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KYIV NATIONAL UNIVERSITY OF TECHNOLOGIES AND DESIGN

Faculty of Design

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BACHELOR'S THESIS
on the topic:

Development of a visual complex to alleviate anxiety

Performed by: a student of the BED-20 group

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ABSTRACT

The topic of "Give Yourself Back to Yourself" is chosen according to the anxiety situation of most people in society. Due to the particularity of anxiety, most people will ignore their own feelings because of many things to put a lot of pressure on themselves, and gradually produce anxiety. I hope you can pay more attention to your feelings, take care of all aspects of yourself, love yourself, and embrace yourself.

Mental health has gradually been paid attention to in the society, and the anxiety phenomenon has also gained more and more attention in the society, long-term anxiety will make people's minds by different degrees of frustration. With the progress of The Times, the process of The Times gradually changing faster, information overload, the trend of Internet popularity is developing faster and faster, more and more young people will shift the focus of entertainment to network activities, and thus will get more and more rich information content from the outside world. And at the same time, everyone's anxiety phenomenon is also accumulated because of the increase in information. This design summarizes and integrates several of the most common situations of anxiety, calling on everyone to love themselves more and reduce stress.

"Give Yourself Back to Yourself" completed the poster design, IP image design and illustration design, and the corresponding derivatives under the condition of complete coordination of the screen. The content of the picture uses banana as the original image to carry out divergent thinking and design ideas, and conveys the idea of rejecting anxiety to the public through visual communication, calling on everyone to return themselves to themselves.

Keywords: Anxiety，IP image design, Poster design, Illustration design

CONTENT

INTRODUCTION

Relevance of the study: In the fast-paced modern life, anxiety seems to be an unavoidable emotion for many people. Whether you are a student, a working professional or an older person, you may feel the pressure of anxiety to varying degrees. Anxiety is not all bad. Moderate anxiety can push us forward, but excessive anxiety may hinder our growth and progress. Therefore, we need to deal with anxiety rationally, analyse its root causes in depth and find effective coping strategies. Studying this topic will hopefully provide some relief to anxiety situations. Since most people are trapped in an emotionally manipulated environment because of something they have to accomplish, they do not see other perspectives or possibilities of the matter, and view the problem too singularly, so it is difficult to fulfil the expectations as they would like to do in their own mind. Therefore, people's anxiety is manifested in the sense of powerlessness, uneasiness and other unhealthy emotions, which gradually aggravate this state of anxiety.

The purpose of the research: Chronic or excessive anxiety can lead to mental health problems such as depression and anxiety disorders. Research on anxiety relief can help maintain mental health by helping individuals deal effectively with these emotions and reduce the incidence of mental illness. Anxiety may affect an individual's daily life in areas such as sleeping, eating, and socializing. By relieving anxiety, individuals can better cope with life's stresses and improve their quality of life. At work, anxiety may interfere with an individual's ability to focus and make decisions, thus affecting productivity. Studying how to relieve anxiety can help employees maintain good working conditions and improve work efficiency. There is an association between long-term anxiety and a variety of chronic diseases, such as cardiovascular and digestive diseases. By relieving anxiety, it may help reduce the risk of these chronic diseases. Researching ways to alleviate anxiety not only helps individuals reduce their current anxiety, but also teaches them how to cope with future stresses and challenges and improves

their resilience. Through in-depth research on the causes, mechanisms, and methods of anxiety relief, psychotherapists can be provided with more effective treatment strategies to better help patients relieve their anxiety.

Research Objectives:

1. Through the investigation of the distribution of research anxiety, more detailed categorization is carried out, and the main research category of the subject is selected.

2. Select the elements related to the theme through diffusion of ideas, which can be matched and echoed with the content of the study, and start designing the image and other elements.

3. Revise the design several times, apply the design in practice and disseminate it to a wide range of people.

4. Determine the final results of the design of the publicity program, the focus of the design of the results of the results of the results of the expected goal to infect the relevant groups.

The research subject (theme) is visual communication design for anxiety relief

The object (focus) of the research is people who are often anxious about things in their lives that are difficult to resolve

Research methods: Consult relevant literature to understand the research methods in the field related to mental health such as anxiety. Through libraries, e-books and other channels to understand how to deal with anxiety, collect relevant information, classify and organise it, learn from it, and lay a solid theoretical foundation for this topic. Before the study, a questionnaire was uniformly distributed to a total of about 100 students around the students, which contained questions of data significance such as factors of anxiety, age distribution, etc. The data obtained were analysed to obtain the relevant results. The data obtained was analysed and relevant results were obtained. In the field of each person's own involvement, everyone is not only often faced with various pressures and highly standardised expectations from the outside world, but also

often influenced by the perfected image on social media, leading to anxiety and even panic about self-understanding. Therefore, choosing anxiety as the research background of the undergraduate thesis can both delve into contemporary social psychological issues and explore how to understand, recognise, alleviate and even deal with anxiety through design and communication, taking into account the theory and practice of visual communication. The title 'Give Yourself Back to Yourself' also has the meaning of embracing yourself. Stress often originates from yourself, and such a choice of topic can provide society with a more practically meaningful attitude to help people better cope with today's complex and volatile social environment, and to find their true selves, which is also the origin of our choice of topic 'Give Yourself Back to Yourself', to embrace and let go of yourself.

Practical significance. Successfully relieves those who are prone to anxiety, including those who don't know enough about what anxiety is to become more aware of this psychological problem.

Structure and volume of the thesis. The bachelor's thesis consists of an introduction, three chapters, a conclusion for each chapter and a general conclusion, 40 pages of sources used, and appendices. The work contains 19 figures and the research results total 58 pages.

Chapter I
SOURCES OF SELECTION

1.1 Background of the selected topic

As social transformation accelerates, both at home and abroad are facing unprecedented changes. This transformation is not only reflected in the restructuring of the economy, but also extends to many levels of culture, values and social relations. Against this background, people generally feel the pressure from all sides. The uncertainty brought about by social transformation makes people worry about the future, and this worry often translates into anxiety.

Economic development has brought more material wealth to people, but it is also accompanied by an impatient social atmosphere. The fast pace of life and the pursuit of material enjoyment make people easily fall into a state of anxiety. Excessive competition and materialism exist both at home and abroad, and these phenomena aggravate people's anxiety. Anxiety is an emotional state that manifests as worry and fear of potential threats or uncertainties. In modern society, the phenomenon of anxiety is prevalent in all ages and occupational fields. From mild restlessness and nervousness to severe panic and depression, anxiety has a serious impact on an individual's quality of life and mental health.

From a psychological point of view, the generation of anxiety is closely related to the cognitive, emotional, and behavioral responses of individuals. Cognitive dissonance, mood swings, and inappropriate coping styles can all contribute to anxiety. Therefore, designing interventions can start from improving cognition, regulating emotions, and optimizing coping styles to help individuals alleviate anxiety.

Sociocultural factors have an important impact on the emergence and development of anxiety phenomena. Social competitive pressure, uncertainty about career development, and interpersonal problems are all important factors that lead to anxiety. At the same time, there are differences in people's

perception of anxiety and the way they cope with anxiety in different cultural backgrounds. Therefore, the influence of sociocultural factors needs to be fully considered when designing interventions.

Education level and employment environment are important factors affecting individual anxiety. At home and abroad, students and parents are facing great pressure to advance to higher education as competition for educational resources becomes increasingly fierce. At the same time, the uncertainty of the job market makes people worried about their future career prospects. This concern not only affects the psychological health of individuals, but also poses a potential threat to social stability.

The advancement of globalization has led to more frequent exchanges and collisions between different cultures. At home and abroad, culture shock and the collision of multiple values have led to people facing more choices and confusion. At the same time, the increasingly competitive social environment also makes it easier for people to feel pressure and anxiety. The arrival of the information age has led to an unprecedented expansion in the speed and scope of information dissemination. While this has facilitated people's access to knowledge and information, it has also brought about information overload and increased anxiety. People often feel anxious because of the fear of missing out on important information or the inability to process vast amounts of information. In recent years, the phenomenon of anxiety has received more and more attention as people's understanding of mental health problems has deepened. Both at home and abroad have begun to pay attention to the popularization and education of mental health, hoping to reduce the negative impact of anxiety on society and individuals by raising public awareness of mental health. Policy and institutional factors have also had a significant impact on the phenomenon of anxiety at home and abroad. The formulation and implementation of government policies directly affect the social environment and the living conditions of individuals. When the policy environment is unstable or the system is not sound, people tend to feel stress and anxiety more easily.

Meanwhile, governmental mental health policies are also directly related to the prevention and treatment effects of anxiety problems.

To summarize, the background of the anxiety phenomenon at home and abroad is complex and diverse, involving many aspects such as society, economy, culture, education, employment, and policy. Understanding these background factors helps us to recognize the anxiety phenomenon more comprehensively and to take effective measures to cope with and alleviate the negative effects of anxiety on society and individuals.

'Anxiety' has become the hottest topic in our society nowadays, and it seems that 'not being anxious is not enough to talk about life'. 'Ceiling', 'I've gained weight again', 'social terrorism', 'maternal singleness', 'sleepless nights', 'rejection of the third generation', 'the third generation', 'the third generation', 'the third generation', 'the third generation', 'the third generation', 'the third generation'. Sleepless nights", "Rejection of the third generation", "Peking University graduates can't find a job" and so on are all inciting young people's anxiety. Due to the rapid development of the Internet, many hot events are fermented and spread through the Internet. Anxiety is a common psychological problem in contemporary society, which has aroused widespread social concern and a greater need for social help. In the face of many complex and trivial things in life, people mostly overestimate the difficulties and subconsciously feel that they are not perfect or good enough. No one can teach us how to overcome this kind of anxiety, and no one can lead us how to get through these anxious times. Anxiety is essentially the fear of uncertainty, not knowing what is going to happen or having a feeling that something bad is going to happen and not being confident enough to deal with the risk. In the face of such anxiety, we should not turn a blind eye to it, but endeavour to reduce the level of our own anxiety, and find out more about our own strengths and weaknesses. We hope that this topic can help us find ourselves as much as possible, overcome our anxiety and face it bravely. Through the form of visual communication, it can attract more people's attention and promote society's awareness and concern about mental health

problems. At the same time, studying the relationship between anxiety and visual communication can also help to promote society's attention to mental health, promote the improvement of the social environment for mental health, and provide better psychological support and help to everyone, so as to improve the happiness and health of the whole society. By studying the connection between anxiety and visual communication, it helps them to better cope with and deal with anxiety and design works that are more humane and have a positive impact.

1.2. Design orientation

The design orientation of anxiety can be considered from several dimensions. First, it is important to clarify the purpose of the design, i.e., how to effectively alleviate or ameliorate anxiety through the means of design. This requires an in-depth understanding of anxiety, including its causes, manifestations, and impact on individual lives.

In the positioning process, attention needs to be paid to the specific needs and characteristics of the target audience. For example, the design of an anxiety improvement system for the college student population needs to take into account the pressures they may face in their studies, life, work, and emotions, as well as their specific cognitive characteristics and behavioral styles. At the same time, the design positioning should also take into account scenario factors, such as how to create a relaxing and comfortable atmosphere through environmental design in a school counseling room, near the gymnasium, or in a separate space near the teaching building, which can help to alleviate anxiety.

In terms of design style, visual elements that are simple and clear with soft colors can be used to create a peaceful and soothing visual experience. At the same time, the design can also incorporate elements that have a calming effect, such as natural scenery and soothing music, in order to further enhance the anxiety-relieving effect of the design.

In addition, the design positioning also needs to take into account the practicality and sustainability of the product. Practicality means that the design should be able to practically meet the needs of the target audience and provide an effective anxiety relief program; while sustainability requires the design to take into account the economic benefits as well as environmental and social responsibility to ensure the long-term benefits of the design.

To summarize, anxiety design positioning is a comprehensive process that needs to take into account multiple aspects such as target audience, scenario factors, design style as well as the practicality and sustainability of the product. Through precise positioning and effective design tools, products or services that can truly help people relieve anxiety can be created.

It is designed for people who are seriously confused by anxiety, mainly teenagers and university students. These people are inexperienced in facing problems and tend to avoid them, thus gradually developing anxiety. It is hoped that through this design, these anxious people can be motivated to face difficulties. Through the ip design, logo design, poster design, illustration design and other areas of this project, we hope to provide these people with the emotional value to stay optimistic even in the face of anxiety.

1.3. Status of selection

With the increase in social pressure, the mental health of the nation is being taken more and more seriously. In the China National Mental Health Report (2019~2020), it is clearly pointed out that youth anxiety has become a very serious social issue. The accelerated pace of work, the sense of oppression of time and depletion of ability seem to trap people in a huge cage. In the face of the rapid dissemination of information social ways, social residents are easily dissatisfied with their own state of life, easy to dislike every aspect of their own mentality, with the mood will also be too anxious, the information we get before it is too late to digest is gradually replaced by another fresh information. This is accompanied by the dangers of being tightly bound by certain traditional

thinking, which only adds to the anxiety. In her article, Li Yannan shows that we need to pay close attention to the psychological development of young people, curb the spread of youth anxiety, and cultivate a positive value system and a stable emotion management mechanism among college students through the storyline of 'Kong Yiji couldn't take off his long shirt'. In her article, Linting Gao suggests that the development of the Internet has accelerated the visibility and viewing of the body by the audience, and as more and more people share body image information on social media, more and more women are focusing on their own bodies, and thus 'body image anxiety' has become a common phenomenon. In the process, women try all sorts of extreme methods in order to obtain the standard body shape recognised by the public, bringing serious harm to women's bodies.

According to surveys, the lifetime prevalence of anxiety disorders worldwide ranges from 5% to 25%, and the 12-month prevalence ranges from 3.3% to 20.4%. Some anxiety disorders, especially social and separation anxiety, tend to start early, while others, such as generalised anxiety disorder (GAD), panic disorder (PD) and post-traumatic stress disorder (PTSD), start relatively late. The researchers noted that anxiety disorders are under-treated and that many patients do not receive adequate anxiolytic treatment, a phenomenon that is prevalent globally and is particularly pronounced in low- and middle-income countries. Anxiety, as one of the affective factors, is currently an important area of research for national and international scholars(see Figures 1-3).

Summary Of The Chapter I

1. Rejecting Anxiety. The key to rejecting anxiety is to recognize its causes and deal with the psychophysiological effects. Recognize the signs of anxiety, actively adjust your mindset, and adopt a healthy lifestyle. Seek professional help and social support when necessary. Adhere to long-term prevention strategies to stay away from anxiety.

2. Anxiety index. High anxiety index, obvious physiological reactions, emotional ups and downs, and psychological stress. Work efficiency decreases, sleep quality is affected, and interpersonal relationships are strained. Need to assess coping styles and make positive adjustments to relieve anxiety.

3. Self-regard. Respecting yourself is the cornerstone of growth. Valuing your inner self, confident but not conceited. In the face of adversity, adhere to the principle, not easy to compromise. Listen to your heart, treat yourself well, and achieve a better future.

Chapter II
SUBJECTS RESEARCH

2.1 The social profile of anxiety

At the global societal level, the state of anxiety presents a complex and multifaceted picture. Such anxiety may stem from a variety of factors, including, but not limited to, economic uncertainty, social inequality, environmental issues and the double-edged sword effect of scientific and technological development.

First, the volatility and uncertainty of the global economic situation is one of the major factors leading to anxiety. The divergence in economic growth, sluggish growth in trade and investment, and increased geopolitical risks have caused people to worry about the future economic situation. Such concerns not only affect the economic situation of individuals, but may also have a negative impact on the stability and development of society as a whole.

Secondly, rising social inequality is also an important cause of anxiety. The widening gap between the rich and the poor, the solidification of social strata and the uneven distribution of educational resources have made many people feel that their opportunities for development have been restricted, thus giving rise to anxiety and uneasiness. Such sentiments may further aggravate social instability and disharmony.

As a psychological phenomenon, anxiety has become ubiquitous in modern society and has a serious impact on individuals' physical and mental health, interpersonal relationships, and social harmony. This paper will focus on the prevalence of anxiety, social pressure and anxiety, the relationship between work and anxiety, interpersonal relationships and anxiety, anxiety in the information age, education and anxiety, mental health service needs, and anxiety alleviation and intervention.

Social stress is one of the important factors that lead to anxiety. Financial pressure, employment pressure, family pressure, etc., can cause people to feel

anxious. In addition, society's excessive pursuit of success also exacerbates people's anxiety, causing many people to ignore peace of mind and health while pursuing material gains.

The quality of interpersonal relationships has an important impact on an individual's mental health. Bad interpersonal relationships, such as arguments, misunderstandings, loneliness, etc., can lead to anxiety. Good interpersonal relationships can help relieve anxiety and enhance the resilience of the individual. The advent of the information age has made it extremely convenient to obtain and disseminate information. However, this has also led to an increase in information overload and anxiety. People often feel anxious and upset because they can't sift through and process large amounts of information. In addition, the popularity of platforms such as social media has exacerbated people's feelings of comparison and anxiety about the lives of others.

Education, as an important way to cultivate talents, has also led to anxiety to a certain extent. Students face multiple pressures such as academic pressure, higher education pressure, and employment pressure, resulting in widespread anxiety. In addition, excessive expectations of family and society for education also exacerbate children's anxiety. The more people who face the anxiety that exists, they begin to seek mental health services. The demand for mental health services such as psychological counseling and psychotherapy is gradually increasing. However, the current supply of mental health services is still insufficient to meet the needs of the general population. Therefore, it is particularly important to strengthen the construction and improvement of mental health services. In order to alleviate and intervene anxiety, we can start from a number of aspects. First of all, improve the psychological quality of the individual and cultivate the ability to cope with pressure; secondly, strengthen the construction of social support networks to provide emotional support and help for individuals; Finally, advocate a healthy lifestyle to maintain a balanced and healthy body and mind. The phenomenon of anxiety has become a prominent problem in contemporary society, which has a serious impact on the

physical and mental health of individuals and social harmony. We need to analyze and solve anxiety problems from multiple perspectives, improve people's mental health, and promote the harmonious development of society.

In addition, environmental issues have also had a profound impact on the state of anxiety in the global community. The growing problems of climate change, ecosystem destruction, and environmental pollution have posed great challenges to the survival and development of mankind. In the face of these environmental problems, people not only feel worried and fearful, but also begin to reflect on their own behaviors and lifestyles.

Finally, the double-edged sword effect of scientific and technological development is also an aspect that triggers anxiety. The rapid progress of technology has brought many conveniences and opportunities, but it has also brought ethical issues such as privacy leakage, information security and artificial intelligence. These issues make people feel uncertain and worried about the future direction of technology.

To summarize, the state of anxiety in the global society is a complex and multifaceted phenomenon that involves economic, social, environmental, and scientific and technological aspects. In order to alleviate this state of anxiety, global cooperation and efforts are needed to jointly address various challenges and problems and create a more harmonious, stable and prosperous world.

As Socrates said, "Anxiety is like a feeling of 'taking the road so far that you hardly move a step'". Anxiety is now the most prevalent psychological disorder among today's inhabitants, and even for those who do not suffer from it, some insignificant feeling of anxiety can subconsciously affect their mood and state. In the face of all the uncertainties of the world changes, especially from the end of 2019, the new crown epidemic, the impact is great, the residents of the pressure of life also suddenly born. And in the process of China's rapid development, even though the country's economy is gradually increasing, but inevitably lead to an increase in the pressure of the life of social citizens, such as work anxiety will also be linked to economic anxiety, like a chain effect, and for

example, most of the young people have insomnia anxiety, work anxiety, body shape anxiety, etc., anxiety seems to have turned into a major topic that every citizen must face, once the not under control, a series of anxiety-generated mental health can seriously affect the state of citizens' lives and also gradually lose self-confidence.

The high incidence of mental health problems has become a common phenomenon in today's society, and anxiety, as one of the main symptoms, is affecting a large number of people's lives. Auden's 1947 poem "The Age of Anxiety" is undoubtedly one of the most appropriate works to capture the spirit of the times. Anxiety is not a flooding beast, the key lies in how we treat it rationally and cope with it with the right mindset and method. So what is the situation of anxiety in the society? Through practical research, we can get the conclusion we need.

2.2 Practical research

Anxiety is a common psychological phenomenon that manifests itself in a sense of uncertainty about the future, fear of failure, and persistent worry. With the rapid development of society and the accelerated pace of life, anxiety is becoming more and more common among the population and is showing a trend of rejuvenation. Anxiety not only affects the psychological health of individuals, but also may lead to a decline in the quality of life and even cause a series of physical and mental diseases. Therefore, it is of great significance to conduct an in-depth study and exploration of the phenomenon of anxiety.

This practical survey adopts the combination of questionnaire survey and interview. The questionnaire survey is mainly used to collect data on the anxiety status of large-scale samples, including the degree of anxiety, anxiety performance and other aspects; interviews are used to understand the psychological state, living environment and coping styles of anxious people.

In terms of sample selection, we used a combination of random and stratified sampling to ensure the representativeness and breadth of the sample. The sample included people of different genders, ages, occupations and educational backgrounds in order to have a comprehensive understanding of the distribution of the anxiety phenomenon.

Strict confidentiality and ethical principles were followed during the data collection process to ensure that respondents' personal information and privacy were protected. At the same time, we repeatedly revised and improved the questionnaire and interviews to ensure the validity and reliability of the survey.

Through the statistical analysis of the questionnaire data, we found that the phenomenon of anxiety is prevalent among different groups of people, but there are differences in the degree and manifestations. Among them, young people, highly educated people and those with higher occupational pressure are more likely to experience anxiety symptoms. The interview results further reveal the psychological and social environmental factors behind anxiety.

On this basis, we conducted an in-depth interpretation of the anxiety phenomenon and explored its causes and effects. We found that anxiety is often closely related to a variety of factors such as individual personality traits, family background, life experiences, and social environment.

Based on the findings, we analyzed the main factors that influence anxiety. These factors include but are not limited to the following:

1. Individual factors: such as personality traits, self-expectations, and coping styles. For example, people who are introverted and pursue perfection may be more likely to feel anxiety.

2. Environmental factors: including family environment, work environment, social environment, etc.. For example, strained family relationships, high work pressure, or intense social competition may exacerbate feelings of anxiety.

3. Life events: Negative life events such as unemployment, love loss, and illness may also trigger or exacerbate anxiety.

By analyzing these factors in depth, we further understand the formation mechanism and influencing factors of the anxiety phenomenon.

In response to the phenomenon of anxiety, we explored a variety of mitigation strategies. These strategies include both psychological interventions, such as cognitive restructuring and relaxation training, as well as lifestyle adjustments, such as proper diet and regular work and rest. In addition, we emphasized the importance of social support, including the role of family, friend, and community support in alleviating anxiety.

These strategies aim to help anxious people cope better with anxiety and improve their psychological resilience and quality of life.

Based on the results and analysis of this practical investigation, we propose a series of practical applications and recommendations:

1. Strengthen mental health education: Increase public awareness and attention to the phenomenon of anxiety by popularizing mental health knowledge.

2.Provide personalized support: Provide personalized psychological intervention and support services for the anxiety characteristics of different groups of people.

3. Optimize the social environment: Reduce social pressure and create a more harmonious and stable living environment for the public by means of policy adjustment and social governance.

This practical investigation has conducted a comprehensive and in-depth study on the phenomenon of anxiety, revealed its causes and effects, and explored effective alleviation strategies. These results are of great significance in promoting mental health and enhancing the quality of life.

By distributing a questionnaire to investigate and study the causes and effects of anxiety in each individual, it is possible to analyse and design the selection of topics through the data obtained . As we can see, the percentage of various anxiety situations caused by the general public is relatively even, that is to say, the causes of anxiety among the general public are not specific, but rather

anxiety in the context of corresponding situations. Young people, however, make up the majority of this group. For example, social anxiety, study anxiety, work anxiety, body image anxiety, insomnia anxiety and so on. These pressures come from the social environment at the same time, but also from the individual's inner insecurity and excessive pursuit of standards. Li Ka-shing said: "To overcome the anxiety and frustration of life, you have to learn to be your own master first", in the age of information technology, anxiety can not be completely worn out, so there is no need for us to beat ourselves up or feel guilty because of anxiety, to find a way to change the factors behind the generation of, and learn to get along with anxiety correctly. But no matter what aspect, first of all, we have to make one thing clear, all anxiety, in fact, comes from the pressure we put on ourselves, so, turn anxiety into motivation, study hard when you feel anxious, every time in the process of learning something, to a large extent, can relieve our anxiety. The same is true in life, when you work hard to do something, and achieve certain achievements, your anxiety will be greatly reduced, replaced by a sense of gain and achievement.

2.3 Design Ideas

There is a graduation design about anxiety, after the preliminary investigation and research, the majority of the population of anxiety is concentrated in the young people group, the initial formulation of the image of the cartoon targeting a specific group of people. The design includes IP design, font design, poster design, illustration design and related derivatives design. Calling on people to love themselves more to discover their own flashpoints and refuse anxiety. Before starting the design, it is necessary to clarify the purpose and audience of the design, i.e. what problem the design is going to solve and who the main audience of the design is.

In today's fast-paced life, anxiety is becoming more prevalent. Therefore, it is especially important to incorporate anxiety-specific solution strategies in

design. In this paper, we will discuss the core points of anxiety design concepts from the aspects of emotion recognition and understanding, color and visual guidance, minimalist and white space design, interaction and feedback mechanism, emotional text expression, functionality and comfort, scenario-based design thinking, as well as continuous iteration and optimization.

The first task of anxiety design is to deeply understand and recognize users' anxiety. This requires designers to gain insight into users' psychological needs and behavioral characteristics through user research and behavioral observation. On this basis, designers can transform anxiety into design elements, thus creating products or services that can resonate with users and relieve anxiety.

Color is an important visual element in design and has a significant impact on users' emotions. In anxiety design, colors that can convey a calm and soothing atmosphere, such as blue and green, should be used. Meanwhile, through reasonable color matching and visual guidance, it can help users distract their attention and reduce anxiety. Minimalist design can reduce visual interference and make users focus more on the core information. In anxiety design, a minimalist design style should be used to avoid overly complex elements and layouts. In addition, white space design is also an effective means to reduce anxiety, which can create a sense of relaxation and ease of space and help users relax.

A good interaction and feedback mechanism can enhance the user experience and reduce anxiety. In the design, attention should be paid to the user's operating habits and feedback needs to provide an intuitive and easy-to-use interaction. At the same time, timely and accurate feedback is also an important means to alleviate anxiety, which allows users to understand the current state and reduce the anxiety caused by uncertainty.

Text is an important carrier for conveying information and emotions in design. In anxiety design, emphasis should be placed on the emotional expression of text, using warm and encouraging language to help users establish

positive psychological cues. At the same time, avoid the use of overly hard or negative vocabulary, so as not to aggravate the user's anxiety.

Anxiety is often associated with specific scenes and situations. Therefore, in anxiety design, the user's usage scenario and needs need to be fully considered. For example, for users with insomnia and anxiety, a smart home product with a sleep aid can be designed; for users with high work pressure, a relaxing and pleasant workspace can be created. Through scenario-based design thinking, we can better meet the actual needs of users and alleviate anxiety.

Anxiety is a complex and variable problem, so it is necessary to constantly iterate and optimize the design. Designers should pay close attention to the user's usage feedback and emotional changes, and adjust the design strategy and direction in a timely manner. At the same time, through data analysis and user research and other means, potential problems and improvement points can be identified to continuously improve the effect and value of the design.

Anxiety design concepts involve a variety of aspects such as emotional recognition and understanding, color and visual guidance, simplicity and white space design, interaction and feedback mechanism, emotional text expression, functionality and comfort, scenario-based design thinking, as well as continuous iteration and optimization. Through the comprehensive application of these concepts and methods, more humanized and intimate products or services can be created to help users alleviate their anxiety and improve their quality of life.

In the IP design, the combination of anxiety and banana through humorous harmonic stems is used as the basis for the design. Give the IP the character of a positive mindset in the state of anxiety, and add some other related elements to enrich the IP image. The image that everyone sees is positive and can visually guide people to be optimistic and cheerful.

The font design will also be displayed in a form full of free style, it is felt that people with anxiety will have a feeling of bondage on them, so freedom is also exactly a state that anxiety needs.

In the poster design and illustration design, bananas are once again

anthropomorphised and categorised into conditions such as body image anxiety, insomnia anxiety, social anxiety, work anxiety, etc., which are combined with the title to show giving yourself back to yourself.

Summary of Chapter II

1. Design orientation. Insight into user needs, analyze anxiety factors, plan strategies, design features and interactions, create visual style and emotional resonance, optimize experience iterations, and assess market competitiveness

2. Design thinking. Define anxiety scenarios, research user needs, sort out functional logic, determine visual style, polish interaction details, demonstrate prototype design, feedback iteration and optimization, and strengthen anxiety management.

3. Classification of anxiety. The anxiety of the subject study was categorized as body image, appearance, socialization, work, study, and insomnia.

Chapter III
DESIGN PROCESS AND RESULTS

3.1 Design Plan

The theme of this design is "Give Yourself Back", which aims to show and convey a visual experience with a modern sense and cultural heritage through visual communication design, calling on everyone to refuse anxiety and love themselves. We will conduct an in-depth analysis of market needs, identify target audiences, and clarify the positioning and style of the design in conjunction with design trends.

After clarifying the design theme and positioning, we will conduct market demand and research work. By consulting relevant industry reports, conducting market analysis and interviewing target audiences, we collect and organize relevant information to provide strong support for subsequent creative conception and design implementation.

Based on the results of the anxiety survey, we will carry out creative ideation and sketch design. Through brainstorming, sketching, etc., explore and determine the core elements and expressions of the design. In the process of creative conception, we pay attention to the uniqueness and executability of creativity, and strive to design works that meet the market demand and are innovative.

Color matching and typography are crucial aspects of visual communication design. We will select the appropriate color combination according to the design theme and positioning, and use typography design skills to reasonably arrange the layout of text and graphic elements. In the use of color, pay attention to the coordination and layering of color; In terms of layout design, the pursuit of concise, clear, beautiful and generous visual effects.

In the design implementation stage, we will carry out specific design operations based on the results of the preliminary preparations. In the design

process, attention to detail is paid to ensure the accuracy and completeness of the design. At the same time, according to the actual situation in the design implementation process, timely adjustment and optimization are carried out to ensure that the final effect of the design meets expectations

The typeface design will be presented in a form full of free style (see Figure 3-1), which is usually bought from those who feel anxious with a feeling of constraint, so freedom is also a state that anxiety needs. The "Give Yourself Back to Yourself" is designed as a distortion to accurately convey the message of rejection of anxiety. At first, the outline of the typeface was designed with a hard edge, but considering that the meaning of the theme requires a softer and more rounded form, the two forms were combined. Typography is intended to be used as an important element of communication and expression, and is used in design work that plays an important role in presenting the theme and enhancing publicity.

There is a graduation design about anxiety, after the preliminary investigation and research, the majority of the population of anxiety is concentrated in the young people group, the initial formulation of the image of the cartoon targeting a specific group of people. The design includes IP design, font design, poster design, illustration design and related derivatives design. Calling on people to love themselves more to discover their own flashpoints and refuse anxiety. Before starting the design, it is necessary to clarify the purpose and audience of the design, i.e. what problem the design is going to solve and who the main audience of the design is.

In the IP design, the combination of anxiety and banana through humorous harmonic stems is used as the basis for the design. Give the IP the character of a positive mindset in the state of anxiety, and add some other related elements to enrich the IP image. The image that everyone sees is positive and can visually guide people to be optimistic and cheerful.

The font design will also be displayed in a form full of free style, it is felt that people with anxiety will have a feeling of bondage on them, so freedom is

also exactly a state that anxiety needs.

In the poster design and illustration design, bananas are once again anthropomorphised and categorised into conditions such as body image anxiety, insomnia anxiety, social anxiety, work anxiety, etc., which are combined with the title to show giving yourself back to yourself.

Problems encountered in the design and solutions

Visual communication design is a challenging and creative art form that involves many elements and considerations. In the actual design process, we often encounter various problems, which affect the effect and quality of the design. Below, I will enumerate and analyze some of the problems that may be encountered in visual communication design.

Creative ideas are at the heart of visual communication design, but sometimes we face the problem of creative idea limitations. This can be due to a lack of inspiration, a lack of understanding of the design topic, or a limited amount of experience. In order to break through this limitation, we can try to think about the problem from different angles, learn from design ideas from other fields, or brainstorm and brainstorm ideas.

The core purpose of visual communication design is to convey information, but sometimes it can lead to unclear information due to improper expression or improper selection of design elements. To solve this problem, we need to deeply understand the design goals and audience needs, and choose the right visual elements and expressions to ensure that the message can be accurately and clearly conveyed to the audience.

When choosing the topic, I was troubled about the choice of the topic, and the research direction was not clear enough. During the investigation and analysis, due to the lack of data collection before, the work speed was slow, which delayed the time. During the initial design research, we found that there were still a lot of anxiety-related designs on the Internet, which interfered with the innovation points of the later design, and the innovations were easy to be repeated. The schedule is not clear enough, resulting in a tight stack of tasks in

the later period. There is a contradiction in the color matching, resulting in insufficient coordination of the picture.

In view of the problems encountered in the topic selection, more online surveys are conducted to learn more about some hot issues in society. Communicate with classmates and get help, further understand the method of data collection, get twice the result with half the effort, and become more efficient. The use of brainstorming in the design, the design content of the mind map writing, can be a good diffusion of thinking, so that the design ideas become more clear. Watch more famous design works to lay the foundation for your own design innovation. Re-plan the design process, arrange time reasonably, and arrange tasks reasonably and tightly. Communicated with the teacher for many times, modified the problems of the design screen, checked the omissions and filled in the gaps. The ultimate goal of visual communication design is to make our work acceptable and recognized by the audience. However, sometimes we may face low audience acceptance due to cultural differences, aesthetic differences, or barriers to understanding information. In order to improve audience acceptance, we need to deeply understand the cultural background, aesthetic preferences and needs of the target audience, design the work according to their characteristics and preferences, and ensure that the work can resonate and connect with them.

3.2 Design progress

3.2.1 Logo design and Font design

The Logo design is inspired by the research topic "Give yourself back to yourself", which can also be understood as embracing yourself. The hand element was chosen to be added to the logo, the hand can be used to represent embracing, which fits with the theme, and the heart in the logo represents the heart of every person, and the heart as an element held in the hand fits well with the theme.The colour of the logo was chosen to be black, and the overall

simplicity of the logo does not lose its connotation. The design conveys the message of not choosing to be anxious and doubtful in the face of problems. It is hoped that the overall design will be effective in attracting people's attention in the promotional activities (see Figure 3.1.2).Logo design can remember the central meaning of the design more quickly and accurately, and the establishment of a good logo can aggravate the memory points of the design. Even after appreciating the design, the logo will appear in the mind and remember the relevant design content and connotation, which is more recognizable, enlarges the core value, and has a closer emotional connection with the public.

LOGO design is an important part of corporate or brand identity design, which carries the core concept, values and market positioning of the enterprise, and is a key element of brand image communication. A successful LOGO design can enhance brand recognition and strengthen consumers' memory and cognition of the brand.

Before starting the logo design, you need to understand the background, history, culture and positioning of the design. The clear goal of the design is to convey the core value of the design and enhance the image of the design.

Creative conceptualization is the core aspect of LOGO design. Designers need to dig deep into the uniqueness of the brand and look for elements and symbols that can represent the brand. During the creative conceptualization process, reference can be made to industry trends, competitors' logo designs and target audience's preferences to ensure that the design is innovative and attractive.

Design elements include colors, fonts, graphics, etc. The selection and application of these elements will directly affect the visual effect of the LOGO and the message conveyed. The design style should be in line with the brand's positioning and market demand, reflecting the uniqueness of the brand and meeting the audience's aesthetic preferences.

LOGO design should pursue simplicity and clarity, avoiding overly complex patterns and excessive text description. A simple design is easier to be remembered and spread in different media and scenarios. At the same time, the logo should be highly recognizable and be able to stand out from the crowd.

Logos need to be applicable to a variety of media and scenarios, including print, online, social media, etc. Therefore, the design process needs to consider the performance of the logo in different sizes and color modes. In addition, the logo needs to be flexible and adaptable to the changing needs of the brand at different stages of development.

To summarize, LOGO design is a comprehensive process, which needs to fully consider the brand positioning, market demand, audience preferences and other factors. Through creative conception, selection of design elements and styles, the principle of simplicity and easy recognition, and the integration of brand story and cultural connotation, we can create a LOGO image with unique charm and market competitiveness.

The typeface design will be presented in a form full of free style , which is usually bought from those who feel anxious with a feeling of constraint, so freedom is also a state that anxiety needs. The "Give Yourself Back to Yourself" is designed as a distortion to accurately convey the message of rejection of anxiety. At first, the outline of the typeface was designed with a hard edge, but considering that the meaning of the theme requires a softer and more rounded form, the two forms were combined. Typography is intended to be used as an important element of communication and expression, and is used in design work that plays an important role in presenting the theme and enhancing publicity.

As a medium for information communication, the design of fonts is directly related to the accuracy and readability of information. Excellent font design can convey information clearly and accurately, improving reading efficiency. At the same time, font design is also an important part of the brand's visual identity system, through the unique font style and typography, it can create a unique image of the brand, enhance the brand's recognition and memory.

Typography itself is a process of creative presentation and personal expression. Designers create font works with unique style and personality by adjusting and combining elements such as font structure, strokes, and spacing. These typefaces not only capture people's attention, but also showcase the creativity and talent of the designer. At the same time, typeface design can also be a reflection of a designer's personal style, helping them establish their own unique position in the design field.

Typography can influence people's emotional response and perception of atmosphere. Different font styles and typography can lead to different emotional experiences. For example, a rounded, soft font may give a warm, intimate feel, while a sharp, tough font may convey a cold, serious atmosphere. Therefore, with well-designed fonts, designers can communicate emotionally with the audience, creating a specific atmosphere and situation.

Font design is also highly functional and practical. In different scenarios and needs, it is necessary to choose the appropriate font to convey information. For example, in formal occasions or official documents, it may be necessary to use a solemn, formal font to show seriousness; In a relaxed and lively setting, you can choose a more vivid and interesting font to set the mood. Therefore, font design needs to fully consider the actual application scenarios and needs to ensure the realization of its function and practicability.

3.2.2 IP image design

The IP image can attract and keep the interest of the audience, and establishing a well-loved IP image can be used to express the meaning needed to be expressed by the selected topic, which is free, optimistic, cheerful, and visually consistent with the public's aesthetics.

In today's highly competitive market, having a unique and attractive IP image is essential for brand communication and image building. The design aims to bring greater recognition and attention to the brand by creating an IP image with distinctive characteristics and cultural connotations.

The IP image of this design is based on bananas, and through the refinement of its characteristics, it creates a character that is both cute and full of personality. The image creativity mainly focuses on the core concept of the brand, integrating modern aesthetics and trend elements to create an IP image that has both traditional charm and fashion sense. Through anthropomorphism, the characters are endowed with emotion and storytelling, enhancing their resonance and interaction with the audience.

IP, like the core of a design, is a design-specific image that outputs the core of the design through an anthropomorphic image. At the same time, it can also drive the derivative peripheral products of the original design, and obtain the love of the public through the affinity of IP.

The IP image is named Banana Nana, and the overall design concept is centred around the banana. For the conception of the IP design, by expressing the anthropomorphism of the banana image, and using a large amount of yellow as the main colour and a small amount of green as the secondary colour for the image, it can quickly make people remember its characteristics (see Figure 3.2.2).

Emoji design

The emoticons are designed as more than 20 kinds of images with emotional colours. In the age of information technology, the public like to socialise on the Internet, and words can't well convey the emotions we have at the moment, but through the rich and vivid appearance of emoticons, we can express our joys and sorrows well when we socialise. This topic will be extended from the IP image, and a series of deformation of body movements will be carried out to make the image look more vivid (see Figure 3.2.2).

In the age of social media, memes have become an important tool for people's daily interactions. By sending funny memes, people can break the silence, relieve embarrassment, and increase the fun and activity of social interactions. At the same time, memes can also be used as a social symbol to help people build and maintain social relationships. They bring people closer

together and enhance their sense of identity and belonging.

As a unique cultural product, memes also have commercial value. Many businesses and brands design their own memes for promotion and publicity. These memes often combine brand characteristics and cultural connotations to capture the attention of the target audience and increase brand awareness and reputation. At the same time, memes can also increase the interaction and stickiness between brands and consumers, laying the foundation for the long-term development of brands.

Emoji design is also an artistic creation in itself. Through ingenious conception and creative design, the designer integrates images, symbols, and words to create emojis with personality and artistry. These emojis not only have practical value, but also have unique aesthetic value, which can stimulate people's aesthetic emotions and imagination, and provide new possibilities and space for artistic innovation. The significance of emoji design is to improve communication efficiency, enrich emotional expression, inherit culture, display creativity, enhance social media interaction, build social relationships, realize business value, and promote artistic innovation and personality display. Together, these meanings constitute the important position and value of memes in modern society.

3.2.3 Poster design

Poster design is a form of visual communication in which information is presented to the audience in a beautiful and concise way through a combination of graphics, text, color and other elements. A good poster design should not only be aesthetically pleasing, but also be able to accurately convey the message in a compelling way.

Before designing a poster, it is important to first clarify that the theme and purpose of the poster is to try to inform the public about various types of anxiety. For example, body image anxiety, social anxiety, and appearance

anxiety. Only when the theme is clear can the appropriate elements and design style be targeted.

Colors and fonts are very important elements in poster design, they can directly affect the audience's visual experience. Choosing colors and fonts that match the theme can better convey the message and also make the poster more beautiful.

Text is an indispensable part of poster design, it can directly convey information to the audience. Therefore, the text content must be concise and accurate, and do not pile up too many words and sentences. At the same time, font size and typography should also be considered to ensure that the text is clearly visible.

Pictures and graphics are indispensable elements in poster design, they can visually convey the message and at the same time attract the audience's attention. Choosing an image of a banana that matches the theme and anthropomorphizing it can better show the theme and purpose of the poster.

Layout is the core of poster design, which can influence the audience's visual flow and information reception. Therefore, the layout must be reasonable and simple, not too complicated or confusing.

When designing a poster, it is important to maintain consistency. This means being consistent in terms of visual style, colors, fonts, etc. and avoiding a mixture of styles. A consistent design style deepens the viewer's perception and memory of the brand or event.

As a medium for disseminating information, posters need to meet the goal of visually bringing will to the viewer. "Give yourself back to yourself" poster design has a total of six, following a simple and atmospheric style, and once again anthropomorphic bananas, divided into body anxiety, social anxiety, insomnia anxiety, work anxiety, learning anxiety, appearance anxiety. Poster design, to a certain extent, can greatly reduce the content of the theme, and unify the content to be classified and designed on the layout. I hope that through this poster design, the public can understand their corresponding anxiety.

At the beginning of the design, the anthropomorphic image of the banana is used as the visual center of the poster, taking into account the complementarity of colors, and then making appropriate white space, choosing a color with white as the background of the poster is clean and tidy, which also helps to adjust the color coordination in the later stage. Write a mind map for each anxiety situation, and present each related element on the poster as much as possible with a variety of lively and lovely actions. For example, body anxiety can be associated with terms related to diet, exercise, dumbbell, etc., through brainstorming, and then design and create again with the help of these terms. In the process of different visual cognition, a visual process is formed, which makes the design work more attractive and convincing (see Figure 3.2.3).

3.2.4 Illustration design

Illustration design is an art form that conveys information, expresses ideas or tells stories through visual elements and creative thinking. It is widely used in books, magazines, advertisements, product packaging, animation, games, film and television production and other fields. Illustration design not only enhances the attractiveness and interest of the content, but also helps the audience to better understand and feel the emotions and themes that the work is trying to express. Understanding the context of the study, the target audience and the message or emotion to be conveyed is the foundation of illustration design. Brainstorming and generating multiple creative options based on the needs and choosing the one that best meets the goals of the project for in-depth design. Translate ideas into sketches, either hand-drawn or drawn using drawing software, which helps to confirm the soundness of design elements such as composition, color, and character. Conduct in-depth design based on the sketches, including the treatment of lines, colors, light and shadow, texture, etc. to make the illustrations more vivid and expressive. Modify and improve according to the feedback from the client or team until a satisfactory result is achieved. Output the illustration into the required format and size for application on the corresponding media.

Creativity, aesthetics and skill are all very important in illustration design. Designers need to have rich imagination, keen observation and solid basic skills in order to create illustrations that have both artistic value and meet the needs of the project. At the same time, understanding industry dynamics and trends, and mastering new techniques and tools are also important ways to continuously improve illustration design capabilities.

Illustration needs to be able to help people better understand the content of an article, story or product. Through the use of colours, lines and shapes, illustrations can present an intuitive and vivid visual effect, helping the audience to understand and remember the message more quickly. In this study, the illustration design starts from the starting point that banana represents anxiety, and since we want to convey the meaning of rejecting anxiety, we associate banana, which is a fruit image, with other fruit images, which can represent the positive state, and can more clearly summarise the opposite image of anxiety.

For example, peaches can be associated with "peaches you like", grapes with "not worth mentioning", strawberries with "berries" have troubles, tomatoes with good "persimmon" happen and other humorous and interesting images. The humourous and interesting symbolism of "anxiety" is contrasted with that of "anxiety". Bright colours are added to the illustrations to make the images bright but not tacky. Combine with typography to enrich the picture (see Figure 3.2.4).

The illustration design is divided into two parts. In the first part, these positive fruits are respectively related to the concentrated anxiety listed above. Through these elements, we can better understand the anxiety situation. The second part is to simplify these positive fruit images, distinguish them with different colors, and enhance the color richness of the picture. Lay the foundation for the next step of related derivatives.

3.2.5 Related derivative design

Nowadays, many young people like to collect some of their favourite things or see the scenery and other interesting things, has a very important memorial significance. This is also the role of art derivatives. To make the public accept the design, it needs to be pushed from all aspects. Art derivatives can be used as an extension of the design, extending the design and concept into the derivatives, which can better spread the design concept and be more easily accepted by the public. In a series of designs done in the early stage, the appropriate design is selected for the creation of related derivatives. The topic of this research is refusing anxiety, and topics with daily nature also need to be accepted slowly in life. For example, badges, handbags, mobile phone cases, stickers and other items that are very common in daily life can better enable the design to be well utilised in life (see Figure 3.2.5).

Cultural and creative design refers to combining cultural elements with creative design to create products or services with cultural connotation, innovation and market value. This kind of design is not only artistic creation, but also an important way of cultural inheritance and innovation, which has far-reaching significance. Cultural and creative design recreates traditional cultural elements through modern design techniques, which enables traditional culture to be spread and passed on in modern society and enhances people's knowledge and understanding of traditional culture. It encourages innovative thinking, combines traditional culture with modern technology and art, etc., generates new products and services, and promotes the innovative development of the cultural industry. Cultural and creative products usually have high market value and can bring economic benefits to the cultural industry, promote the development of related industries and increase employment opportunities. Cultural and creative products often carry storytelling and emotional value, which can establish an emotional connection between consumers and traditional culture, and inspire people to love and protect culture.

Design derivatives are an important carrier of designers' artistic innovation and expression. Through design derivatives, designers can put their own ideas

and ideas into practice to achieve the perfect combination of art and life. Design derivatives not only have practical value, but also have unique aesthetic value, which can stimulate people's aesthetic emotions and imagination and enrich people's spiritual life.

The creation of design derivatives often involves knowledge and technology in multiple fields, and requires the cooperation of professionals in different fields. This kind of cross-border cooperation can not only promote exchanges and cooperation between different fields, but also stimulate new ideas and inspiration. Through the design of derivatives, professionals in different fields can jointly explore new possibilities and development space, and promote the integrated development of the industry.

The significance of design-related derivatives lies in cultural inheritance and promotion, meeting market demand and consumption upgrading, brand value enhancement and image building, artistic innovation and expression, and promoting cross-border cooperation and exchanges. Together, these meanings constitute the important value and status of design derivatives in modern society.

Summary of Chapter III

1. Design draft. Closely follow the theme of rejecting the concept of anxiety, selected color combinations, optimize the layout and typography, clever use of banana graphic elements, text style is distinctive, to achieve the functional requirements, focus on the interactive experience, style unity and coordination.

2. Exhibition. Carry out work on derivative works of the results of the design to complete the exhibition.

3. Information transfer. The design works follow the theme of refusing anxiety and advocate healthy life. The creativity comes from the beauty of the lover, with harmonious colors and simple shapes. It is loved by young people.

CONCLUSION

Whether or not we can really get rid of the worries brought by anxiety is a difficult problem to break through in the fast-paced and high-pressure society. This study is from their own point of view, layer by layer to analyse the causes of anxiety, from which to find ways to guide people to learn to find in life full of positive energy, no longer be pestered by all kinds of anxiety rather than anxiety, rather than panic. Through a variety of studies found that in fact, anxiety is a person in the face of the problem of their own inner sense of uncertainty or a sense of dissatisfaction. The degree of anxiety varies from person to person, and the boundaries of what makes a person feel secure are different for each person, so we can't fully empathise with family members or friends around us who are experiencing anxiety. Therefore, I would like to tell those who are prone to anxiety or are anxious that anxiety is not harmful, and that correctly facing anxiety can play a positive role in guiding them, and that it is the same emotion as happiness, sadness and grief.

When I was researching this topic, I encountered a lot of difficulties in the process of considering the design, such as how to coordinate the balance between images, or some bottlenecks in innovation. All these times would cause anxiety, but when all these anxieties turned into motivation, many problems were gradually solved and the design ideas and styles became clearer. In the process of completing this design research, I have learnt a lot of study contents related to my major, overcome many problems, and solved the anxiety problem that I have. So it is more confirmed that anxiety is not a shortcut to avoid our problems, but rather an effective motivation to solve them.

This study investigates anxiety, analyses anxiety, and designs three aspects of the subject to convey positive energy for the purpose of the study, hoping to attract the attention and thinking of society. When it comes down to it, the reason for anxiety is nothing more than wanting to do many things at the same

time and wanting to see immediate results. Anxiety is not an insurmountable disease, but a state of mind that can be regulated and improved. We should face up to the existence of social anxiety and look for suitable ways and means to alleviate and eliminate it, so that both ourselves and society can be more healthy and harmonious. Through the form of visual communication, the audience is visually made to understand the contrast between the state of anxiety and the positive attitude, and it is hoped that in this way, the viewers who learnt about it will think about the state of anxiety they have, and re-examine these anxiety-causing problems, which may be another kind of optimistic and healthy mindset. In fact, those who create anxiety will not provide you with any substantial help, those who advocate "lying down" is not responsible for your life. You just need to find your own rhythm, refine your own three views, only responsible for their own life.

There have been many successful cases of anxiety design at home and abroad that are worthy of our reference and learning. For example, an app specifically aimed at anxious users helps users relieve anxiety by providing functions such as meditation and breathing exercises. In the design of the environment, a hospital focused on creating a warm and comfortable atmosphere to reduce the tension and fear of patients. These cases provide us with valuable experience and enlightenment in the field of anxiety design.

With the continuous development of society and people's increasing attention to mental health issues, the field of anxiety design will usher in more development opportunities and challenges. In the future, we can foresee the following trends and directions: first, the strengthening of interdisciplinary cooperation, and the closer integration of design with psychology, medicine and other fields; the second is the promotion of technological innovation, such as the use of big data, artificial intelligence and other technical means to improve the accuracy and effectiveness of design; The third is to pay attention to individual differences and diversity to meet the individual needs of different users.

The background of research anxiety design is rich and complex, involving

multiple fields and levels. By gaining an in-depth understanding of anxiety phenomena, analyzing psychological and sociocultural influencing factors, exploring the application of the design field, and learning from successful cases at home and abroad, we can provide strong support and guidance for the design intervention of anxiety problems. In the future, we look forward to seeing more innovative anxiety design products that contribute to people's mental health and quality of life.

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At this point, when I start to add to this acknowledgment, it means that I am going to end my undergraduate career with my own hands. When I first stepped into the campus, I always thought that the four years would be waiting for me to grow slowly, but in the end, it went by quickly. In the past four years, all the encounters, all the journeys, and all the stories that have happened are enough for me to cherish memories for a lifetime.

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When we meet in Pingshui, we are fortunate to have three lives. Thanks to my roommates who have been with me for four years in college, we get along day and night, and during this time, we will share each other's joys, sorrows, and sorrows, and accompany each other to do one thing after another. Every day we spent together was dull and hot. May this go to prosperity and goodbye to the same.

Write all the mountains, and it is you who put pen to paper. Thanks to my boyfriend, we have supported each other in each other's lives for eight years and

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It was my college life that ended, not the life I still had a million possibilities.

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Annex
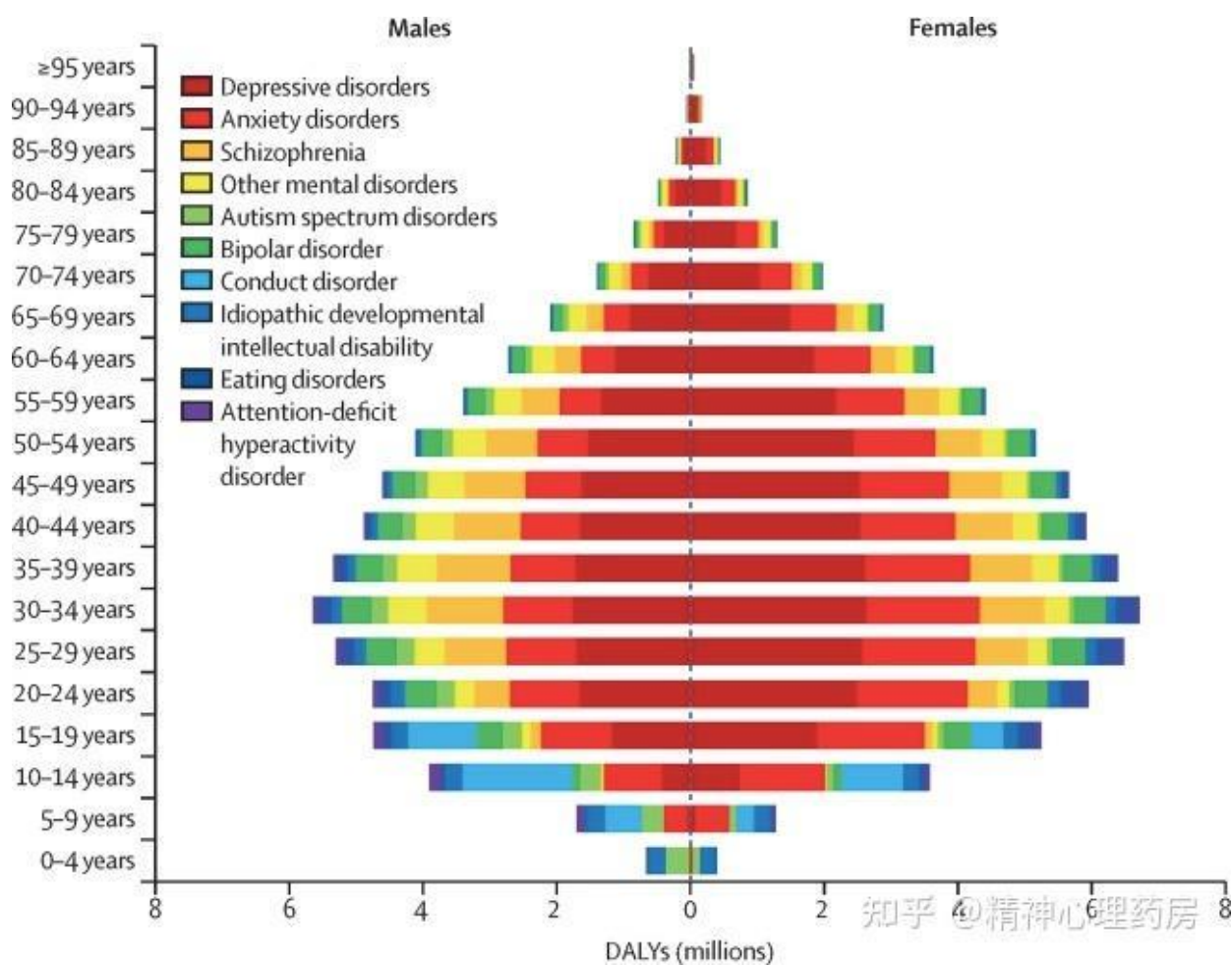
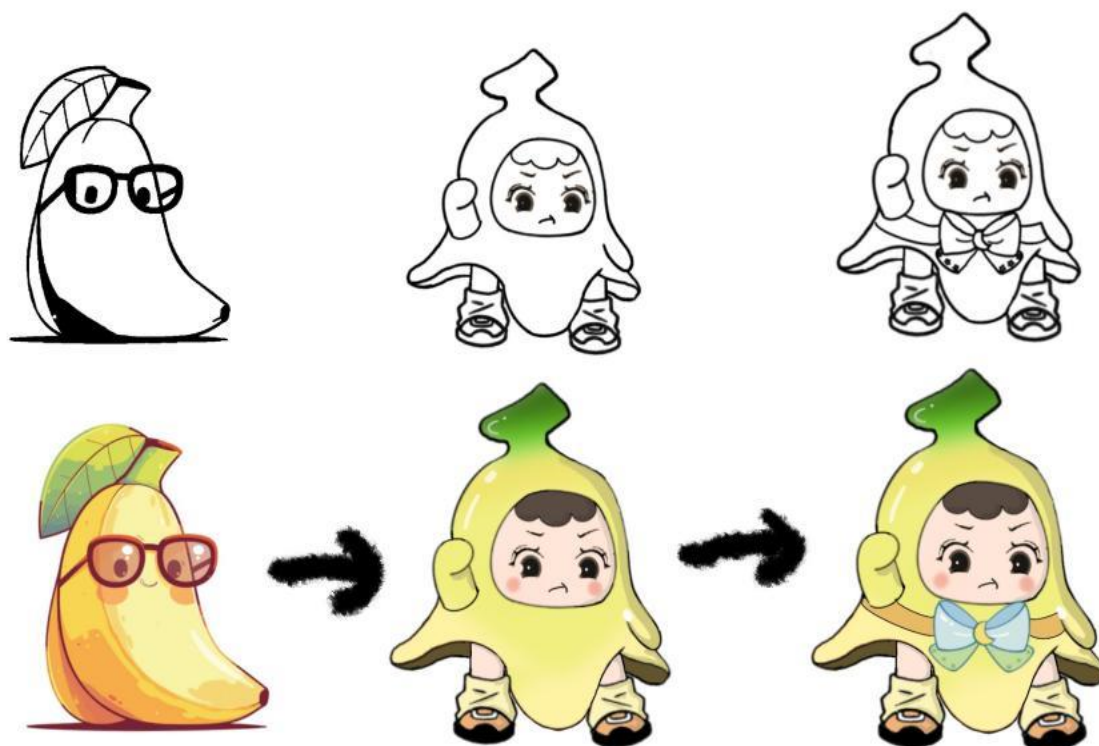Figures 1.3 Global DALY by mental disorder, sex and age, 2019

Figures 3.1.1 Font design

Figures 3.1.2 Logo design

Figures 3.1.3 IP deign

Figures 3.1.4 Poster design

Figures 3.1.5 Illustration design

Figures 3.1.6 Emoji design

Figures 3.1.7 Related derivative design