards that represent sad emotions are grouped together, cards that represent happy emotions are grouped together, and eight different emotions are visually designed in combination with the Prachek emotion wheel, allowing people to recognize their emotions through their own colors and the poster design is laid the groundwork for the next stage.(As shown in Figure Figure 2-2)

Analyze the results of practical research, create good design concepts, clarify the direction of design content and the design process of creation, fully prepare mind maps, and lay the foundation for the next step of design.

2.2 Design ideas

Analyze and summarize the design and creation based on the previous research on art painting activities to heal emotions. This design includes five parts: font design, IP design, poster design, illustration design, peripheral product design.

Font design: The style of the font is a very important part of the design of posters and illustrations, which determines the appearance, temperament and characteristics of the font. In this design on the basis of regular script design.

IP image design: IP image will be through a certain theme or concept through the design, creation and other methods of visual image. A recognizable IP image design can make the other party quickly identify, and the IP image usually has strong emotional attributes, so that it can arouse the resonance of the other party.

Poster design: The main purpose of poster design is to convey specific theme information, products, activities, etc., through images, text, color, layout, etc. The poster design of this time is based on the research results of the previous painting activity and the mood wheel of Prazek as the conception and creation of the IP image flower. In the production process of the poster design, attention should be paid to the orderly layout, visual simplicity, and strong readability.

Illustration design: Illustration design can enhance the impact and attraction of vision, transform text, theme and concept into visual images, increase the expression ability and achieve the transmission of information. The illustration of this design will express the diversity of emotions on the basis of colors and different elements.

Cultural and creative product design: In addition to the aesthetic appearance of cultural and creative product design, more attention should be paid to the expression and transmission of cultural connotation of cultural and creative products, and also consider the practicality of products. The cultural and creative products of this design are the derivative and application of related emotions and IP images.

2.3 Design orientation

Based on the previous analysis of the topic selection, domestic and foreign research and practical research, the design positioning of "Art heals emotions" is made. The design of "Art heals emotions" aims to heal one's negative emotions through art painting, deepen people's understanding of the importance of regulating mental health, and improve people's attention to emotions. At the same time, through visual design, people can recognize and understand different emotional types. In the process of painting creation, people can relax their emotions and physical states, so as to reduce negative emotions, and at the same time, they can recognize their emotional changes.

In the poster design, 100 people's emotional cards were sorted and analyzed, and the emotional poster content was conceived and designed in combination with Prazek's emotional wheel, so that people could recognize different emotions through poster visualization.

Illustration design: In daily life, the elements that affect people's emotions are not singular, and often many things can cause the same emotion to appear. For example, happy emotions can be associated with the joy of eating snacks, playing, sleeping, etc. These elements are concentrated in the illustration content, while also enriching the illustration content. Therefore, the Memphis style illustration design style is adopted. The design style of Memphis is adopted in the illustration design, which uses visually impactful elements to attract the audience's attention and effectively convey the connection between color and mood.

In terms of IP image design, the IP image that matches the project is determined based on the design theme. Through the design of the IP image, it can effectively bridge the distance between people, make it more vivid, and make the design project more flexible and interesting.

Summary of chapter II

1. Based on previous research, the requirements for the practical activity of designing art and painting to heal emotions have been determined.
2. After analyzing the results, the design idea for this project was determined
IP image design: IP image will be through a certain theme or concept through the design
3. Determined the creative content of the design : Five parts design idea.
font design, IP image design, poster design, illustration design and peripheral product design.

4. Based on the previous analysis of the topic selection, domestic and foreign research and practical research, the design positioning of "Art heals emotions" is made. Including design content: poster design, illustration design, IP image design, etc.

5. Through analysis, the design style that fits the content of this design was determined. Eight basic emotional posters were created by combining the Prachek emotional wheel in the poster design, and the Memphis style was used in the illustration design. The IP image design was in line with the theme concept.

Chapter III

DESIGN PROCESS AND RESULTS

3.1 Font design

Font is also one of the basic elements in the design of this emotional poster. Font design can effectively carry out a direct information transmission function, and understand the theme content through font design. Fonts can also be integrated with illustrated posters to accurately convey a certain message or a certain concept.

3.1.1 Typeface design and finalization

The font is on the basis of regular script processing design, regular script writing characteristics is stable, while the side calls for emotional stability; The color is conceived and created through the diversity of emotions and the dopamine style of the theme of this design, and the fusion gradient of multiple colors is adopted. When designing fonts, attention should be paid to changes in the appearance, strokes, and structure of the font, and the font design should also conform to the design theme. (As shown in Figure 3-1, Figure 3-2)

3.2 IP image design

IP image plays a key role in this emotional expression process. Through the emotional expression of IP image, people can convey the most intuitive emotional feelings, and at the same time, ip image can attract people's attention and interest.

In this design, it is intended to carry out the conceptual design of ip image, and carry out emotional publicity through the visual design of different eight emotions shown to people by ip image.

IP image design takes flowers as the main design, emotions are varied and colorful, different emotions are associated with different colors of flowers, and different colors correspond to different emotional feelings, such as: Red represents anger, purple represents hate, blue represents sadness, green represents surprise, etc. Different colors of the same ip image are used to express people's different emotional feelings.

3.2.1 Design idea

The IP image is designed with flowers as the design prototype. Different colors of flowers correspond to people's different emotional feelings, implanting people's psychological emotions in the IP image. Through the IP image of flowers, people can intuitively express different emotions corresponding to different colors, endow people with personality characteristics, personify flowers, and add some personal subjective expectations. People's impression of flowers is inseparable from colorful, different flower colors correspond to different emotions, and correspond to the theme of this design "dopamine" style. The original intention of Huahua's IP image design is to create an IP image with different emotions, such as happiness, anger, sadness, surprise, alarm, hatred and other visual emotional images.(As shown in Figure 3-3, Figure 3-4,Figure 3-5)

3.2.2 The IP design is finalized

On the whole, the design of the IP flower is simple and appears as the specific image of flowers. Due to the fact that each flower corresponds to a different color, and different emotions can also be different colors, the flower flower IP image design is used for this IP image design.

According to Pratchik's mood wheel, eight different colors correspond to eight basic different emotions, and they are derived and related to emojis, which is convenient for people to use and convey emotions. Designed the ip image of the emoticons, to facilitate people's communication and interaction.

At the same time, a series of emojis are designed according to ip images. The design of emojis is conducive to various scene needs of people's life, and the emojis are rich and infectious, including 12 different emotional emojis such as surprise, happy, sad and surprised, which more effectively deepens people's understanding of emotions, and rational use of emojis also pulls people's feelings. (As shown in Figure 3-6、 3-7)

3.3 Poster design

3.3.1 Poster design idea

Posters play a role in conveying information. a total of eight posters in this poster design, poster design content combined with the eight emotions of Placek mood round to design, the main element of the design with IP images to express

eight different emotions, respectively, ecstasy, anger, grief, vigilance, horror, hatred, surprise, admiration. Other elements assist, making the poster play an intuitive role in conveying information. Through the poster design, we introduce the eight basic emotions of the Platchik mood wheel to people. It also allows people to better understand the interconnectedness of emotion and color.

In the poster design concept, the content of the poster is mainly to show eight different basic emotions of Placek's mood wheel through the expression and action of the IP image. Eight emotional posters are designed to show eight different emotions to people through poster design. The overall tone of the poster is based on the color corresponding to the mood wheel of Placek. The content of the poster includes text, pattern and other elements; The layout of the poster is unified typesetting, so that the overall design is coordinated and unified.

3.3.2 Poster design finalized

In the process of designing the poster, the layout of the poster has been unified and rectified, and the text expressions corresponding to emotions including idioms and short sentences have been added, on the one hand, to increase the richness of the content of the poster, on the other hand, to enhance the readability of the poster information, and different emotional feelings can be expressed through text. The eight posters in this design are based on the colors corresponding to the eight basic emotions of Placek's mood wheel, which enriches the content of this design on the whole. At the same time, the eight colors expressed by eight

different emotions also echo the dopamine style of this design on the whole. Through the poster design, Placek's eight basic emotions are conveyed to people in a relatively intuitive form.

In the Platzek mood round, eight basic emotions are conceived and designed, for example, in the Platzek mood round, red represents anger, blue represents grief, green represents shock, and purple represents hate. At the same time, the colors of the eight basic emotions are applied to the design of eight posters, and the colors of the posters match the corresponding colors of the Platzek mood round. Showing people different emotional colors and on the other hand introducing people to the Placek mood wheel. While people engage in artistic painting activities, they can also recognize and understand their emotions (Eight emotions poster As shown in Figure 3-8)

3.4. Illustration design

3.4.1. Illustration design idea

Illustration design can also intuitively reflect the relevant emotions corresponding to different elements, which is also an important part of emotional expression. Meanwhile, emotional illustration also occupies an important position in this design. Pay attention to the consistency of layout, color, font, and other elements in illustration design. By analyzing and appreciating different excellent illustration works, determine the illustration design that meets the requirements of this design.

In this illustration design concept, through appreciating different illustration styles, through the comparison of advantages and disadvantages to determine their own creative style direction.

The illustration design in the design is conceived and created on the basis of Memphis style. Memphis style is more flexible in layout design, using points, lines and geometric figures of different shapes to form different style effects. Different layout arrangements produce different layout space effects, thus enriching the content of the picture. In the use of color, the Memphis style color is more full and rich, the whole picture content is full, through the arrangement of color, pattern, point line and plane monomer or combination, so that each part can be clearly distinguished.

3.4.2 The illustration design is finalized

In the illustration design, the eight basic emotions of the Platzeck mood wheel are mainly used to carry out the illustration design of Memphis style. The Memphis style is arranged through irregular shapes in typesetting, mainly to express the rhythmic content of the illustrations. In terms of color, the Memphis style is more vibrant, creating a vibrant visual effect.

People's emotions are diverse, and the reasons for the appearance of the same emotions are also diverse. This illustration design combines these different elements that cause emotions to appear.

For example, when expressing ecstasy, the overall color of the illustration is mainly yellow, and other elements can be the elements associated with expressing

ecstasy, including the joy of lying flat, the joy of eating snacks, the joy of treading water, the joy of seeing beautiful scenery, etc. When expressing grief, the overall color of the illustration is mainly blue, and other elements can be elements expressing grief, such as grief when injured, grief when the weather is bad, grief when not eating snacks, and small elements expressing grief, etc. Design eight illustrations with different emotions for this. (As shown in Figure 3-9; 3-10)

3.5. Derivative peripheral design

Cultural and creative peripheral products are cultural product design, an excellent cultural and creative product design can attract people's visual attention to play a role in publicity, but also can promote consumption and bring economic benefits.

Clarify the design positioning when designing peripheral products; Secondly, design elements should be highlighted, and cultural and creative peripheral products should be unified with the theme design, which is conducive to the harmony of people's intuitive perception; Environmental protection is a common concern in current society. When designing, it is also necessary to pay attention to the environmental friendliness of the product, choose environmentally friendly materials, and design optional gift return plans; Emphasize the innovation of product design, innovate the visual content or materials of the product, and arouse people's interest.

Based on the design theme of art healing emotions, peripheral products are selected with elements related to emotions to improve people's understanding and mastery of the eight basic emotions of this design. Cultural and creative design mainly uses illustration, ip image and other main parts to design and create cultural and creative products, including clothes, bookmarks, postcards, pillow, paper tape, paper cup, mobile phone case, portable canvas bag, notebook, badge and other products closely related to People's Daily life design. (As shown in Figure 3-11; 3-19; 3-12; 3-13; 3-14; 3-15; 3-16; 3-17; 3-18; 3-19; 3-20; 3-21; 3-22)

Summary of chapter III

1. By analyzing the theme content and other excellent font designs, the font design for this project has been determined.

2. The poster design has been determined, with elements including layout, text, IP image, etc. The eight posters in this design are based on the colors corresponding to the eight basic emotions of Placek's mood wheel, which enriches the content of this design on the whole.

3. Researched and appreciated excellent illustrations, determined the design style of the illustrations and the elements included in the content: font, color, layout, etc.

The illustration design in the design is conceived and created on the basis of Memphis style. Memphis style is more flexible in layout design, using points, lines and geometric figures of different shapes to form different style effects.

4. Confirmed the design of peripheral products, including clothes, bookmarks, postcards, pillow, paper tape, paper cup, mobile phone case, portable canvas bag, notebook, badge and other products .

CHAPTER IV

PROBLEMS AND METHODS IN THE CREATIVE PROCESS

4.1 Problems in the creation

The first problem I faced was about the topic selection. The content of the first topic selection lacked theoretical support, adequate information resources and literature reference. The final topic selection was determined through the explanation and guidance of the instructor.

Secondly, before the design began, I did not read the literature and other paper materials, resulting in the lack of ideas and directions for the planning of this topic, the lack of overall design planning and systematic overall thinking. Thirdly, the design progress was slow, the work was not in place, and the style of illustration and poster was not uniform. After the teacher's explanation and guidance, I re-interpreted the topic selection, and determined the design scheme of poster and illustration through a lot of information inquiry. The poster design is too simple, the layout is disorderly and not uniform, and the theme content of the poster is not prominent. Due to insufficient allocation and time planning of the overall design and poor personal time management ability, too much time was spent on project proposal, literature review and other links, resulting in a tight schedule in the later stage and a slow progress.

4.2. Solutions

First of all, in the topic of the problem, through search engines and other methods to find clues and other information; Secondly, the overall design content was planned and advanced step by step. Through the guidance and help of teachers and the appreciation of excellent posters, I constantly tried various ways and finally determined the theme, layout design and content requirements of the posters.

Secondly, in terms of the overall design content planning, the mind map is designed, the design content of each part is sorted out, analyzed and summarized, and the progress of this design is carried out in a progressive way. Again, on the issue of poster design content, I made a choice for the unimportant content, and designed the elements of text box design in it to increase the richness and readability of the picture content. At the same time, on the color of the poster, the software is used to reduce the purity of the original color, reduce the overall brightness of the poster, unify the theme color, make the poster picture more coordinated, and play a more effective and accurate role in conveying information to people.

Finally, in terms of layout design, I searched a large number of excellent poster and illustration layout materials through search engines, and carried out layout design suitable for the design content through comparative analysis, and further unified layout of the poster and illustration by using software.

Summary of chapter IV

1. Based on this design, we have summarized the problems encountered, such as inconsistent layout, monotonous colors, and lack of prominent theme content during the poster design process.
2. Take some methods to solve the problem, such as searching for information, teacher guidance and so on.
3. Summarized the creative process of various aspects of this project, including font design, poster design, IP image design, illustration design, etc.

CONCLUSION

This design conducted a research on the topic through methods such as searching for information, literature, and Google Chrome, Analyze how college students can use art painting for emotional healing ; Analyze and study the feasibility of implementing art painting activities in schools ; Determine the practical requirements for conducting art painting activities in school. Determine the practical requirements for conducting art painting activities in school ; Determine the design content of posters, illustrations, and other aspects based on the research results of artistic painting practice activities ; Analyze the specific creative direction of design content such as posters and illustrations.

The current situation of art painting healing emotions at home and abroad as well as the ways and methods of art painting healing emotions are studied. On the basis of this design, posters and illustrations are designed in combination with Placek's mood wheel.

Want to share art painting healing with people so that they can understand what art painting is. At the same time, I hope people can release their negative emotional pressure through art painting healing, so that the theme design of this art painting healing can be further refined.

Through this design to understand and analyze different emotions. At the same time, I have gained a further understanding of art painting to heal emotions,

and have designed emotions into posters, illustrations, derivatives and other aspects to transform emotions into visual images.

The graduation project is the most complete set of homework completed in the whole four years of university. At the beginning of the graduation project, I conducted a lot of data research and analysis on the topic selection, selected the emotional topics I am interested in for analysis and research, and learned the role of art healing. With the development of society, everyone's emotions will be affected by life. This leads to more or less negative emotions. Through this theme design, I want to share art painting healing with people so that they can understand what art painting is. At the same time, I hope people can release their negative emotional pressure through art painting healing, so that the theme design of this art painting healing can be further refined. In illustration design, I could not find the theme content of illustration and how to show the expression of emotions through illustration, so I fell into a state of anxiety. Later, I found the direction of illustration design through the help of teachers and searching for excellent illustration designs through search engines, and finally determined the style of illustration after repeated adjustments.

Through this graduation design process, I also have a deeper understanding and feeling of the theme of this design, and a more comprehensive and profound understanding of the role of art painting in healing. I also hope that through this theme design, people can fully understand the importance of art healing, and at the same time, they can use art healing to release their negative emotions. Achieve the purpose of relaxing body and mind.

In short, through this design creation, I have improved my practical ability of design and painting, and it is also a summary of what I have learned in the four years of university. Meanwhile, the problems I face in the process of creation and design, as well as the solutions and principles I know will also play an important role in my future work, study and life.

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"Parents love their children, and the plan is far-reaching." Parents have no words to report, thank parents for 23 years of meticulous love and care, thank you for your understanding and support in school, the grace of upbringing, nothing to report.

"Bosom friend is hard to find, good to have a rare." Thank you for the company of friends at every stage in these four years, the encouragement when depressed, the sharing when happy, every bit can not be separated from each other, the company of the university period is also an unforgettable good time in life, maybe one day in the future meet, will also think of the university time that belongs to us alone.

Thank you for your courage not to lose yourself in a comfortable life, slowly grow up, four years of college step by step down, there are bitter and sweet, but also stick to it, these experiences are the mark of growth, if the heart has a distance, why fear the road and long.

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ANNEX

请续多巴胺 请续多巴胺

Figure3-1、 3-2 The font design is finalize



Figure3-3 IP image draft



Figure3-4 IP image finalized

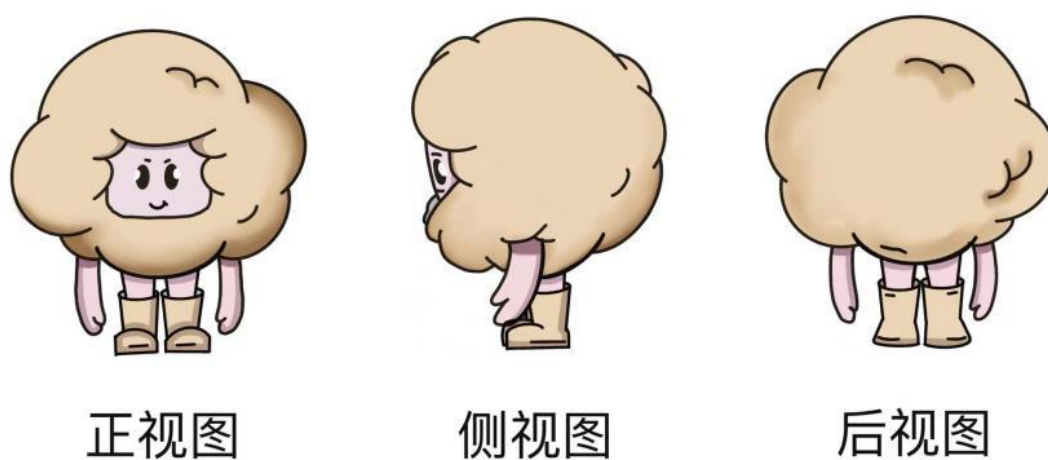


Figure3-5 IP image three views



Figure3-6 IP eight emotional images



请续多巴胺



请续多巴胺



请续多巴胺



请续多巴胺



请续多巴胺



请续多巴胺



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请续多巴胺



Figure3-7 ip emoticon design





Figure3-8 poster design

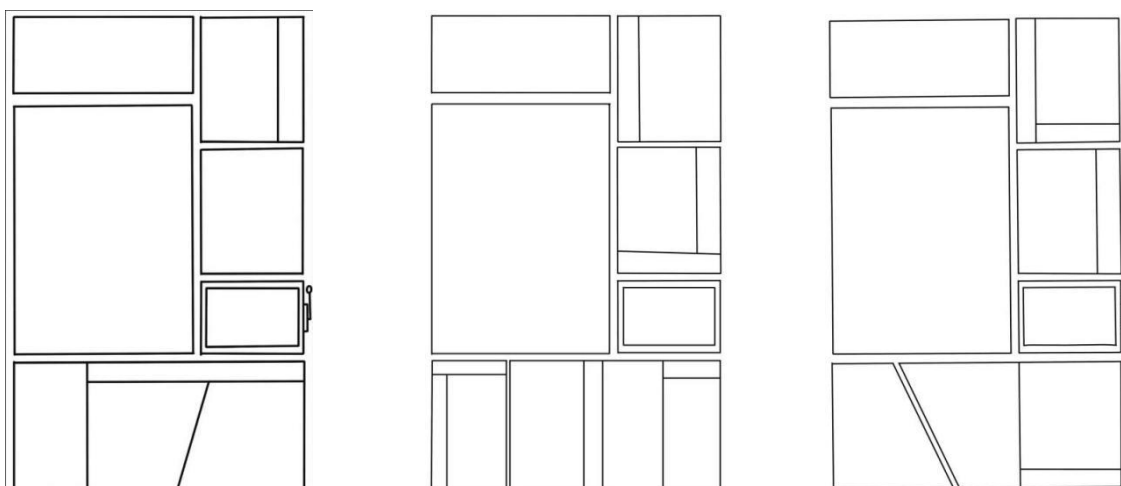


Figure3-9 Illustration layout design

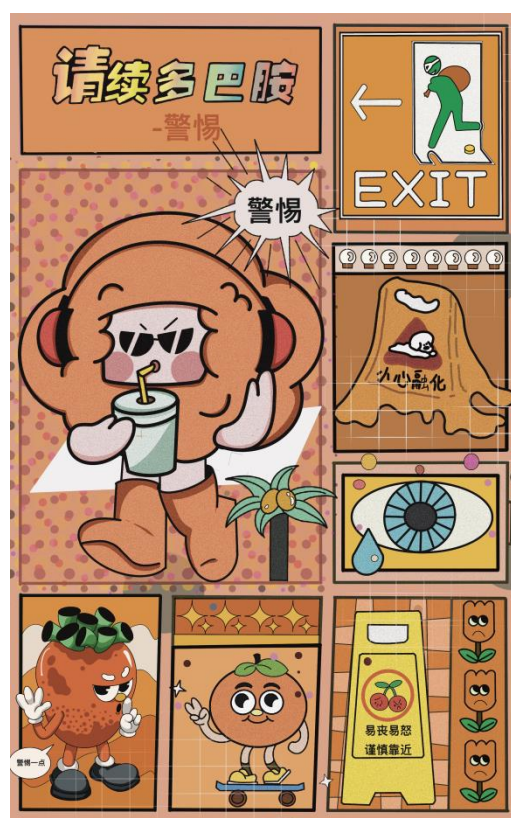






Figure3-10 The illustration design is finalized



Figure3-11 card design



Figure3-12 Hat design



Figure3-13 Handbag design



Figure3-14 Mobile phone pendant design



Figure3-15 Body T-shirt design



Figure3-16 Canvas bag, notebook design



Figure3-17 Cup design

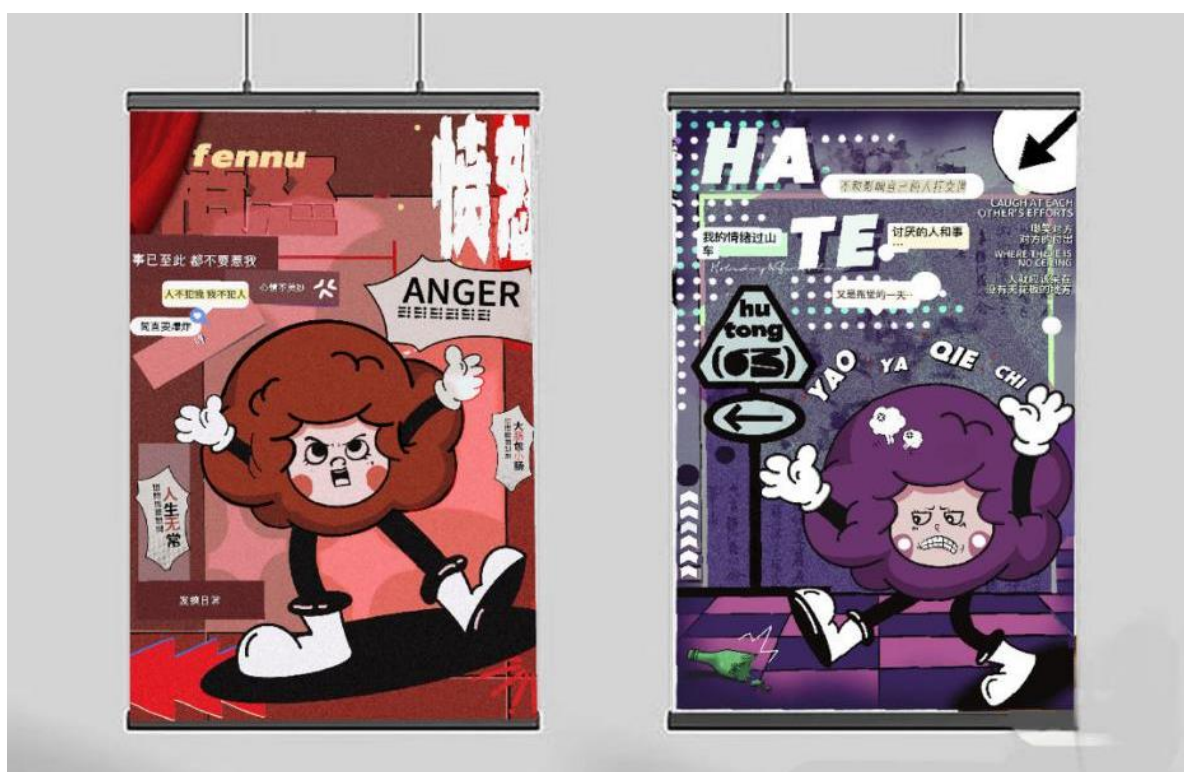


Figure3-18 Advertisement design



Figure3-19 Notebook design



Figure3-20 Mobile Phone Shell design



Figure3-21 Pillow design



Figure3-22 Badge design